

"THE RADIO WAVE"

Keeping Radio People in Touch"

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Issue #52

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By subscription only! Welcome to the fifty-second issue of

THE RADIO WAVE

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A SELF-SERVING PLUG  
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First up a reminder about our internet entertainment portal site...Boost Digital.

The online radio station Boost Digital Radio is streaming 24/7 with great independent music and for 2 to 5 year olds there's the "totally for kids" kids channel: BoostDigital Kids.

The music is presented by "Dee dee", BoostDigital Kids Jockette.

She plays all their favourites including The Wiggles, Hi Five, Bob the Builder, the Muppets and Bananas in Pyjamas.

Apart from the specially chosen music, other content includes fabulous fairy tales, jokes emailed by kids, amazing facts (so kids can impress their friends!) and the Boost robot, Boosta.

Other features on the site include a collection of Classic Kids' Cartoons, online games in the Games Alley and a new Kids Directory.

Forget you're a "grown-up". If you're feeling a bit down, tired or depressed, have a listen. It'll really pick you up!

Love those Muppets!

<http://www.boostdigitalkids.com>

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BBC RADIO HOST BLASTS TV GARDEN SHOWS  
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It was pitchforks at dawn in a row between TV gardeners and BBC radio's authority on horticulture, Eric Robson.

The Gardeners' Question Time host accused TV makeover shows like Ground Force of "giving gardening a bad name" saying creations from TV gardeners would be hard to live with.

Mr Robson, 57, asked: "How many more makeover gardening programmes can we stand? Could you really live with the results of most of their ideas?"

"The people who make those wall-to-wall programmes are pleasant, talented, generous with their advice and sincerely trying to introduce us to new ideas.

"But, and it's a very big but, what doesn't come easily to them is an acceptance of the real tradition of gardening."

A spokesman said the BBC did not program its output for only one type of gardening viewer.

"We have a range of extremely talented gardeners who present a fantastic breadth of knowledge and experience," he said.

"Even on Gardeners' Question Time the team do not always agree."

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#### U.S ADVERTISERS LAUNCH EBAY EXPERIMENT

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The online RBR (Radio Business Report) first reported in May that an advertising industry taskforce was working on a pilot program to test online buying and selling of advertising - and hinted that it would involve eBay.

Sure enough, the task force has now announced that it has launched a website for interested participants to sign up and is working with eBay to develop and manage the framework.

[www.admarketpilot.com](http://www.admarketpilot.com)

Participants already signed up weren't named, but are said to include several leading advertisers in the automotive, consumer goods, retail and technology sectors. The pilot will test the viability of securing inventory and matching it with the marketers' requirements in an electronic marketplace.

There are certainly Internet-based advertising buying and selling sites already in operation for various media. What is different about this one is who is running it - the advertisers and agencies, who obviously will be seeking a system designed to do business the way they want to do business.

That's not necessarily a bad thing for broadcasters, but they should want to offer some input on how the platform should function as viewed from the other side.

Australia based radio consultant David Rogerson told me:

"This has the ability to completely change the face of media buying as we know it if the e-bay thing takes off."

"Unlike other similar on line offerings in the US at the moment, this one is backed by the agencies and advertisers, who will undoubtedly design it with their specific objectives in mind. The challenge will be getting the stations to participate."

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CONSOLIDATION CAUSES LAYOFFS AND LOWER WAGES IN U.S.RADIO  
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A study released by the Future of Music Coalition has found that most major U.S. cities have experienced both layoffs

and lower wage growth within the radio profession,  
associated with consolidation of radio station ownership  
over the last decade.

Jenny Toomey, who's a musician and executive director of the  
Future of Music Coalition, said: "Consolidation in radio  
ownership hasn't just homogenized music formats."

"It has devastated the broadcast profession and virtually  
eliminated the ability of radio stations to provide unique  
coverage of local news, music and community issues. Before  
the FCC moves forward to further loosen already weak  
ownership limits, it should understand the impact that  
deregulation has had on jobs and communities."

Didn't we just know it!

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RADIO IS GAY IN MANCHESTER  
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Manchester's new radio station aimed at the local gay,  
lesbian,

bi-sexual and transgender community is now on air.

Broadcasting on a restricted services licence, Gaydio 87.7 started from a temporary studio in the LGF (Lesbian and Gay Foundation) building, just off Canal Street in the city centre.

The station is covering Manchester Pride and programme controller Toby Whitehouse said: "By broadcasting from the village it not only means that our programming can feature elements of the parade and festival, but we'll be close to the action and all the latest news and gossip."

As well as music, Gaydio will also be broadcasting information about the services provided to the community by the LGF and holding interviews with many of the teams and organisations that operate from there.

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COW TOP HITS  
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Dairy farmer Alan Braid in Tasmania is a keen restorer of old radios.

In fact he has about 400 in his collection.

He is also a firm believer in the theory that music relaxes the savage beast - or the gentle dairy cow - and that cows produce more milk when relaxed.

So he plays his herd music using one of his old radios which, he says, still sound great today. Even some from the 1920's.

Here's his survey of cow musical loves and hates.

#### COW TOP 6

Everybody Hurts, by REM

What A Difference A Day Makes, by Aretha Franklin

Bridge Over Troubled Waters, by Simon & Garfunkel

Moon River, by Andy Williams

Perfect Day, by Lou Reed

Beethoven's Pastoral Symphony

#### COW HATES

Space Cowboy, by Jamiroquai

Pumping On Your Stereo, by Supergrass

Size Of A Cow, by Wonderstuff

Tigerfeet, by Mud

Horny, by Mousse T Vs. Hot N Juicy

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HONG KONG RADIO HOSTS BACK AFTER TWO MONTH SLAP ON THE WRIST  
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Sammy Leung Chi-kin and Kitty Yuen Siu-yee are back on air at Commercial Radio Hong Kong after a two-month suspension

for their online poll inviting audiences to vote for the female artist they would most like to sexually assault.

The widely criticised poll drew 284 complaints to the Broadcasting Authority in June. The authority fined Commercial Radio a record HK\$140,000. The incident cost Sammy Leung his post as a part-time teacher at Chinese University school of journalism.

Commercial Radio said the programme's content, though not its style, would change.

Sammy Leung, who was previously the show's executive producer, will focus on his role as a host.

"The producer and the show host discuss the programme together," said a station spokeswoman. "They have to go through the daily programme with the programme monitoring committee, which is now a permanent system at the station."

The station has organised five "radio reinforcement training, and sharing reinforce sessions" for all staff of Commercial Radio 1 and 2.

We never did hear the result of the poll after all that!

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OUTRAGED AND OUTSPOKEN DJ QUILTS LIVE ON-AIR

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Radio personality Inetta 'the Moodsetta' Boykin Hinton of WBLX-FM 92.9 in Alabama decided to go public with an impromptu statement about her co-workers and announced her resignation live on-air radio with a famous line, "I quit this bitch!"

The 90-second audio clip has now become a popular internet download.

Listen, as she says: "I refuse to walk around and watch people on my job looking over my shoulder. People lying to me. People talking about me."

Upset that she was only making \$6 an hour and only got a raise once after six-years was one of many catalysts. The station did not silence her live speech, and "after that, she left," said the station's operations manager James Alexander.

Hear her resignation rave here:

[www.cafepress.com/beyondthetech/1739386](http://www.cafepress.com/beyondthetech/1739386)

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SHERIFF THREATENS TO ARREST ARIZONA RADIO HOSTS

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Two U.S. hosts at Arizona rock-station KUPD could face animal

cruelty charges from the County Sheriff's office if they don't stop encouraging acts of animal abuse and bestiality.

The warning came from Sheriff Joe Arpaio after the hosts paid a listener \$550 to eat peanut butter off the rectum of an English Bulldog.

Arpaio said this was the second time he had warned John Holmberg and Brady Bogen about criminal prosecution.

In February, he investigated but filed no charges against the hosts for telling listeners to steal from and set petrol stations on fire in retaliation for high prices.

KUPD had no comment on the warnings.

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SYDNEY STATION DUMPS NEWSREADER

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Sydney 2Day FM breakfast newsreader Geoff Field was dumped in the middle of the Great Victorian Desert, a barren, arid and sparsely populated region, in the Northern Territory.

This was the latest "Scare Geoff to death" gimmick. His challenge was to make it back to the studios in Sydney without any money or transport.

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L.A. MOURNS LAST COUNTRY STATION  
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Country music fans in Los Angeles are in mourning.

KZLA-FM, the city's last remaining country music station, has broadcast its final Keith Urban song and suddenly switched to a pop format, under the new name Movin' 93.9. The change was not announced in advance, even to station staff, and the move leaves plenty of LA country fans contemplating satellite radio subscriptions.

It seems country music still has a following in LA's massive metropolitan area, and KZLA consistently ranked about 20th among the city's radio stations.

However, the Emmis Communications station's executives apparently felt that urban pop, featuring the likes of Beyonce and Pink, would be a bigger draw to women 25-54.

KZLA, which has received hundreds of calls and emails protesting the switch, is continuing to stream music online.

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COW FLYING INTO THE TWIN TOWERS GROUNDED  
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A radio comedy show featuring sketches of a cow flying into the Twin Towers and cartoons of the Prophet Muhammad was pulled just days before it was due to air.

The second series of the Franz Kafka Big Band was taken off BBC Radio Scotland schedules because of concerns about its controversial content.

The five-part series was to be broadcast nightly from August 28, but BBC executives said the "bold" show by the Glasgow-based troupe required some "fine tuning" before it could air.

The show has a segment called Rolf's Blasphemous Cartoon Time portraying Rolf Harris drawing cartoons of the Prophet Muhammad and Buddha. Another sketch has a voice-over for a famine appeal while the person is eating. There is also sexual content.

Big Band writer and producer Colin Edwards said the BBC mainly had a problem with the show's political content. He said:  
"It's frustrating but the BBC has given us a lot of freedom,

so although we have to go back to them it's just a case of coming to a common ground."

"I think one problem is that the way the show is produced means it can sound very realistic because of the post production work and sound effects, so something that seems relatively innocuous on paper goes from being relatively funny to something quite potent."

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NUMBER OF SONGS ON MP3 PLAYERS LINKED TO RADIO HABITS  
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According to a Bridge Ratings U.S. consumer study, the number of songs stored on MP3 players varies by amount of weekly radio listening.

The study found an inverse relationship among those consumers who spend less than the average amount of time per week listening to radio of any kind.

According to the study of 2900 persons between 12 and 64 years of age, the average weekly radio listening is 34 hours per week. This includes listening to terrestrial, satellite and Internet radio.

Listeners who spend less than the average 34 hours a week with radio of any kind tend to have more songs on their

digital music players.

Light users of radio average 410 songs while average or heavier consumers of radio average 289 songs.

Also in this study, 67 percent of radio consumers age 12 and older said they had no interest in using their cell phone to play back audio tracks.

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EMBARRASSING CONTEST MIX UP AT MIX  
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Sydney Mix 106.5 is facing a legal nightmare after giving away \$50,000 to a listener who guessed its secret sound when two other listeners had already cracked the sound and been told they were wrong.

A mother of three Elizabeth Harris was awarded the top prize after guessing the sound was the opening of a sugar sachet.

But according to the station's website which listed all previous answers over the three month competition, two previous listeners had been on air, correctly identified the sound, but told they were wrong.

I was alerted to this story by a Radio Wave reader who said:

"At 8.06am this morning, on the breakfast shift, of "Sammy,

Subby & Allan" a caller got through, a housewife from Alexandria, and 'won' with the guess of "tearing a sugar sachet"

I got through at approximately 8.15am, and spoke to the producer of the breakfast show to ask the question - 'Why is the winning guess of this morning, listed on your web site as an incorrect guess? Twice? It is there in black and white.' He passed me to another person - who thanked me for pointing this out, and promised he would 'look into it'.

Within 10 minutes, the incorrect answers were pulled off the web site....with only a sign about the contest, with the terms and conditions link remaining there. Then, later in the morning, all mention of the competition was removed entirely from the web site."

Eventually the station admitted it had erred. Two "losers" were identified but the station refused to comment on an undisclosed "prize" awarded as compensation to the first listener - not even saying whether it was of a cash nature.

Meantime the second listener turned up claiming he correctly identified the sound before a third person was awarded the

\$50,000 prize. The unlucky contestant says he will mount a legal challenge against the broadcaster.

Station GM John Williams says: "Our legal advice is quite clear, we've discussed it with him, he doesn't have a case."

My inside information is the cock-up was caused by a young and inexperienced station employee and the actual correct answer should have been "a sugar sachet being shaken."

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BEATLES SGT. PEPPER ALBUM TOPS ALBUM POLL  
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The Beatles' Sgt Pepper's Lonely Hearts Club Band has been voted the best Number One album of all time by the British public.

The seminal record, released in 1967, topped the poll to commemorate the 50th anniversary of the UK album chart.

The Beatles had a total of four albums in the top 10, with Revolver at six, Abbey Road at eight and The Beatles - also known as The White Album - at 10.

Best of the rest...

Only one album from the last 20 years featured in the top 10  
- and that was U2's The Joshua Tree, from 1987, which came  
third.

The rest of the places were taken by a string of mid-70s  
records. Fourth was Fleetwood Mac's Rumours and fifth was  
Pink Floyd's Wish You Were Here.

TOP 10 NUMBER ONE ALBUMS

- 1: Sgt Pepper's Lonely Hearts Club Band - The Beatles
- 2: Thriller - Michael Jackson
- 3: The Joshua Tree - U2 (above)
- 4: Rumours - Fleetwood Mac
- 5: Wish You Were Here - Pink Floyd
- 6: Revolver - The Beatles
- 7: Bridge Over Troubled Water - Simon and Garfunkel
- 8: Abbey Road - The Beatles
- 9: A Night At The Opera - Queen
- 10: The Beatles - The Beatles

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HELP!!!  
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We need more subscribers to this list!

Would you help me to double the subscriber number by next

month?

Forward this newsletter to your three favourite radio colleagues and suggest they subscribe.

Well, it IS free! And they can unsubscribe at any time.

All they have to do is send a blank email, with the word subscribe, in the subject line to:

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