

THE RADIO WAVE

"Keeping Radio People in Touch"

5<sup>th</sup>. November 2006

Issue #54

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

THE RADIO WAVE

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G’day  
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As noted above this is the 54<sup>th</sup>.issue of The Radio Wave. It  
launched on April 7<sup>th</sup>, 2002. As always we’re keen to make an  
all-out push to increase our subscriber base.

So, I’m asking for your help, loyal reader, to make that  
happen. Please forward this issue to anyone you know that

may appreciate the bounteous free content YOU get every month in The Radio Wave newsletter.

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Radio connects emotionally with listeners  
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With radio revenue flagging, the radio industry wants advertisers to know why it is still a smart investment.

The Radio Ad Effectiveness Lab in New York, a radio research group funded by radio broadcasters, has released a study indicating that radio listeners find advertising to be more personally relevant than advertising on other media and that the listeners are more receptive to ads on the radio than they are to ads on other media.

The Radio Ad Effectiveness Lab compared radio to TV, newspapers and the internet.

The study found that radio listeners have the strongest emotional and personal connection to their medium, and that

was clear compared with all other media.

No big surprise, the study concluded that radio offers a more positive environment for advertisers than other media.

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Radio Station Apologizes for 'Muslim Jeopardy Skit'  
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Another US radio station has had a wrist-slap for airing a Muslim skit.

Top 40 KDWB-FM in Minneapolis has apologized for an on-air comedy skit called "Muslim Jeopardy."

The Council on American-Islamic Relations said the skit included an announcer using a fake accent to introduce contest categories such as "infamous infidels" and "smells like a Shia" -- and threatened to behead a female contestant who got an answer wrong.

The station's Web site later stated: "KDWB does not condone making light of Islam and Muslims."

The station added that it regretted that listeners found the skit to be "insensitive."

Actually it was one listener.

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Whoopi's Show Lacks Luster  
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WHOOPI Goldberg, whose syndicated radio show has been described as "lack luster", has been called "the female David Lee Roth" by the influential New York Radio Message Board Web site

This comment refers to the former Van Halen front man's disastrous attempt this year to follow in Howard Stern's footsteps.

But it seems Clear Channel is heavily committed to airing the show across the U.S.

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Radio Friendly Song in Extra-high Rotation  
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Pursuing his own 15 minutes of fame, in the U.S. a Russ Heller was locked in a plexiglass booth for 24 hours listening to the Starship song "We Built This City" 324 times in a row in an attempt to set a world record.

Aaaarrgh!

Welcome to Russ Heller's nightmare.

The song was named by Blender magazine as the worst song ever. Heller, a contributor to the mag said he was, remarkably, unfamiliar with the song.

Isn't now.

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Fight Over Radio Station Causes Drama at the Mall  
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A 15-year-old driver in **Daytona Beach, Fla., was arrested** after he crashed into a police car and then a mall store after getting into a fight with his passengers about which radio station to listen to.

It seems four teenagers in an SUV got into a fight over a radio station. The teen kicked out the other three and began to joy ride around the local shopping mall and taunt his mates.

A state trooper spotted the SUV in the parking lot and tried to stop the driver.

However, the teen drove off and crossed the median into oncoming traffic and then deliberately hit a police vehicle after circling back into the mall parking lot. He then jumped out of the vehicle and let it roll unmanned into the

side of the store.

The teen was taken into custody a short time later.

There were no injuries in connection with the incident.

The driver faces charges of eluding police and aggravated battery on a police officer.

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"Blind" DJ goes for a Drive

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Police have launched an investigation into a stunt in which Top 40 WHTZ/Z100 New York breakfast personality Greg T. was apparently driving around **Jersey City, NJ** while blindfolded.

Z100 Public Service Director John Bell was also in the vehicle.

The station said the stunt was "a staged theater-of-the-mind performance for our listening audience." They reckon Greg T. was never actually blindfolded. He was in fact wearing a veil made of pantyhose material on his head.

Regardless, **Jersey City** police have deemed the incident potentially "alarming and irresponsible."

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## Teen Listening Down

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Radio listening among teenagers has dropped off considerably in the U.S.

Edison Media Research says two factors are involved. The first is the intense competition for media audience time that has developed in the last dozen years. In addition to Web surfing, mobile phones, video games, movies, television, instant messaging, portable music players and downloadable songs are vying for teenage ears.

Another factor is "radio's unwillingness to target listeners in the 12-24 year old demographic. The overwhelming majority of stations target the 25-54 year old group, what is known in the industry as the 'money demo.'"

Listening hours have dropped almost 21 percent for 18-24 year olds in the last 10 years, but they still listen for 18 hours in an average week, almost six hours more than their younger siblings.

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## Australian presenter's dead toenail stars on You Tube

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It seems that Melbourne Noval100's Hughesy will do anything

for a bit of free publicity ... including self mutilation live on air.

After playing tennis with friends, he noticed that the nail on his big toe had turned black ... and after a few days the nail was rotten. During his breakfast show on Nova 100 Hughesy started to pick at the nail - much to the horror of his colleagues, including Kate Langbroek.

Towards the end of the show, Hughesy decided enough was enough and the nail had to go - and proceeded to pull it off live on air - with a running commentary so listeners didn't miss a thing. (Not great if they were eating at the time!). The complaint calls came in thick and fast at this point.

Ever the showman, he got their producer to video it, and it became one of the most popular downloads on You Tube. (Link below)

<http://www.youtube.com/watch?v=glzJlsmMnho>

As a joke someone suggested that Hughesy may like to sell his dead toe nail on e-Bay. After exploring this option and finding out this wasn't allowed, Hughesy resorted to trying to sell a photo of his dead toe nail instead.

Strangely, there were people out there who wanted to buy it  
and the bidding closed at AU\$142.50

(Link Below)

<http://cgi.ebay.com.au/ws/eBayISAPI.dll?ViewItem&item=290041098886>

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The CD Is Dead  
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That's the message from EMI Music Chairman/CEO Alain Levy.

He was speaking to an audience at the **London Business School**.

He told them that music companies won't be able to sell CDs  
without offering "value-added" material.

Levy said: "The CD as it is right now is dead." He went on  
to note that 60% of consumers transfer music from CDs to  
their digital music players.

Still, he said, there is a need for physical media.

"You're not going to offer your mother-in-law iTunes downloads  
for Christmas. But we have to be much more innovative in the  
way we sell physical content. By the beginning of next year,  
none of our content will come without any additional material."

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Station Reports Itself to Authority

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The Australian Communications & Media Authority is launching another "cash-for-comment" inquiry into 2UE Sydney host John Laws.

The new inquiry arose from an interview he did with the Prime Minister, in which Laws allegedly discussed the privatisation of Telstra but failed to disclose that he is sponsored by Telstra. The station itself actually brought the lapse to ACMA's attention, which triggered the inquiry.

Laws and rival 2GB host Alan Jones have been embroiled in similar controversies in 1999 and 2004.

Taking sponsorship money from a business and then talking about the company without disclosing the financial relationship violates Australia's commercial radio standards.

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Scams exposed on U.S. ethnic stations

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Some "ethnic" radio stations in the U.S. feature in a front page in the Wall Street Journal.

Seems there's a growing problem of radio scams that target

immigrants on some stations that sell program time to ethnic groups while station management "looks the other way".

The paper reports that many managers and owners do not monitor the shows and sometimes can't speak the languages in which the programs air, and that some time blocks are sublet and that stations give minimal or no screening of the lessees or sub lessees.

One example highlighted in the article is a Creole program on WLQY in Florida that was thought by the station to be a "musical-variety show," but was instead an investment scheme that cost investors almost \$6 million.

Other examples in the story include a show on Spanish KCZZ in Kansas City hosted by a woman offering legal assistance to immigrants who turned out to be an illegal immigrant herself, and cases of a man passing himself off as an immigration lawyer on shows aired in Spanish.

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HELP!!!  
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month?

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