

THE RADIO WAVE

"Keeping Radio People in Touch"

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THE RADIO WAVE

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"The Beginners' Guide To Becoming A Radio Star"...

is a far reaching e-book for radio beginners or people who want to make radio their career. All the information you'll discover here is "the basics" of radio. Stuff that applies anywhere in the world where professional commercial radio is established.

www.allaboutradio.net

G'Day

Just a reminder...every issue of The Radio Wave since the first one on the 7th. April 2002 has been archived at www.allaboutradio.net

This is the site where my e-book for radio beginners resides.(See above)

Reason the newsletters live there is that, when The Radio Wave began it was aimed primarily aimed at...yep, beginners.

We have mail

Hi Ian,

Thanks for the latest All About Radio.

Very interesting and enjoyable - as ever - but I think you have been April Fooled. The story about the return of the North Sea pirate is (as far as I know) just an April Fool spoof, issued by an anorak web site.

Shame.

All the best,

Jon Myer
(BBC)

COMMENT: That was the story about a radio signal carrying continuous music coming from the Rough Tower alias Sealand in the UK.

Bob Leroi (www.bobleroi.co.uk) says...

I didn't actually see a release about a broadcast from

Sealand.

Did I miss something, there is no TX on the Fort & the last thing they'd want at the moment is any official attention.

I had a call from Mike on board last week & it's still in a depressing state after the fire.

COMMENT: So it does look like if was a beat up.

No charges in water stunt death

It seems no criminal charges are to be filed in connection with the death of the California woman who died of water intoxication during KDND Sacramento's "Hold Your Wee For A Wii" radio contest.

In the January stunt, Jennifer Strange was one of a group of contestants attempting to win a Nintendo Wii video game player. After drinking almost two gallons of water, she complained of not feeling well. She left the station and died later that day.

The Sacramento County District Attorney said that Strange willingly participated in the contest and showed no visible symptoms to suggest that she was seriously ill or in danger of dying.

The DA said Strange "knew what the contest involved when she entered it and had the option to stop or discontinue her participation in the contest at any time. "

"There were no observable indications or symptoms that Jennifer Strange was experiencing a serious medical emergency which would have required station employees to seek or administer medical aid to her."

iPodders want FM radio capability

A new online poll from rock radio consultants Jacobs Media shows that one third of iPod and mp3 users would prefer to

have an FM radio feature on the next generation of devices over greater capacity, a bigger screen and video playback.

The survey also found that 43% of Apple users especially would like to have FM radio as an iPod feature.

Arctic Monkeys reckon BBC Radio One is crap

The Arctic Monkeys guitarist Jamie Cook has blasted BBC Radio 1 for playing "crap music".

This despite the stations major role in launching the band's career.

Cook said: "English radio is terrible, and Radio 1 plays a lot of crap music. I realised that the other morning when I had the radio going. Even music I don't usually listen to, like hip-hop, is obviously bad at the moment. There is no real hip-hop any more."

Radio stations online almost double listeners

64 percent of all Americans listen to terrestrial radio on a daily basis but the number of those who say they have listened to a radio station over the Internet has almost doubled over the past 12 months.

According to the latest American Media Services Radio Index, 67 percent of those surveyed say they have listened to a radio station online, vs. 36 percent who responded similarly in April 2006.

Further, among those who have listened to radio on the Internet, 30 percent have done so in the past week, and an additional 21 percent have done so in the past month.

The national poll, conducted for AMS by Omnitel, strongly indicates that the Internet is becoming an established method for listening to traditional radio programming.

American Media Services are developers and brokers of radio

properties.

Price pays the price

Sydney radio personality Steve Price, who is notorious for coming down tough on law breakers, was charged with mid-range drink-driving after he was stopped by police.

He admitted he made "a dumb mistake" and was "plain stupid" after he was charged with drink driving over the weekend.

Price, 52, was arrested after being caught riding a Vespa scooter with his wife Wendy as passenger after an evening drinking.

Price hosts the drive-time spot on radio station 2UE. He previously held down the same spot on **Melbourne station 3AW.**

Interestingly, he had just a few days before gone on air and criticised the motoring organization NRMA over its promotion of a personal breathalyser and its calls for motorists to test themselves before they drove.

He said it was tantamount to encouraging people to drink up to the limit before they got behind the wheel or rode a motorbike.

Virginia tech shooting victim is campus radio station chief
engineer

A photo of Kevin Sterne, a senior at Virginia Tech, being carried to safety from the tragedy was on newspaper front pages across the world. Sterne was among the dozens shot by Cho Seung-Hui, the troubled student who shot 33 people dead, including himself.

Turns out that Sterne is chief engineer at campus radio station WUVT-FM.

Doctors credit the quick thinking Sterne for keeping cool

and making a tourniquet from an electrical cord after a bullet tore a inch-long gash through the femoral artery of his right leg.

Dr. David Stoeckle, chief of surgery at Montgomery Regional Hospital, said of Sterne: "The patient that I took care of was an incredible guy. He was bleeding significantly. He knew he was bleeding to death.

"Without him taking care of himself initially, I think there's a good chance he would have died."

According to a statement by WUVT management, Sterne "came out of surgery awake, grabbed his girlfriend's hand and then asked what the station's Radiothon fundraiser total was."

Music Execs Discuss Rap Lyrics

Following Don Imus getting the flick for his on-air slur about the **Rutgers women's basketball team, a high-powered** group of music-industry executives met privately to discuss sexist and misogynistic rap lyrics.

During the furor that led to Imus' fall from his talk-radio perch, many of his critics also complained about offensive language in rap music.

The meeting, called by hip-hop mogul Russell Simmons' Hip-Hop Summit Action Network, was held at the **New York** home of Lyor Cohen, chairman and chief executive of **U.S.** music at Warner Music Group.

The summit, which lasted several hours, did not result in any specific initiative.

In other words...nothing was achieved.

Arbitron figures it out: **U.S. media study**

Awareness of podcasting has risen from 22% to 37% in the last year, with 13% of survey respondents saying that they'd listened to a podcast, up from 11% last year, showing that the growth in actual listening hasn't grown as fast as the "buzz" on this new technology.

The most popular podcast topics: Technology and Community topics (28%), National News (27%), Local News (26%), Local Music (24%) and National Sports (22%).

When asked if they'd be listening to the same amount of AM and FM radio in the future as they do now, 79% of 12+ survey respondents said "yes," while 77% of online radio listeners, 70% of satellite radio listeners and 79% of podcast listeners also answered affirmatively.

Some 74% of respondents own mobile phones, and 13% of mobile-phone owners said that they are "very interested" in receiving radio on their phones, while 18% said that they are "somewhat interested." When asked which devices/technologies had had the most impact on their lives, cell phones led the way (44%), followed by iPods (25%), satellite radio (22%) AM/FM radio (19%), MP3 players (15%), HD Radio (9%), online radio (8%) and audio podcasts (6%).

Commercial Radio Without Commercials

With more and more competition from satellite radio and iPods, a station in Dallas is trying something radically different: getting rid of the commercials.

Clear Channel owned KZPS in Dallas will no longer run traditional 30- or 60-second advertisements. Instead, advertisers sponsor an hour of programming, during which a D.J. will promote its product conversationally in what the company calls integration.

For example, the D.J. will identify Southwest Airlines, one of the station's first advertisers, as the sponsor at the beginning of the program.

In a prototype provided by the station, the D.J. later discusses the South by Southwest music festival, a popular annual event held in Austin, and concludes, "You know, the best way to get down to Austin for South by Southwest is Southwest Airlines. They have tons of flights. It's the way I travel."

The product-themed chitchat will account for about two minutes peppered throughout the hour, in contrast to the 12 minutes to 16 minutes of commercials that most stations broadcast each hour.

Advertisers will own not just the hour but also their categories. The station has four initial sponsors – Southwest Airlines, AT&T, Coors Brewing and **Guitar Center** — and will not sell advertising space to other airlines, phone companies, breweries or musical instrument stores.

Nudists leave pilot speechless

Breakfast presenters on Sydney's WSFM Jonesy and Amanda spoke with the blind pilot Miles Hilton-Barber after he completed his 13,000 miles journey from London to Sydney flying a Micro light.

Jonesy and Amanda asked him if his co-pilot described many visual highlights. He replied that, as they flew over a nudist colony, his co pilot Richard stopped speaking!

BBC apology for joke about soccer legend's death

The BBC has apologized for a joke told by BBC Radio Manchester midday host **Allan Beswick**.

He was talking about the death of soccer legend Alan Ball, 61, who died of a heart attack fighting a fire in his yard. Beswick quipped: "At least we know he's no good at putting out fires."

The station received two complaints, and the host later

apologized on the air and the BBC issued an additional apology calling the joke "ill-judged and wholly inappropriate."

Chickens and goats in radio giveaway

A private radio station in Gulu, Northern Uganda, is rewarding its lucky listeners with goats, chickens and scholastic materials in its three-month, 'Go back to schools promotion'.

Radio King station manager, Francis Ogweng, has handed over a goat, two chickens and exercise books to the first batch of lucky winners.

He asked people to save at least sh1,000 weekly to buy batteries for their radios to keep informed of what is going on in the world.

The manager said they would hold the draws every Friday.

He said the promotion aims at bailing out parents from the burden of buying scholastic materials for their children.

One in three people listen to radio via the Internet

New research from Sony suggests that one in three people now listen to the radio via the Internet.

15% of people listen to radio programmes on stations outside their traditional broadcast area, while 18% have downloaded shows after they were broadcast by visiting the station's web site.

40% of the 24-34 age group and 41% of 35-44s listen to radio in this way.

BBC radio poll counts down Top 10 Worst Song Lyrics

The top 10 worst song lyrics of all time as voted by listeners have been announced in a countdown in BBC DJ Marc Riley's show.

British pop singer Des'ree has earned the not-so-prestigious

distinction of having the worst pop lyric of all time.

The singer earned 30 percent of the vote for the lyrics, "I don't want to see a ghost/It's the sight that I fear most/I'd rather have a piece of toast/Watch the evening news" from her 1998 hit, "Life."

Snap earned the runner-up spot with "I'm as serious as cancer/When I say rhythm is a dancer."

Razorlight took third-place honors with the lyrics from "Somewhere Else" where their singer Johnny Borrell sings in the band's 2005 hit: "And I met a girl/She asked me my name/I told her what it was."

A FINAL NOTE FROM THE EDITOR

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