

"The Radio Wave"

Keeping Radio People in Touch"

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THE RADIO WAVE

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We have mail

Hey Ian,

I still continue to enjoy reading your Radiowave Newsletter.

I must also confess that an associate had purchased your online book, and I found it to be most enjoyable and **informative** - in fact it was so **informative that I switched from Radio** production and copywriting over to print journalism- as I was inspired by your stories to get my voice heard, and Print was the first opportunity I got in my search to do so.

I now work as the Editor of two weekly newspapers, in Vegreville, Alberta, Canada. Even Jocks, apart from entertaining, can provide listeners with **informative**, possibly life altering **information as some (but not all)** newspapers do. In that sense, despite different mediums, we are in the same boat- but I think the boys at the station are still the ones having the most fun!

Do you have more stories about jocks going that extra mile to make a positive impact on their listeners?

Cheers,
Michael Simpson

COMMENT: Couldn't think of any on the spot but I know there are some inspiring stories out there. Can any readers help?

Radio ads have same emotional impact as TV ads

Radio commercials have the same emotional impact as TV commercials.

That's according to a new study, "Engagement, Emotions, and the Power of Radio", commissioned by the Radio Ad Lab and performed by Gallup & Robinson.

This contradicts the conventional wisdom about the two media, which states that advertising with visuals and motion has a more visceral impact than ads using sound alone.

One physiological measure used in the testing is called Continuous Emotional Response Analysis. It's based on a technique called facial electromyography, which detects electrical activity in the facial muscles -- an instinctive response indicating some kind of stimulus.

Another physiological measure used was skin conductance, which measures changes in the ability of the skin to conduct electrical impulses, also an instinctive response to stimuli.

These "pre-cognitive" physiological responses were then combined with verbal face-to-face interviews, which serve to assess individual response to advertising at the cognitive or conscious level.

According to the physiological testing, total excitement levels for radio ads were equal to TV ads. Of 16 radio ads, four actually scored higher than the competing TV spots. What's more, radio ads scored lower "negative" emotional responses.

Nothing is mentioned about the quality of the spots. Were the production values equal in both the TV and radio commercials?

Podcast growth continues but some confusion as well

About 11 percent of broadband users in the US, or 12 million consumers, listen to podcasts at least once a month.

This is according to a survey by The Diffusion Group (TDG), a research and professional services firm. 16 percent have listened to a podcast at some point. 54 percent of respondents use a portable device and on average those users listen to 5.4 podcasts per month.

Overall 70 percent rely on iTunes to access podcasts.

The report predicts that the number of podcast listeners will swell to 24 percent of broadband users in 2012, or 38.5 million Americans. Yet the report also notes that in spite of the continuous increase of podcast listeners, podcasting is still considered too complex and the quality and quantity of content available for podcast consumption is not estimated.

Radio fireworks stunt snuffed out

The crew of the MJ Morning Show in Tampa, Florida planned to place lots of fireworks into a hot oven in the parking lot of the studio at the Clear Channel Broadcast Center.

But Tampa fire crews and police swarmed the parking lot, stopping the stunt before it began after a listener called 911.

When asked if the event was a legitimate public service, MJ, whose real name is Todd Schnitt, said, "Oh absolutely. It's about fireworks safety."

Tampa Fire Rescue spokesman Bill Wade said: "I don't know what their goal was but the bottom line is that Tampa municipal code states that if you are going to do a public display of fireworks within the city limits, you have to have a permit."

Fireworks on radio? Different.

Bread and jam cause radio station burning problem

A novelty toaster in the kitchen of Irish radio station The Jam-FM104 caused a mass evacuation from a seven-floor office block building in Ballsbridge in Ireland.

The appliance, which burns the radio station's logo onto slices of bread, malfunctioned and set off fire alarms.

Scores of staff in firms like Bank of Ireland and the Department of Agriculture had to be evacuated onto the street for several minutes.

FM104 immediately apologised for the inconvenience to employees in the building.

It said its Strawberry Alarm Clock breakfast show team was testing out the new branded toaster around 9.30am when it began smoking.

Smoke detectors in the radio station were activated and subsequently triggered alarm bells throughout the seven storey building.

Presenters Jim McCabe and Niamh Crowley said: "We had only managed to do two slices before the alarm went off."

The 25 Biggest Wusses in Music... Ever.

Here's Blender Magazine's Top 15 Wusses

James Taylor
Nick Lachey
Dan Fogelberg
Boyz II Men
Peter Cetera
Kenny G
Rascal Flats
Babyface
Chris Martin
Hilary Duff
Barry Manilow
Graham Nash
Belle and Sebastian
Cat Stevens
Christopher Cross

Blender is an American magazine that bills itself as "the ultimate guide to music and more."

World record

This year, the BBC World Service's estimated weekly radio audience hit a record 183 million - an increase of more than 20 million on the year before.

That's not just a bigger audience than the BBC's domestic services could ever hope to get, it's three times the entire British population.

"Pirate" radio returns to the UK

There's been an interesting exercise in the SE of England.

A radio station was set up on one of the off-shore fort clusters that had roof-top anti-aircraft batteries on the roof in the second world war, was abandoned after the war, then brought back to life when taken over by a "pirate" radio station in the 60's.

This broadcast (legal this time) was to commemorate the closure of the then extremely popular pirate stations 40 years ago by the British Government in 1967. In fact, it was these stations that eventually forced the government into legalising land based commercial radio.

Red Sands Radio broadcast from 7 am – 7 pm each day, with the station closing down finally on the 23rd July.

The operatives of Red Sands Radio were 14 strong, some of them lifelong friends and colleagues. This was reflected in the superb response from listeners 8 miles away ashore.

The weather was exceptionally bad - making operations difficult.

The performance of the Red Sands Radio staff and volunteers was staggering in its dedication and determination and by Sunday evening 8th July for the first time in 40 years the Fort boasted a superb antenna, a single guyed mono-pole with an in series inductance below its capacitance hat, towering above the sea.

With the generators fired for the first time mugs of celebratory tea were passed around.

Former pirate DJ's (including yours truly) sent recorded programs to be played from their old stomping ground.

The station crew came off in a force seven gale. Back on shore they hosted several events, with rapturous applause from crowds every time when introduced & Red Sands Radio was mentioned.

There were masses of text and email messages and the fort phone never stopped ringing.

As the organizer Bob Leroi told me: "It generally went down a storm & people want it full time - it was real radio as it should be, hacked off the BBC & ILR's round here. It has a future and we now have to work out how to make it work financially."

A portable compact Internet radio-no wires and batteries

Aussie company Torian has developed the world's first truly portable compact Internet radio.

The InFusion allows users to listen to any radio station in the world that streams through the World Wide Web, without the need for a computer.

Its compact design (around the size of a business card) allows maximum portability to travelers and those stationed abroad who want to stay in touch with local news, sports, and music.

It also boasts an FM tuner.

Of course you have to be in range of a wi-fi hot spot.

Meantime, a UK company better known for its toasters and

kettles, Morphy Richards, have begun to move quietly into producing and marketing digital radios.

And, following on from the launch of their DRM radio, Morphy Richards have now also released an internet radio as well.

Radio station to read names of DUI arrestees

A radio station in Indianapolis, Indiana, WNOU-FM (93.1), is taking a unique stand against drunken driving in Indianapolis -- by reading the names of the previous week's offenders every Monday during its breakfast show.

"You don't want to hear your name on this list, do you?" Co-host Marco Anselmo asked listeners during the premier segment : "You don't want to hear your name on this list, do you?"

To the tune of Inner Circle's "Bad Boys" song, hosts of "The Morning Mess" highlighted a handful of drivers charged with DUI last week and quoted details from incident reports.

The segment promises to feature "prominent guest commentators."

On Monday, Sgt. Ray Poole of the Indiana State Police offered anecdotes about DUI arrests he has made.

Upcoming speakers include members of Mothers Against Drunk Driving, and Gov. Mitch Daniels.

Radio personality guilty of sexual child exploitation

A former Denver radio host, Scott Eller Cortelyou, has been sentenced to 18 months of intensive supervised probation after pleading guilty to charges of having sexually graphic online conversations with someone he thought was a 12-year-old girl.

Cortelyou pleaded guilty to Internet luring and attempted

Internet sexual exploitation of a child. Investigators said he had the conversations in an online chat room with an undercover agent posing as a girl.

His guilty plea means he must register as a sex offender, which means he cannot have contact with anyone younger than 18.

Cortelyou, 53, was a co-host of "Business for Breakfast" on KRCN-AM.

Bear puts stations off air

Some public radio stations in Redding, California are back on the air after being off for two days.

Seems the cause was a connector at the transmitter site that was apparently detached by a bear trying to get at a beehive under the cable.

Fired DJ says water drinking death wasn't his fault

Speaking about the firing of himself and his team after that water-drinking death of a contestant during their "Hold Your Wee For A Wii" contest, KDND/The End Sacramento morning personality Lukas is now saying "We were wrongfully terminated."

In an interview with KCRA-TV Sacramento, Lukas added, "It's been the hardest six months of my life. I've never been fired from a job like this before, for something I didn't do - that wasn't my fault.

"I didn't go to bed without crying every night. I just wish we could have gotten a fair shake when all that was going on to explain what was happening, but unfortunately our lawyers said not to say anything."

Lukas said station management directed him to do the contest, which he assumed was approved by the legal department.

"Later," he added, "we found out the promotions director

never took it to legal - one of the only contests I've ever heard of that didn't go through legal. She just took it upon herself to do it."

"The low point is that a listener of ours died. That's the bottom line. One of our listeners died doing one of our contests".

A FINAL NOTE FROM THE EDITOR

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