

"The Radio Wave"

Keeping Radio People in Touch"

2ND. September 2007

Issue #63

Ian MacRae, Editor, radiowave@allaboutradio.net

By subscription only! Welcome to the sixty-third issue of

THE RADIO WAVE

You are receiving this because you requested a subscription.

Unsubscribe instructions are at the end of this newsletter.

SPONSORSHIP NOTICE (SHAMELESS PERSONAL PLUG)

"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

A REMINDER

Every issue of The Radio Wave from number one back in April 2002 is archived at www.allaboutradio.net

In this issue...

- Radio towers linked to leukaemia
- Pope meets controversial priest broadcaster
- Bullet busts radio station window
- BBC presenter blames sore throat for wobbly performance
- Blink and you'll miss it
- Ex-DJ pleads guilty to illness scam - faces 7 years in prison
- Internet ad spending to overtake radio advertising
- Rich people listen to radio longer
- Radio host suspended for debating homosexuality

Radio towers linked to leukaemia

South Korean researchers have found that children who lived within 2 kilometres of an AM radio transmitter were twice as likely to develop lymphocytic leukaemia as children who lived more than 20 kilometres away.

The researchers took measurements of the electric and magnetic fields surrounding AM transmission towers in various areas of **South Korea**, and used a mathematical model to estimate nearby residents' exposure to radiation from the towers.

The results, the report concludes, "suggest a possible carcinogenic effect" of energy from AM radio towers. However, they say more research is needed to confirm the findings, and to figure out the biological mechanisms that may be at work.

Radio Wave readers may recall a similar story about research on the effects of AM radiation (RF) on people living close by the powerful Radio **Vatican masts**. Talking of which...

Pope meets controversial priest broadcaster

The Pope has met with a Polish priest who heads a controversial radio station and has been accused of making anti-Semitic remarks.

Redemptorist Father Tadeusz Rydzyk met with the pope Aug. 5 at the papal summer residence at **Castel Gandolfo**.

The unannounced, private audience was made public after photographs of the pope with Father Rydzyk and two other priests surfaced Aug. 7 in the Polish media.

The **Vatican** had no comment as to the content of the meeting.

Both Father Rydzyk and the Polish radio station he heads,

Radio Maryja, which ranks fifth in Poland's national ratings, have been criticized for producing nationalist, anti-Semitic broadcasts.

Some church leaders in Poland have tried to rein in the radio. In April, in response to the complaints of anti-Semitism, the Vatican's representative in Poland urged Poland's Catholic bishops to reassert control "in a united action."

Cardinal Jozef Glemp of Warsaw also complained the station had promoted "only a specific kind of godliness" and "selectively applied church teaching."

Bullet busts radio station window

A bullet blasted through a Plexiglas window at KPFT Houston radio missing a woman's head by about 18 inches.

It was fired while another staff member was talking to three people at the station's front door, about 12 feet from the smashed window at about 1am..

The sometimes-controversial station airs blues, folk and other types of music as well as "alternative" programming about gay and lesbian issues and a program geared toward Texas prison inmates and their families.

But programming logs indicated no hot-button topics in the hours before the bullet struck the station's window.

Luckily no one was injured in the shooting.

BBC presenter blames sore throat for wobbly performance

BBC Radio 2 listeners were baffled by the performance of early-morning presenter Sarah Kennedy.

She mispronounced words and let sentences tail off in a rambling show that revived memories of her 1999 broadcast that prompted complaints when she called a clergyman an "old prune",

described her fellow DJ Ken Bruce as an "old fool" and accused a newsreader of soiling her underwear.

This time she referred to Diana, Princess of Wales, wearing a "pink polka blot" dress and described the victim in the Phil Spector murder trial as having a "gunshot to her month". She offered to send some "panties" to soldiers in Afghanistan and also appeared to have difficulty reading the newspaper review.

After garbling one phrase, the former Game for a Laugh host explained: "I'm sorry, I have got a bit of a breathing problem today but I will get that sorted out by going to see the docs."

The BBC blamed Kennedy's difficulties on a sore throat and said that she hoped to return to the airwaves this morning. No mention made of alcohol.

Blink and you'll miss it

Clear Channel's two-second "blink" radio spots which are slipped between songs, are a hit in the U.S. with Fox Broadcasting and other entertainment marketers who account for almost half of those who've tried out the short-format ads.

Homer Simpson's unmistakable "D'oh!" or "Woohoo!" followed by the familiar tagline "Tonight on Fox!" for example, has been a popular two-second ad -- known as a blink -- for Fox Broadcasting.

Although the concept appears to be gaining traction in Hollywood, some advertising executives remain skeptical.

Richard Cotter, managing partner for WPP Group's MindShare local broadcast unit said: "I think a few advertisers have found a strategic way to use it, but it's not something that's going to work for the majority of advertisers."

"If your product is well known, you can probably have some fun with these things, but they're not easy to use if you have to really communicate a sales message to listeners. You can't do that in five seconds."

Ex-DJ pleads guilty to illness scam - faces 7 years in prison

As a child, Todd Edward Smith faked glaucoma and fainting spells to get attention, his older brother said. He once even claimed he was going blind.

Now Todd Smith, a former WDJX-FM disc jockey known on the air as Todd Kelly, has pleaded guilty to fraud and money laundering for falsely claiming to have incurable Lou Gehrig's disease, then spending \$120,000 he raised for research on himself.

After Smith agreed to serve seven years in prison and pay restitution of \$74,270, U.S. Attorney Dave Huber said :

"Louisville is a very giving community, and he took advantage of our generosity."

Magistrate Judge Dave Whalin, who accepted Smith's plea, said Smith had been "living a charade."

The president of the **Kentucky chapter of the Amyotrophic Lateral Sclerosis Association** called Smith's crimes despicable and said they virtually shut down legitimate fundraising for the disease in **Louisville by discouraging people from giving.**

James Strader, who lost his wife to the crippling disease, said in an interview: "Any money that he raised, we didn't raise. What he did was terrible."

Internet ad spending to overtake radio advertising

Internet advertising spending in the U.S. is set to overtake radio advertising for the first time.

U.S. radio ad spending is expected to inch up 1.5% in 2007, to \$20.4 billion, short of online ad expenditures of \$21.7 billion, which will be up 22% from last year.

Terrestrial radio companies like Clear Channel Communications, CBS and Cox Radio still retain massive audiences, but consumers are spending less time listening to radio than they do surfing the Web or watching TV.

It's interesting that in a study released earlier this year by Arbitron and Edison Media Research only 17% of U.S. consumers consider radio the "most" essential medium, down from 26% five years ago.

It all points to the fact that broadcasters need to be more aggressive in their use of online opportunities.

Rich people listen to radio longer

Some interesting results are coming out of Arbitron's PPM ratings in some U.S. markets.

For example it seems that higher income listeners spend more time with radio than lower income radio consumers.

While diary ratings generally found listeners who made \$25,000 per year or less had higher time spent listening numbers, with the PPM this category posts the least amount of listening. With the PPM, those in the \$50,000 - \$75,000 per year bracket listen to the most radio.

The PPM is also finding a strong link between employment and radio listening. Among the key findings from the electronic measurement service is that people who are employed full time listen to more radio than those who aren't employed or work only part-time.

Radio host suspended for debating homosexuality

The Uganda Broadcasting Council (BC) has suspended a presenter

of the popular Capital FM radio station for allegedly violating "minimum broadcasting standards".

Gaetano Kaggwa's offence was that, on 22 August 2007, he hosted a gay activist and self-confessed lesbian who allegedly used what the Council considers "unacceptable language". During the show two co-presenters opposed homosexuality while the suspended host said that he had "no problem with it".

Ugandans are not accustomed to debating freely matters of homosexuality in fact the constitution prohibits same-sex marriage. It was not until the "Daily Monitor" newspaper published a lead story on 11 August containing the number of gay organisations and registered followers that debate emerged on the matter. The story laid the ground for gays to address a news conference in **Kampala for the first time.**

Conservative Christian churches organised a demonstration against the gays and accused the "Monitor" of being influenced by gay staff members.

The radio stations, with a habit of debating the top stories in the newspapers, picked the story for their talk shows, and Capital FM seems to have paid the price.

A FINAL NOTE FROM THE EDITOR

If there is anyone you know either in or outside the radio industry who would like to receive THE RADIO WAVE please get them to subscribe by sending a blank e-mail with the word "Subscribe" in the subject line to:

radiowave@allaboutradio.net

As you know it's free and you can unsubscribe at any time.

Hey...if every subscriber signed one other person on we'd double our base overnight.

COPYRIGHT INFO.

Copyright 2007 Ian MacRae