

"The Radio Wave"
Keeping Radio People in Touch"

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THE RADIO WAVE

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A REMINDER

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Big launch for little Radio Scilly

The world's smallest radio station has launched in Scilly. 67 islanders have signed up as presenters, serving a maximum audience of 2100 people on the five islands, 28 miles off Lands End in the U.K.

Radio Scilly will have its own staff weatherman, meteorologist Steve Douglas who will provide hourly updates, an essential in a sea faring community.

The station has attracted significant media attention with a BBC2 TV crew following the station's set-up for a fly-on-the-wall documentary. The launch has also been covered by the Guardian Newspaper today and ABC Radio in Australia.

Online audio and video broadcasts at www.radioscilly.com

Interesting results from the PPM

Early results from use of Arbitron's Portable People Meter in the U.S suggest that the real habits of radio listeners are different from what is recorded in the diaries.

In Philadelphia and Houston, where the PPM is currently in use, the ratings suggest that rock stations are more popular with commuters than was previously thought.

In the markets that have switched to the PPM electronic ratings, rock and classic rock rank higher than before, while hip-hop and other urban music generally don't stack up as well.

This could be because some groups aren't tracking well under the People Meter, particularly younger people, who often forget to carry it. And because African-Americans tend to listen to more radio than most other groups and because

more listening hours lead to more rounding up in the diaries, the more accurate People Meters are hitting the rankings of some urban stations.

Perhaps most important, the ratings are showing radio stations typically pull in a bigger audience than they thought, but that the audience spends less time listening to them.

Also, people who record in diaries tend to report their habitual behavior - listing shows they often listen to, for example - rather than their actual behavior. Thus, a diary participant

who said he or she listened to Rush Limbaugh every day might now be found by the People Meter to change stations more than the diary showed.

Woman saved by call to radio station

A New Zealand woman finished up in hospital being treated for an apparent overdose after ringing NewstalkZB saying she wanted to end it all.

The woman known only as Claire got through to the Leighton Smith show, telling him she had given up after trying for a year and a half to get her son back from her husband. She told Smith she was diabetic, had taken too much insulin, and just wanted to give up.

After talking to the woman for a while, Smith managed to establish that she was in a parked car near the Whenuapai air base.

That prompted several listeners to rush to the area.

One woman, says she arrived to find the woman lying down, so she smashed the window with a fire extinguisher. She says the woman was in a state but was conscious.

Police got to the scene as soon as they could but no doubt the timely arrival of the listener saved what could have been a tragic situation.

Survey: In-Car Internet Will Hurt Radio Listening

Nobody knows when WiFi or Wimax wireless Internet will be ready to be installed in cars, but, in the US., Bridge Ratings says that, whenever it happens, it will be a "significant threat" to both broadcasters and satellite radio.

Bridge surveyed 2,200 people 16 and older and asked those who defined themselves as "innovators" or "early adopters" of technology how likely they'd be to buy a car with a wireless Internet device or install a device in a current car.

Based on their answers, Bridge projects that 1 percent of the U.S. population will have in-car WiFi in the first year after it becomes available, rising to 10.5 percent by year five and 53.2 percent by year nine.

So how will that impact radio listening? Starting from an average weekly Time Spent Listening of 21:36, Bridge says radio TSL after in-car wireless arrives will fall below 19 hours a week in year five and below 18 hours per week by year eight - and satellite radio can expect its TSL to fall even faster.

Thirty million Americans now have wireless Internet access, and that's expected to rise to nearly 45 million by the end of this year. Forty-eight percent of those who access the 'Net wirelessly seek out Internet radio, according to Bridge.

In a related U.S. survey, according to the market researchers at the Media Audit, 18 percent of Internet users spend time at a radio-station website every month. And both younger web fans and well-educated, upper-income 'Net users are more likely to visit station sites.

Unsurprisingly, heavy radio listeners, heavy Internet users,

and people at work are among those most likely to visit a station site: Adults in all three groups are 70 percent more likely than the average adult to visit a radio website.

A fly promotion

Hilariously cashing in on O.J. Simpson's current woes, radio WFLY in Troy, N.Y (Fly92) promoted the fact that they're "giving their station more juice" and about to have their first-ever "Win It Before OJ Can Steal It" weekend.

Winners receive OJ memorabilia, ranging from jerseys to isotoner gloves, with one grand prize winner traveling to Buffalo to take in a Bills game. Thoughts were also being given about changing the station vehicle to a white Bronco.

Radio Websites Good For Politicians

Results of a U.S. study should be of interest to politicians everywhere. They could benefit greatly by using radio station websites.

This observation comes from a study conducted by The Media Audit which interviewed 118,211 randomly selected adults in 88 markets across the nation. The telephone survey was completed between January 2006 and April 2007.

Media Audit president Bob Jordan said: "Radio stations have a great opportunity to boost their political revenues by aggressively selling their websites in addition to selling their air time. Nearly 70% of radio website visitors are active voters compared to approximately 60% for the general market. That's a 15% advantage with radio websites."

Research Chief Jim Higgenbotham commented "There is good reason for the solid strength of radio websites. It starts with the foundation that nearly 75% of adults are Internet users and nearly two-thirds of those Internet users are active voters."

"Compared to the general market, Internet visitors are 8% more likely to vote. The important thing for radio is that the 17.6% of adult online visitors who go to radio websites are even more active voters than the average adult visitor to the Internet."

Cluster of F-Bombs fall on listeners ears

An f-bomb laden rant by British radio host Sophie Davidson has startled listeners to digital radio station Heat. She let loose with an expletive-laden outburst during a news bulletin. Over just a few seconds, she crammed in a staggering seven variations on the f-word after a technology cock-up.

And, to make matters worse, the clip was broadcast the day after the station, a spin-off of the celebrity magazine Heat, was re-launched. The recording, part of a pre-recorded entertainment news bulletin, was never meant to be broadcast. But, much to Sophie's embarrassment, it was accidentally played to air.

She is heard trying making a link to a clip, which failed to play. The audience then heard her shout, "Aaaaagh. F***, f***, f***, f***. "You f*****g b*****s, it's 'cos I can't f***ing print out my f***ing script."

She then laughs before adding: "Okay, it's fine, it's fine."

Don't know if the management agreed on that.

Rock, Sports Among Formats That Drive Radio Website Traffic

Modern rock, adult alternative and sports are the top three radio formats that are the most effective in attracting listeners to U.S. station's websites.

Plus, radio formats which appeal to demographics with upper income also are better at driving traffic to their respective radio websites.

According to Bob Jordan, President of The Media Audit: "The perception is that younger people are so oriented to the internet that we expected to see younger oriented formats dominating the list of top radio website visitors."

"However that isn't the case. Four younger (18-34) formats (modern rock, rock, CHR and Dance CHR) were evenly spread across the top 15 formats for radio web visitors. Three older skewing formats (55+ demo) Talk, News/Talk and Classical were also spread across the top 15 formats."

50 years after poem ruled not obscene radio scared to air it

Which is kinda ironic considering that fifty years ago, a San Francisco Municipal Court judge ruled that the poem was not obscene.

Ginsberg's epic poem, which lambastes the consumerism and conformism of the 1950s and heralds a budding American counterculture, is, half a century later, silenced by a federal government crackdown on the broadcasting of provocative language.

The "Howl" controversy illustrates how indecency standards differ on the Internet and on the public airwaves. Instead of broadcasting the poem on the air, **New York listener-supported radio station WBAI** will include a reading of the poem in a special online-only program called "Howl Against Censorship." because online sites do not fall under the FCC's control.

A FINAL NOTE FROM THE EDITOR

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