

"The Radio Wave"

Keeping Radio People in Touch"

2<sup>nd</sup>. December 2007

Issue #65

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THE RADIO WAVE

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A REMINDER

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Every issue of The Radio Wave from number one back in April  
2002 is archived at [www.allaboutradio.net](http://www.allaboutradio.net)

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Good Morning Vietnam

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You probably didn't notice but there was no Radio Wave  
newsletter last month as I was away in Vietnam listening  
to radio.

Well...a bit.

I was fascinated by the guy who did a Top 40 Countdown every night. It was in Vietnamese but most of the music was current Western charts stuff. The fascinating thing was he was doing a 1970's "shout and scream your tits off" D.J. thing including the full reverb on song chart positions.

"NUMBER FOUR...four...four...."

What made it even more surreal was the top of the hour news in English. It was totally Government propaganda handouts along the lines of "The Minister for Agriculture today met with North Korea's Dear Leader Kim...." whatever his name is.

Then, with the boring news over with it was back to the Top Forty. "NUMBER THREE....three...three..."

Which, in a way, summed up what life is like in Vietnam today. A Communist Government but a full on, commercially driven capitalist economy.

Like most people who go there I loved the place and especially its friendly, welcoming people.

Plans are already afoot to return next year.

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How to be the next "big thing" by selling your music online  
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I'm proud to be associated with the website Boost Independent Music ([www.boostindependentmusic.com](http://www.boostindependentmusic.com) ) which has just re-launched staking a bold claim to become the World's Number One online music store selling songs by independent and unsigned artists.

Boost is dedicated to bringing to its audience fresh and original music from around the world, across all genres and demographics. On the site artists and bands create their own profile page where they can upload new music immediately and monitor their music sales easily.

The original Boost Independent Music site launched two years ago by streaming a continuous professionally produced program of Indie music.

However times and trends are rapidly changing. Now listeners want to select the music THEY want hear and WHEN.

So now Boost has re-launched featuring a whole new look and platform. Independent music lovers can browse, listen and download quickly the music they like, all for lower than commercial prices.

Graeme Logan, CEO of Boost says: "At this early stage of the game we are looking for more content, basically we want as many bands and artists to come to the site and upload their music."

"We offer a 50/50 profit split with no hidden charges, and everyone who signs up now gets a free credit to download a song so they can check out how good the quality of music is that we are attracting"

Music lovers who come to the Boost site are supporting the independent community, and maybe helping to uncover the next big thing - proving that recording artists no longer need to be signed up to a major record label to ensure their success.

Statistics show that traditional format music sales are declining with the phenomenal growth of digital music sales. The International Federation of the Phonographic Industry (IFPI) predicts that digital sales could account for a quarter of all sales worldwide by 2010.

For more information about Boost Independent Music please contact:

[emma@boostdigital.com](mailto:emma@boostdigital.com)

For artists who want to start themselves on the road to success the link is:

[www.boostindependentmusic.com](http://www.boostindependentmusic.com)

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Radio DJ says she can't see black people in the dark  
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The BBC issued an apology after Sarah Kennedy, who hosts an early morning show on the Radio 2, told listeners she almost ran over a black pedestrian because she could not see him.

The comment came as she was discussing how children were wearing visible clothing to be more easily seen on their way back and forth from school.

She told her listeners "That's not just children. You know what happened to me yesterday. It was this black guy. It's lucky he opened his mouth to yawn or do something and I saw him. He was wearing a black hat, black clothes and he was just invisible."

The BBC said it was sorry if Kennedy's comments had offended anybody but she claims no one had a problem with her remarks.

She told the London Daily Telegraph: "It's absolutely nothing, it was all about safety. I am drawing a line under this – it's absolutely tripe and I have said nothing offensive whatsoever."

Some listeners supported her. One said on the BBC's Points of View message board. "It is Sarah's off-the-cuff remarks, some a little thoughtless, that make the programme worth listening to."

Sarah Kennedy is the presenter who I mentioned in a previous story when she drew concern earlier this year as she slurred her way through her breakfast show.

She said the Princess of Wales wore a "pink polka blot" dress and offered to send some "panties" to soldiers in Afghanistan.

The BBC said at the time a sore throat had caused breathing difficulties.

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Bob Dylan wants videos

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Rock legend and now satellite music jock Bob Dylan is asking fans to send clips to YouTube to create a video for his classic single "Like A Rolling Stone." He says he wants to see fans singing or reading the song in an inventive style.

The 1965 track was declared the greatest song ever by Rolling Stone magazine. (Well it would be!)

One fan said: "It's such an amazing song -- and to let the fans make the video is unbelievable."

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Working in radio is becoming dangerous

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The manager of a radio station critical of both the Somali government and the Islamic militants who have been trying to topple it was killed outside his home in the Somali capital when gunmen shot him three times in the head and chest.

Meantime two gunmen have killed a popular Honduran radio journalist known for his satirical broadcasts and social commentary. Carlos Salgado was shot multiple times as he was leaving Radio Cadena Voices, the station where he worked.

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U.K. TV channel to run hit drama on radio

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**Britain's Channel 4 plans to challenge the BBC's dominance** of the airwaves by broadcasting successful television drama on its radio station.

Skins, a television series that revolves around the lives of a group of 16 to 18-year-old friends living in **Bristol**, would air on its digital station E4 Radio, due to launch in July 2008.

Channel 4 says it will not replicate what the BBC does, but

will focus on talk radio and on providing a "less stuffy" alternative to the BBC's Radio 4. (confusing isn't it?)

Channel 4 will run three digital radio stations itself, launching them one at a time. Channel 4 Radio will follow a few months after E4 Radio, with Pure4 third.

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Court hears of threats to radio journalist  
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A journalist, furious because his stories had been rejected stormed into a South African radio station's premises and threatened to "blow this place up" unless his grievances were aired.

Radio Heart's news anchor Zulpha Khan told the Cape Town Magistrate's Court she bore the brunt of the incident in May, because she had had to deal with the man.

The commotion caused other staff to enter the reception area to protect her and she decided to return her office and to not engage with him further. Someone called the flying squad.

She said: "It was frightening that someone could enter our building like that and threaten us."

Before the magistrate is David Robert Lewis, 39, who described himself as a "music journalist, published writer, visual artist and community activist".

He had pleaded not guilty to a charge of assault by threats.

The case continues.  
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Radio's teen audience dwindling  
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While music radio struggles to hold onto its key demographic -- listeners ages 25 to 54 -- a new report by the U.S. based Paragon Media Strategies predicts an even bigger problem for broadcasters in years to come.

Paragon surveyed 474 people ages 14 to 24 nationwide -- the generation just behind radio's target demo group of today. And 73 percent said they mostly listen to music through sources other than broadcast radio, including homemade CDs, iPods and online streaming.

That percentage is even higher among teenagers; 85 percent of teens get music mostly from sources other than radio.

Stations currently have their hands full trying to keep the money demo of 25-54 from drifting away. But it's a bad time for broadcasters to be taking their eyes off the "next generation" of listeners, with all the new technological temptations out there, Paragon executives warn.

But Paragon's report does offer stations a ray of hope. Its findings suggest that programmers can snag young listeners by featuring more new music and moving away from the bland, repetitive template that Bruce Springsteen calls "Radio Nowhere" on his new single.

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A car internet radio that self-programs  
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An interesting concept car showed up at the Los Angeles Auto Show.

Interesting not because of its mechanical attributes but that it offers an internet radio station in your car, able to tailor its programming to your own musical tastes.

That's just one of the features built into the Audi Cross Cabriolet Quattro concept car.

The Bang & Olufsen system streams radio via the car's mobile internet link, and as a result of the car's occupants accepting or rejecting the music on offer, builds a tailor-made playlist able to adapt itself to your tastes.

There's no doubt this will be showing up in a car near you - eventually.

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Misheard word  
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One of South Africa's biggest independent commercial radio stations, Pretoria-based Jacaranda 94.2, has been fined R2500 by the Broadcasting Complaints Commission of South Africa (BCCSA) for stereotyping Indians as dishonest.

This was after a listener objected to remarks made during the station's breakfast show.

A Ms C. Gengan brought the complaint against the station after she mistook the word "camels" for "Tamils".

In a pre-recorded insert, a comedian said: "One thing white people and black people have in common is that we all get taken for a ride by Indian people. I don't trust camels or anyone else that doesn't drink water for three days"

So how come the station got fined if the word was actually "camel"?

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Digital music sales - the good and the bad news  
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U.S. based Jupiter Research says, in their latest study, digital music sales are surging and will account for some 34% of total music industry sales by 2012, up from 9% in 2006.

However the rise in digital sales is not expected to compensate for the continued decline in CD sales. In other words, the pie is shrinking.

Jupiter Research's David Card says : "Nor will they return the overall industry to growth. But digital's where the growth is. It's tough making money, except if you're making iPods. Then you're making a lot of money."

"The key message is that if you're in the music business, particularly the record business, you have to be in different

businesses." He noted that potential new revenue could come from licensing music to advertisements, TV shows and video games, pointing out that, contrary to popular belief, touring is only marginally profitable for many acts.

"A lot of casual observers would say recording music is just an ad for touring. Madonna and others make a lot of money out of touring, but most other bands don't."

All of which means artists and their music companies will have to look for fresh revenue streams.

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Aussie bank ditches radio station plans  
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Australian investment bank **Macquarie** has scrapped plans to launch a local FM radio station in Plymouth, forcing governing body Ofcom to re-advertise the licence for the second time in two years.

Diamond FM would have been **Macquarie's first UK radio station**. But after considering potential third partners for the business, it has now decided to pull the plug altogether.

The withdrawal is likely to be seen as an embarrassment for Ofcom, which came under fire from local people for awarding the licence to the Australian bank ahead of a number of Devon-based applications.

Plymouth **business leaders wrote to the then culture secretary**, Tessa Jowell, to protest at the award in March last year.

They said Ofcom's decision had "provoked astonishment and anger, way beyond the boundaries of this city", with a "formulaic application" that had no local connections or investors.

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A FINAL NOTE FROM THE EDITOR  
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