

The Radio Wave
"Keeping Radio People in Touch"

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Issue #66

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THE RADIO WAVE

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A REMINDER

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In this issue...

- . We get mail
- . More mail
- . And one more...
- . BBC's World Service celebrates 75th. anniversary
- . Graveyard shift may lead to graveyard
- . Radio host indicted on child porn charges
- . Witchdoctors using the power of radio
- . F-word rant gets station a slap on the wrist
- . Radio station reverses Pogues song ban
- . DJ in trouble for playing Jump in suicide chat

We get mail

While this letter refers to various Australian based radio
stations the overall message applies to radio anywhere in the
world.

The reference to Boost Digital refers to the fact that the
independent music site has now stopped streaming an
online radio station and is concentrating solely on MP3
downloads and letting visitors hear they music THEY like
WHEN they want it. www.boostindependentmusic.com

Ian,

Further to your story on the 'next generation' of target demo listeners (25-54).

Earlier this year, I hung up the headphones after 23 years in Community radio. In that time, I've seen stations (both commercial and community) come and go, others chop and change formats like the weather and so on.

Yet I've only ever seen a small amount of REAL experimentation with formats and so-called 'formulas'. Even NOVA fall short of what I'd call sounding REALLY different.

The key is Breakfast. Breakfast is king. It's the 'hero shift'; the 'money maker'. If this is REALLY true, then why persist with a tired old format of predictability? Why persist with the usual 'comedian / anchor / (mostly) token female' team? Because 'it works'?

Sure, the 'research' might say it works, but that 'research' has been proven misleading in the past. Community Aspirant HITZ FM in Melbourne was a classic example of that some years back, when their policy of playing what listeners (really) wanted blew FOX, GOLD and MMM out of the water.

Forced format changes virtually overnight, and yet these formats were determined by 'research' that those stations deemed to be accurate.

Don't get me wrong, I'm not 'bashing' commercial radio here. I grew up on 3XY and am still as passionate about radio as I was then and listen to a wide range of stations all the time.

I want radio (in general) to be as exciting and as desirable as it can be and offer these comments in a constructive context. The challenge is to return radio to the TOP of the list of sources for music, entertainment and information for generations to come (not discarding the current generation of course!).

Maybe a flush out of the current thinking of 'what works' and more experimentation and risk-taking is needed. The move to electronic metering for ratings will, I believe, be an opportune time to revisit what listeners REALLY want from radio.

The changes to Boost digital back up my comments, in that listeners want more choice of what they hear and when, rather than simply being 'told' what they want to hear.

Maybe that also stands for how music programs are structured and presented.

Peter Taylor

Brisbane

COMMENT

Makes sense to me.

By the way, in case you missed it, Peter is referring to the story of the survey of 474 people ages 14 to 24 nationwide in the U.S. That is 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.

More mail

Hi Ian:

I am not a radio man but I read your comments on the internet and gathered that RF waves are not too adverse an effect on the body, good sign, and that there was a reaction on a ship

between the RF waves and the salt water.

(Editors note: This refers to the RF waves on the pirate radio ships reacting with the salt sea water and causing eventual corrosion in the ship's metal hull.)

That got me jazzed. Have you seen the You-Tube videos about a guy named Lanzius who had the idea that the RF waves could beat cancer - would heat nano-particles that one would inject into the cancer cells - with RF waves.

A side note to his experiment was that LF RF waves would cause salt water to burn - seems the sodium ion was maybe in resonance with the RF wave and was heated - breaking the H2O bond and burning hydrogen I'm sure you have seen it or could find it.

I am trying to figure out how to get the RF waves pulsed into a combustion chamber on a auto engine, for example, and then with the fuel injectors, inject some salt water and drive a car.

I've had a few dreams and many insights into this possibility and though I am a Mechanical Engineer I know little about RF waves. Another thought would be to have the whole engine charged with RF waves and use the injectors , as in a diesel, to time the combustion.

I have much more to say, but let this see if it has any interest for you.

Thanks

Greg

COMMENT: This is all a bit beyond me. However, I have seen the video and found it fascinating. If you would like to find out more from Greg let me know and I'll put you in touch.

ian@allaboutradio.net

And one more...

AIR News is coming up on it's third birthday, and haven't things changed!

From a trial start-up in December 2004 putting three news bulletins a day out to 4 Community Radio Stations, Australian Independent Radio News now has a rather large footprint across Australia delivering 107 news services a week.

We're putting services daily out to 27 stations across Australia now with a solid audience from as far north as Darwin, as far west as Albany, All the way up the east coast of Queensland, and down the South east coast of Victoria.

The service is now no longer restricted to Community Radio stations either, with Commercial operators Gold MX in Albany WA and Flow FM across much of regional South Australia, parts of the Northern Territory and the Melbourne mountains region.

For those that don't know, AIR News delivers to radio stations by the internet as mp3 files. The news is pre-recorded just before the hour and placed on the AIR News server, stations run an automated download facility which slots the news into the stations' Computer playout system. This allows stations to run news during automated hours and to no longer be forced to "time out" to the top of the hour.

The service takes full advantage of today's Internet technology by hosting the "newsroom" on the Internet, allowing news editors and presenters operating from small studios across Australia to hook in to produce the many bulletins each day.

The service has partnered with Washington based news service Feature Story News giving AIR News access to reporters on the ground in Washington, Orlando, New York, London, Brussels, Moscow and Beijing.

Services provided daily include news and sport from 6am to 6pm daily, Headlines in breakfast and Drive, a full Sports package every morning and the daily International news magazine

"The World".

We expect the service to continue its growth in 2008. In 2007 we had 100% growth, so we must be doing something right!

Artie Stevens – News Director AIR news

COMMENT: Congratulations Artie on providing a fine service.

Australian Independent Radio News is at - www.air-news.net

BBC's World Service celebrates 75th. anniversary

The service is celebrating its 75th. with a stack of online content including timelines and audio clips.

It was originally called the "Empire Service" and went on the air Dec. 19, 1932, from the then new Broadcasting House in London.

It launched with a two-hour transmission for Australia and New Zealand; there were four later broadcasts to other parts of the world.

Graveyard shift may lead to graveyard

Information from the International Agency for Research on Cancer indicates working the late-night radio graveyard shift may increase the possibility of contracting cancer.

Seems it has to do with the light-dark schedule. Animals that have their schedules switched grow more cancerous tumors.

Evidently, women who work these hours have a greater tendency toward breast cancer, while the prostate cancer rate is up with men who are stuck in overnights.

And presenters, at least those who haven't been replaced by voice-tracking or networking, who sometimes work days and sometimes work nights also appear to be at risk.

Radio host indicted on child porn charges

A San Francisco radio talk show host and former Catholic priest at KGO-AM 810 has been indicted on federal child pornography charges.

Bernie Ward, 56, surrendered to federal authorities Thursday, according to Jack Swanson, operations director.

The specifics of the allegations against Bernie Ward, 56, remain under seal.

Ward, who hosts a nightly news talk program on KGO as well as a program called GodTalk on Sundays, is also a frequent voice offering commentary on politics on various national cable network news programs.

He produced an award-winning series that explored allegations of financial and sexual misconduct in the Archdiocese of San Francisco, according to the KGO Web site.

Jeanette Boudreau, Ward's business lawyer, said her client was researching a book about the Internet.

"He was doing research," she said. "For him to be charged this way for what probably amounts to a technical violation of the law is a tragedy."

Isn't that the excuse Pete Townshend used?

Witchdoctors using the power of radio

In another case proving that advertising on radio works, witchdoctors in Uganda are increasingly trying to attract clients with radio commercials. The government now is saying it would legislate if necessary to stop stations giving them a voice.

Like many countries in sub-Saharan Africa, Uganda has a long tradition of belief in witchdoctors and the spirit world they claim to represent. Many Ugandans, especially in rural

areas, consult witchdoctors before medics when they fall sick.

A government statement says: "Increasingly, radio stations are advertising services of witchdoctors on their airwaves. Managers are required to make sure that witchdoctors are not permitted to lure people ... via their stations."

Seems the government is considering amending existing laws to explicitly ban advertising witchdoctors' charms or potions, much as tobacco adverts are banned on radio and TV stations in many countries.

F-word rant gets station a slap on the wrist

UK media watchdog Ofcom has censured a Manchester radio station after a DJ's four-letter rant was inadvertently broadcast on air.

Galaxy 102 apologised after the incident on The Rob Ellis Show, which was broadcast when thousands of children were likely to have been listening on a Saturday afternoon.

The good ole "technical hitch" has been blamed whereas a conversation which was not meant to be broadcast was included in the pre-recorded show.

The conversation that was broadcast included the line:
"I reckon every spacker in Manchester could go to Toys R Us . . . meanwhile I am having to walk fucking miles with me kids in the rain."

One listener complained after the incident on September 8. The station, owned by Global Radio, issued an on-air apology the following week.

Radio station reverses Pogues song ban

A British radio boss has reversed a decision to cut the word "faggot" from a Christmas hit after the mother of the song's late performer branded the move "ridiculous".

In Fairytale of New York, released 20 years ago by the Irish band the Pogues and singer Kirsty MacColl, she sings "You scumbag, you maggot/You cheap lousy faggot".

BBC Radio 1 bosses decided to edit the word "faggot" each time the song was played because it was offensive to some of their audience.

But they backed down after MacColl's mother and hundreds of fans complained.

The song is a perennial favourite around Christmas time, and is once again battling for the lucrative number one spot in the charts this year. It has also topped several Best Christmas Song polls.

MacColl died in 2000 when she was killed by a speedboat off the coast of Mexico.

DJ in trouble for playing Jump in suicide chat

A UK DJ got into hot water after playing the Van Halen hit Jump in a discussion about a charity's bid to stop people hurling themselves off a suicide blackspot bridge.

But radio station bosses are standing by Tony Horne after his bizarre decision.

The Metro Radio breakfast DJ played the opening notes of the 1980s tune as he talked about the Samaritans' project of putting up signs on the Tyne Bridge to reduce local suicide rates.

The region, in the north east, has England's highest suicide figures and the temporary signs were put up to encourage people at risk to seek help.

Horne's program director at the regional station, Trevor James, said: "I accept that the decision to play the first two notes from the Van Halen song might give offence, but I defend Metro Radio's right to discuss such sensitive issues.

"The points Tony made were all fairly debated and everything we do is balanced.

"He played the first two notes from the song, which was, in hindsight, probably not a clever idea.

"Had he played any of the lyrics, that would have been out of order, but he just played the first couple of notes."

A FINAL NOTE FROM THE EDITOR

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