

The Radio Wave
"Keeping Radio People in Touch"

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THE RADIO WAVE

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Police warning for radio DJ's.

Sydney's Nova team brought radio competitions to a new low by offering a year's worth of fuel to listeners who ran out of petrol on Sydney's busy roads.

The winners were identified only as Katie and Daniel, who created havoc on the Sydney Harbour Bridge when their car ground to a halt in one of the eight lanes at 7am. Emergency crews, including a tow truck, had to be dispatched to remove the vehicle safely.

Another driver, who ran out of fuel in the Lane Cove Tunnel in response to the competition, also had to be towed and was given a night's accommodation for two in a city hotel by Nova.

The stunt was inspired by model Lara Bingle's recent mishap in running out of fuel by mistake.

"Run out of fuel and you could win a year's worth of fuel for free," breakfast show hosts Merrick and Ross gleefully told their audience.

But it backfired badly, because many of their listeners were affected by the traffic chaos as they tried to drive to work.

The Roads and Traffic Authority and police were inundated with complaints from irate drivers claiming the stunt was dangerous and irresponsible.

Nova general manager Mandi Wicks later offered an apology for the competition.

She said: "We genuinely didn't believe anyone would willingly run out of fuel during peak hour in Sydney, let alone on the Harbour Bridge, and we apologise for any inconvenience caused

to drivers."

Which is nonsense. Anybody in radio knows listeners will do just about anything to win prizes.

Online Radio and Podcasting listening up

A January 2008 Arbitron-Edison Media Research study has found that an estimated 33 million Americans had listened to online radio in the past week.

This represents 13% of the US population ages 12 and older, and is an increase over the previous year when 11% of the population (29 million) had listened to online radio in the past week.

Podcasting use is also rising and now reaches 18% of the US population, up from 13% a year ago. An estimated 23 million, or 9% of Americans had listened to a podcast in the past month.

Whoopi wallops radio

Whoopi Goldberg ended her U.S. syndicated morning show career by dumping on radio generally.

Apparently her final show basically consisted of a three-hour rant about how much she hated doing radio. Surprising that some of the stations taking the spray didn't drop the show early.

A vision for broadcasting's digital future

Broadcasting is set to embark on a new era of growth as it helps lead viewers through next year's digital transition, said NAB President-CEO David Rehr said in his keynote opening address at this years' NAB Show in Las Vegas.

"We will leave no TV set be hind," Rehr said. "And many of us believe there will be a renaissance of over the air viewing with crystal clear pictures, phenomenal sound and more

channels and services. And it's free -- the way TV should be."

Rehr also talked about the "romance" between listeners and radio, saying: "If you're listening to radio, you want to hear a human voice sharing that same moment in time that you are. There is power in that personal bond."

Radio employee suspected of rigging radio contest

A Seattle radio station, KVI-AM, has uncovered a scandal.

Its own free money contest had been rigged.

Accountants at KVI were wrapping up taxes and contacting contest winners when they were tipped off that one of the station's promotions workers may have cheated the station and its listeners out of thousands of dollars.

It was a typical listen-and-win contest: enter your name and if you hear it announced on the radio, call in and collect \$1,000.

The problem occurred from February through March of last year. KVI management has told Seattle Police a now-former employee rigged the contest.

KVI staffers told police the scam worked like this: Using her inside information, the suspect recruited friends to register their names and told them when to listen, and when the friends won, she would take a cut of the \$1,000.

It's not clear how many times the alleged scheme worked.

In a brief statement, KVI said it is working with police and any further comment could hinder the ongoing investigation.

Broadcaster copped by cop in sex case

Former sports and weather reporter Ethan Handel of KMMO in Marshall, Missouri has pleaded guilty to using the Net to entice a 14-year-old girl for sex. He was arrested in

2007 after arriving at what he expected would be a meeting with the girl, who turned out to be an undercover detective.

Hadel faces a minimum of 10 years to a maximum of life without parole, plus a fine up to \$250,000. He will be sentenced after a pre-sentencing investigation.

Boozing costs radio dj his job

A South African radio presenter has been fired after he was found drunk and sleeping when he should have been presenting a midnight to 3am show.

Lesley Mathebula, who worked for the first independently owned commercial radio station in Mpumalanga, Mpower FM, was dismissed with immediate effect after the station went dead during his show when he fell asleep on a Saturday night.

After he was carried out of the studio the management had to disinfect the studio to get rid of the smell of booze.

MpowerFM station general manager Bondo Ntuli said: "We were made aware of the incident by radio listeners who wondered what was happening when there was sudden silence on the airwaves."

"The listeners informed programme manager David Watts, who went to investigate and on arrival found Mathebula snoring like a lion."

Ntuli said Mathebula was one of the six internship students who joined the station in February as part of the station's empowerment programme.

"We felt that this type of behaviour was unacceptable.

"We value our listeners, advertisers and stakeholders and every presenter must maintain professionalism - even at midnight."

Quite.

Co-host in car dealership scandal

A long-serving Denver breakfast co-host on KRFX-FM, Michael Floorwax, of Lewis & Floorwax, has been caught up in a local scandal regarding a failed car dealership.

He is also manager of Castle Pines Auto Sport, the parent company of a dealership being investigated by police. His partner, Wayne Weaver, who operated the dealership has disappeared.

Floorwax told his listeners: "I can give everybody my word there were no improprieties caused by this boy right here. People know I wouldn't steal from anybody." He explained he was working to arrange restitution for customers who have lost money.

Both Floorwax and his attorney claim he lost more money because of this than all of the others combined.

Castle Rock Police are currently investigating the dealership, which could lead to felony charges including theft, defrauding a secured creditor and equity skimming of an automobile.

To date, police have collected 29 complaints alleging the dealership did not pay off loans on trade-in vehicles, sold non-existent extended warranties and sold cars for which the dealership did not own a title.

Leading to the obvious comment: Apparently Floorwax can be a bit slippery. (sorry)

Man stuck in elevator inspires radio stunt

A young New York City man got stuck in an elevator for 41 hours and it was all captured on a surveillance camera.

Inspired by the event, team member Walmart Jeff from "Courtney

& Kiss in the Morning" at Kiss 95.7/Hartford, Connecticut attempted to recreate the madness and live in an elevator for 42 hours straight.

He was allowed a bathroom break every 4 hours and only allowed to use his mobile phone to call into the show to talk to Courtney & Jordan. No food, no water and no beer."

He lasted 30 hours before calling it quits.

See the videos at the Kiss 95.7 website.

http://www.kiss957.com/pages/jox/kitm_walmart.html

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