

The Radio Wave

"Keeping Radio People in Touch"

9th. August 2008

Issue #73

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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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"The Beginners' Guide To Becoming A Radio Star"..  
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A Fair Swap - baby's name for petrol

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What would you do for \$100 worth of petrol?

Well, an Orlando, Florida man thought that, with the price of the oil rising, he'd better hedge some fuel. So he listened to the radio and changed his unborn baby's future.

When a local radio station announced that it would give \$100 gas card to the one who called the radio and had the most interesting thing to trade, David Partin didn't think twice and made his call. What did he give up in exchange for \$100 fuel card? His right to name his unborn son.

Dixon and Willoughby Partin ( "and" is part of the name) will be able to thank his father for this and Central Florida radio hosts Richard Dixon and J. Willoughby for his great name. Or...the boy could change his name. David Partin's girlfriend Samantha said that her son would have an interesting story about how he ended up being named Dixon and Willoughby.

The radio hosts said they would be at the hospital when the baby is be born and they would give the petrol card after they see the birth certificate.

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Station makes \$100,000 in one day with mobile marketing

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In the U.S. two stations in Knoxville have used text messaging as part of their one-day sale.

The sale encouraged clients to buy two 10-second commercial spots per day asking listeners to text an exclusive keyword to receive that day's offer.

Clients purchased exclusive keywords that they incorporated into their annual advertising campaigns. The words included "college," "money," "car," "pizza," and "ski."

For example, for "ski," listeners would text in the word "SKI" to be opted in for ski slope reports exclusive to the ski resort, a premium program that gave the ski resort

a market advantage over the three other competitive resorts in the area.

The station continues to come up with creative ways to incorporate mobile marketing into every pitch but to date the one-day sale took first place, with a mobile revenue generation of \$100,000.

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#### Radio Reporter Ordered To Stand Trial

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A former KDKA, Pittsburgh, Pennsylvania reporter, who is charged with carrying a loaded handgun into the Allegheny County Courthouse, will stand trial.

Meantime Rob Milford has resigned from his job with the station.

Milford's attorney is arguing that the carrying of a concealed weapons charge without a license should be a misdemeanor in his case.

Authorities say sheriff's deputies found the weapon in Milford's bag when it went through the metal detector. It seems the gun belongs to Milford's girlfriend. He was there to cover a rapist trial.

A deputy testified that he walked passed the sign banning weapons in the courthouse. Milford's attorney says he simply forgot the gun was in his bag.

Officials say much of Milford's argument will focus on his record as a journalist and on his character. He hopes to prove there was no ill-intent and he just made a terrible mistake.

Side note: KDKA was the world's first commercial radio Station which first began broadcasting in 1920.

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#### Shooting outside Christian station

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Police shot and killed a man who had threatened the staff of Christian broadcaster WTLR in State College, Pennsylvania. The station got a tip that an armed man was on the way there. Police told the staff to stay inside at around 10:30am.

Minutes later, shots were fired. Police told station manager Mark Vanouse that the man was dead. According to a witness, the man seemed to challenge the police then rammed a police cruiser in his Ford Bronco.

The man's ex-wife later said that he was bipolar and would become violent when off his medication.

A local car dealer said he stopped there to ask for petrol money and told them he wanted to get on the radio to broadcast a message about his life and the dealer's son called the station to warn them. Nobody on the station staff was injured in the incident.

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Former jock claims station is moldy

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A former presenter at country music WFRE in Frederick, Maryland, USA, Linda West has taken the company to the workers compensation commission over her claim that mold at the station's studios caused her illness.

She left the station in February after 16 years on the advice of a doctor and brought the claim

The station's VP/GM Doug Hilliard said that mold was found in a conference room vent and in the basement of an adjacent building, and that three incidents of water damage in the studio building led to cleanup and dehumidification.

The company claims that Linda West was advised to quit by the doctor in 2003 and she already had a job lined up with the Discovery Network before leaving.

A decision in the case is a few weeks away.  
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Search for the funniest radio personality in the world

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The search is on. Do you think you are the funniest radio personality on the planet?

If you're a radio personality and think you're nothing short of hilarious prove it by visiting [www.comicwonder.com](http://www.comicwonder.com) before August 31st, 2008 and tell your best joke. You can submit original jokes of up to three minutes over the phone.

"The best morning shows are the ones that make people laugh," says McVay New Media(who are partnering with America's NAB for this project)President Daniel Anstandig: "Finding and identifying top radio talent continues to be a top priority. We believe that this contest can help some great talent get the attention they deserve."

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The one that got away...rejected radio TV commercial

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And finally this month a bit of a laugh.

This is a TV commercial that was pitched to the ABC (Australian Broadcasting Corporation) to promote their Olympic Games coverage.

Sadly it wasn't used. Obviously knocked back by someone who needs a humour transplant.

<http://www.youtube.com/watch?v=TNF5i0CCOeQ>

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(If above links don't work just copy and paste to browser)

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I NEED YOUR HELP: Send this issue of The Radio Wave to a friend or an acquaintance who's involved in the broadcast industry with your personal recommendation.

Maybe a friend told YOU about this newsletter, right? Pass the favor on! Help The Radio Wave grow and survive.

Thanks.

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