

Going Back to the Radio Days

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Here are three possible scenarios of a typical day in Dhaka city

It is early in the morning. The first thing you crave for is a cup of steaming hot tea. The next thing you look around for is your favourite newspaper to give you an update on what is happening around you and the world. But then you realise your hawker has not come yet to deliver the paper, something that gets your temper really hot...

You start from home, the destination is your office. And you are in a big hurry because you must make it to a meeting on time. Now which road should you take? Wouldn't it be great if someone told you which road is free from a traffic jam...

In the after noon you are sitting in your office. You don't have much pressure of work. The perfect time to listen to some good music to soothe your senses and take away your lethargy. Imagine, you do not have any music system in your room but the only thing you have is a small radio in your pocket which is actually playing your favourite song...

SUCH musings would have been a little far-fetched a while ago. But not anymore. Since the closing down of Radio Metro, the only private radio station that gave a hint of what radio could be, there has been a big gap for radio listeners. Now, four new private radio stations are about to air their programmes.

Moreover in the coming days mobile phones will provide the facility of listening to FM radio stations. Observing the facts above, one has to admit that in the near future radio will dominate all other media.

Three licensed private stations have already begun their preparation and one has started its experimental broadcast. Those waiting for their inauguration are ABC Radio, Radio Furti and Uni Wave. The Director of ABC Radio Mahbuba Chowdhury remarks "Predominantly our channel would be news based but in the long run we

hope to introduce entertaining programmes also." Natasha Hayat, the Managing Director of Radio Furti says, "The main feature of our channel would be songs. Besides this, programmes concerning Traffic Law will also be aired"

"We will feature our programmes according to the demand of our listeners" explains Zulfikar Ahmed, the Managing Director of Uni Wave.

RADIO TODAY-FM 89.6 is the first station which will



Aftab Mahmud Khurshid (left) with the rest of the Radio Today team.

be broadcast live on FM radio. Their programmes will cover news and views on sports, education, business and commerce, development, happenings in Dhaka and its surrounding districts.

Chief Marketing Officer Aftab Mahmud Khurshid of Radio Today FM 89.6 talks about what this station has in store for listeners.

What kind of channel is Radio Today going to be? Would it be entertaining or news based?

It will be on Frequency Module or FM. Since its technology is digital the listeners will be able to hear it clearly.

Well we are calling it an INFORTAINMENT station. Information and entertainment will go along simultaneously. It will work as a fusion of everything and not just