



music or news. It will embody exclusive talk shows, live interactive shows, traffic news, interviews, music, weather news, daily life tips, tips on career, educational programmes, counselling, fashion and beauty, not to mention songs which are at the top of our list. Generally speaking we aim to offer RADIO TODAY FM 89.6 as a life style brand.

What kind of thought led to its genesis?

We are the pioneers who have ventured to broadcast a radio station 24 hours a day in the private sector. Even today there are radio listeners. The problem is that the habit of listening, that the general mass had is no more. It's our presumption that if FM comes back to its previous position in our country then the demand for radio stations will get a boost. If we succeed to give outstanding programmes to the people once again, then we might be able to retrieve our listeners. Radio is just another classic entertainment media which is clouded behind the satellite channels. But in our neighbouring countries it's a completely different picture. The radio stations of Europe, America and even the metro channels of our neighboring country India, have become an integral

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part of their general public. You can now about the situation of the road simply by pressing a button. Actually we want to launch our channel with such convenient prospects. We want to open the door of modern technology for everybody so that it becomes like a life partner for every inhabitant of the metropolis.

Please tell us about the management and future scenario of Radio Today

The station is city-based. It ranges from Dhaka to some nearby districts only. Those who are within 100 KM of our station, it is for them. Only the happenings of the metropolis will dominate in this station.

Nevertheless, some agricultural programmes for Dhaka's nearby agricultural regions will be broadcast for sure. If we can fulfil our commitment then we will endeavour to arrange transmission in the other districts of our country.

Can you justify why people will listen to Radio Today FM 89.6 instead of Bangladesh Betar?

People will listen to us because Bangladesh Betar is covering the whole country and their target group is separate as well as their perception of programme. We have targeted a specific population of listeners and have arranged programmes exclusively for them. Therefore the contrast in the style of both the organisations speaks for itself. So without any doubt the listeners of Dhaka will not let this chance slip through their hand.

When will the radio transmission go on air?

On July, 2006. Despite this fact we are now running the test transmission as I speak. If anybody is willing then s/he can listen to our programme by tuning to FM 89.6 in the evening at 6p.m.

The upcoming decades could be the Golden eras for FM Radios. But the question is, are these radio stations going to be accepted by the people? To this question the initiators say that over time the demand for media covering news and other programmes is also increasing. Therefore by providing information that is most beneficial, informative and authentic to the mass, many stations can survive in an over populated country like ours.