

The revival of radio

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Radio has played an active role in moulding our socio-political and cultural identity for a long time. During the Liberation War, it was the preferred means of communication for our forces. After liberation, back in the old days, Bangladesh Betar was the radio station to listen to with over 17 transmission centres scattered all over the country. There were many regions that depended on Bangladesh Betar for its news and daily dose of entertainment.



Fast forward 30 years into the future and the birth of FM radio in Bangladesh. The first FM radio station, more commonly known as Radio Today -- which started in 2006 -- brought forth a new wave of shows and entertainment. With programmes like Comedy Drama, FM Mama, Gaan Buzz, Better Health Better Life, Movie Masti and Ek Diner RJ, the station subsequently changed the landscape of radio in Bangladesh forever.

Closely following Radio Today was Radio Foorti. Established in September of 2006 under the slogan 'Don't stop the Foorti' this radio channel quickly rose in popularity and offered the listeners a lot more variety.

As the demand for radio rose and the listeners started to increase, more and more

radio channels came into being including Radio Amar, ABC Bangladesh, Radio Metro, Radio 2fun and many more.

Radio was back and it was bigger than ever. Boasting a listener count that easily exceeded millions, radio was now at its height of popularity. The rise in popularity can be credited to the new-way-of-thinking as well as the different personalities who worked hard everyday to keep the listeners hooked to their radios, happy and content.

RJ Sharmin, an immensely popular RJ with multiple shows on the air at ABC Radio had this to say: "Forty years ago, there was nothing except Durbar. The introduction of FM changed the way people perceive radio. What we cared about most in FM was the

sound and we worked extremely hard to keep it hip and new. We were given the opportunity to create our own style and talk to the listeners more freely."

When talking about the changes that the revival of radio has brought to the industry, she added, "Some odd years ago, you could not even dream of having a career as an RJ, whereas now, RJ is not only a recognised profession, but its substantial enough that it helps me support my entire family.

"Back in the day, not many people listened to the radio, but it is different now as we cater to the current generation. It is important to remember that the boom that

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