

2009 A bad year for South African Radio

Across the globe recession hit forcing major radio stations to relook at the products and positioning creating a highly competitive industry. Not so in South Africa

We've come to the end of 2009, and to be honest the promises that radio made at the beginning of the year have not been delivered. This was a time when Radio managers and presenters had the opportunity to claim a stake in the industry by being creative and taking on the challenge. Radio in South Africa respondent to the economic crisis like a motor dealership would. Looking for ways to cut costs, by downsizing and trying to get by without causing too much chaos.

This is the time when new young players in the industry have a chance to get their name across because, they never had the money in the first place. Yes some companies go for the tried and tested but Imagine if a new player came marching through, they would pay attention. This is both at the station level and presenter level.

Hats off goes to Radio 2000, even though they fired their boss recently, they managed to make waves and increase their listeners. Changing from black to white can do that. You can also commend them from taking the 2010 World Cup from everyone else.

2 years ago Igagasi made the change from P4, big difference, yes they recruited listeners from a lower LSM, but they managed to change the way people listen to radio in KZN, new players, new names in radio came through that.

Pity about the Phat Joe saga, when he returned to radio last year, many were hoping for an inspired route, but it was clear that it was the same stuff he had done. Pioneering in 2000 but just callous and shocking in 2009. Now Heart have gotten him, good luck Cape Town.

Back to the topic, 2009 stripped the industry and made it clear that we have a whole lot of talent in the country but not proficient presenters who can take over the industry.

Its so bad that the President of country has had several meetings with musicians around the country and yet, no one has thought about the radio industry. Makes you think.

I'm not sure what 2010 will bring, but I'm hoping that South African radio will offer more to the listeners. Great music, competitions, great humour and slick presentations. That's all be done and it all sounds the same.

We have to be more creative, we need people listening to radio- Is that not the goal, the money is pat on the back for a job well done , not the other way around.

Let's hope that 2010 we can celebrate a great year for radio in South Africa.

Good luck to the judges of the first Radio awards. I wonder who will cry and thank the mommy on the podium in 2010.

Forum created by **Young Jock Fun**