

Weekender

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AN ARCHITECT'S PERSPECTIVE TO TRADITIONAL & MODERN BAHRAIN

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BEAUTY IN THE SELF

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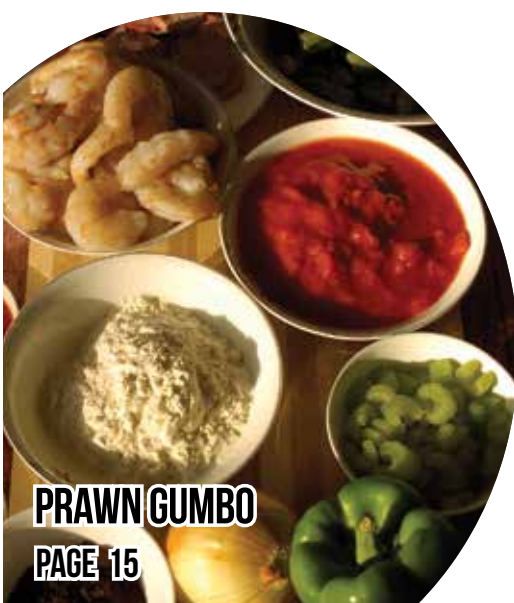
ORANGE BLACK PEPPER JUICE

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GRILLED EGGPLANT SESAME DIP

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PRAWN GUMBO



Radio

CONNECTING GENERATIONS

Radio is the most intimate and socially personal medium in the world." This quote by American announcer of radio programs, Harry Von Zell, will trace our footsteps to our childhood days, where listening to music on the radio, brought happiness on our lips. Humming our favorite song, listening to the morning news and the commercials was enough to keep our spirits high. Radio 104.2, 96.5 and the respective radio stations we tuned in, often gave us a broader perspective not just about the happenings around the world, but even about life. We owe a lot to the RJs, who work hard to keep us entertained and the quality of the content on the radio high. National Radio Day that fell on August 20th is not just a day for radio, but for all the people associated with this medium, who have made day and night equal, to keep the mania of radio alive, despite television and social media being on the rise.

On the eve of the special day, RJ turned comedian Imran Al Aradi, who has entertained the listeners of 96.5, reminisces his journey and the special relationship he shares with 'Radio'. "Radio is an inseparable part of my life. What bliss RJs enjoy is, that their voice is their biggest asset, which plays the role of a thread in keeping the listeners hooked to the station," says Imran. "When I used to host morning shows, it used to motivate me, as my voice was the first thing people would listen to, when they tuned into 96.5. Getting that positive feeling is very important, as that is the key that helps RJs move forward with a smile," adds the ex RJ. Having always wanted to be an RJ since high school days, he started making efforts in the year 2000, and 2006 proved to be a golden year for him, as he got a break in 96.5 as a radio presenter. He says, "I used to start early in the morning at 6am with morning shows. Along the line, I even began working on the interests of the public, regarding the kind of music they enjoy listening to. So, I introduced a mix of every style of music, which included a fusion of folk and old style, rock and electronic etc. The experimentation I did for English songs became quite

popular, which boosted my confidence to do better and be better than the best." Having done various challenging assignments, for the RJ turned comedian, 'loving what you do is the key to success as well as happiness.' Talking about the kind of assignments he took up, he says, "I have done various activities outside radio, where I have done programs for Ramadan, interviewed international comedians like Maz Jobrani and Max Amini. I have even interviewed professional international athletes, which boosted my career and made my job enjoyable as well as pleasurable."

One may think that radio was not popular owing to the advent of television, but one is not aware of the popularity radio enjoyed during the early 80s. "Before I joined as an RJ, radio was a very big thing in the market and it enjoyed good amount of popularity. I strongly believe that RJs don't make radio popular, it is the radio that makes RJs popular," says Al Aradi. With the passage of time, various other mediums were introduced which challenged the position held by radio. "Many think Television is a threat to radio, but in reality, smart phones pose a greater threat, as they provide the listeners exactly what they want to listen to. Today, many people don't have the patience to listen to relevant stuff. They expect the world to go according to their whims and fancies, and this attitude has resulted in them having less knowledge about the facts they are supposed to know," says the radio lover. Ending on a high note, the veteran RJ says, "Radio is not just a medium, it is a great stress booster. Radio is not just about listening; it is about treating the words as the lyrics of music. Focusing on what listeners want is something that is always there in the minds of RJs. But, what I would like to end by saying to the public is that proper balance should be maintained for every medium, as every mode is precious and important in its own place. Once this is understood, then no medium will go through a phase of decline and one can enjoy the beauty of every medium and its way of presentation."

