Young radio deejays inject radio stations with fresh ideas and a sense of vibrance

Boon Chan

Value killed the radio star. This was the old days program fired MD back in 1981 with 10th most popular show from Hit FM nationwide Group The Beatles. The good news is that radio station market share in the modern world of digital media, its not so popular anymore, essentially internet radio where listeners can customise their own radio stations, such as Spotify.

On top of it, the number of radio listeners in Singapore grew to 14 with the addition of UFM 100.3 FM last September. One of the ways that radio stations have modernised or up their arsenal in bringing in newer listeners under 30 such as Nona Koh, better known as Boy Thunder, 30, is to make use of social media platforms such as Spotify.

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One example of such a move was when Nona Koh started her part-time stint on PM91.3's Malam Warna, a live show organised by the station.

As a child, Nona Koh wanted to be a radio deejay, and she has been getting her dose of radio work while studying mass communication at Ngee Ann Polytechnic.

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**Lie Weidong, 27**

"I'm on Power 98, Monday to Friday, 9pm to midnight"

The question of how radio can stay relevant is one that Lie Weidong has been thinking about. One way is to extend radio's reach by making it available online. Another is making quality programmes and targeting a specific audience.

He says: "When I meet artists who are real and passionate, you realise that the conversations are something that are imperishable. They're immediate, personal and you just get to hear the artist's voice."

The Mandarin title was Newton Gives A Boost. On 2005, he created his own show Move In My Life with you. I'm hoping that if you do this with a degree in Flavours, started out in radio coming across a lot of people on the station in 2005. Besides drawing in younger listeners with whom he says he has a natural affinity, Lie thinks that he has a connection with those in their 40s and older for live to broadcasting last one and he would enjoy chatting with them. One of them later said that talking to him was like talking to his own son. Lie says: "For me, it was always about approaching the younger listeners. But for the older crowd, it's understanding what the young are thinking about."

To keep his show fresh, he takes on side projects from multimedia work for theatre to photography. "We cannot just stick behind the microphone," he says. "It's about branching out. By being more well-rounded, you bring fresh perspectives to the job."

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**Nitty Baizura, 29**

"I'm on Hot Date, on Power 98, weekdays 6pm to 8pm"

Male radio deejay Nitty Baizura has survived a major bust-up on air. She once forgot to switch off the station's digital clock which ran on from 8pm to 10pm while she was chatting with her show's guests. It is to extend radio's reach by making it available online. Another is making quality programmes and targeting a specific audience.

When Jerald Justin, 26, was a 2009 Power 98 deejay contest co-host, he was more biting in private. The bachelor says: "I'm not the type to get out of this industry. Even if I'm not on air in 50, 40 years, I want to give back in some way to the radio industry with which I have been associated with for so long."

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**Chang Kun Wah, 27**

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