



Gaga-music kills the radio

text : Benjamin Lüttgen

Long time ago hearing a new song in the radio often ended up with a visit at my record store. The bad habit of many radio DJ's to voice-over the intros of songs and to forget to mention the title and the name of the artist was a constant pain in my ass though.

Listening to music shows late at night was a kind of adventure. After 10 p.m. often strange types of music got played. Fascinating sounds I had not heard before, produced by artists, DJ's and bands completely unknown to me. I can't imagine that my present taste in music would be the same without those radio nights.

FM Radio has gone through various metamorphosis since then. Like most mass media, radio stations are nowadays under the constant pressure of competition. Shrinking advertisement revenues have led to a choice of music that eventually appeals to masses. A little more than 100 song titles analyzed by a market research agency called 'Media Control' dominates most play lists of private and public radio stations.

Those searching for new and inspiring music, both artists and listeners, have lost interest in radio. New web-ports have taken over its role. Checking the mySpace profile of an artist you heard of has become a routine. Within the network of linked artists you can easily explore a genre in this way. Modern internet-radio services, such as Pandora (USA) and LastFM (Germany), are able to figure out what kind of music you are into and adapt the stream in real time. Downside of the stream-radios: The "live-feeling" gets lost. Sure, you can get information like artist, title, label and link to a mp3-store on the website, but there are no oral contributions, no discussions with studio guests and no recommendations.

First aid for Eutropolis

Many listeners and artists aren't aware that since last year Eutropolis has a new radio station, quite different from most established ones: Hochschulradio Aachen.

We are an independent association, financed by the students of the high-schools in Aachen. We play music off the beaten track all day. In the morning we focus on information for high-school students in Aachen and in our evening series we try to map out everything, that is hot in Eutropolis' culture and music scene.

Many local DJ's from various genres have shows in the evening featuring Electronic, Independent Rock/Pop, Hip-Hop, Soul, Punk, Reggae and a lot of music that has no label yet. Often local artists are invited to present their work or play their favorite records. Dedicated to music-lovers, not masses; More LoFi than HiFi. More likable, less professional we try to bring radio back to life.

Tune in to hochschulradio-aachen.de

Within Aachen city we air on FM 99.1 and 95.35 on the cable net. Everyone else in Eutropolis is able to listen to our web-streams. You can access all information, play lists, streams in three different qualities, latest podcasts and the program scheme on www.hochschulradio-aachen.de.

Just like mahl magazine we are always happy to support artists and interesting projects. Get in contact with our crew.

