



RadioSonic 2024 was opened by Kartini Ariffin, our regular MC for RadioSonic, in conjunction with celebrating the 100 years of radio.

Keynote speaker, James Cridland shared exclusive knowledge on the “Future of Radio Content”. Regards himself as a radio futurologist, he shared about how “radio is a human connection” and enlightened the audience of a research by the Australian government that showed radio listeners matching podcast listeners in numbers.

First speaker came from CMG-CGTN – China, a global news network known for its comprehensive local and international coverage of news and sports, that has ventured into AI-generated content.

The next session, also in the form of a panel discussion includes panellists; Nazri Noran, CEO of Media Prima Audio – Malaysia; Hamit Yaz, Head of Radio of TRT – Turkiye; Saifuzzaman bin Yusop, Director of Radio of RTM – Malaysia and Mistam, Director of Program Production of RRI – Indonesia. Topic of discussion involves “Radio and Audio, an Overview of the Next Century”.

Nessa McGann, Media Consultant of Radiodays Europe – Ireland presented on the key trends in the radio industry including AI radio DJs, using audio to cater to younger audience and the rise of listeners in political podcasts. Next speaker, Micheal Low, General Manager of RCS – Malaysia continued on the notion of future of radio with expanding on the benefits of “Cloud Radio”. Content showcase that tackles the radio genre of news, entertainment, music, drama and podcasting include speakers: Putra Wijaya, producer of RRI – Indonesia; Eugene Wee, chief editor of CNA938 of Mediacorp – Singapore; Kazunori Aoki, senior producer of NHK – Japan; Inga Stunzner and Justine Kelly, Content Director &

Manager of ABC Radio – Australia and Meysam Mashayekh, Expert of International Affairs Department of IRIB – Iran.

The afternoon session after lunch break kicked off with the “Power of Local Radio” of countries such as Bangladesh, Nepal and India. Speakers include, Sumita Rabi, Coordinator of BCRA – Bangladesh; Arjun Giri, President of ACORAB – Nepal and Astha Singh, Program Manager of Radio Mewat – India.

Member focus content showcase from PBS – Philippines brings forth an interesting topic of People’s Based Information System (PBIS) that greatly combats misinformation in the community. It provides a platform for students to attend engaged community journalism workshops that debunks fake news and spreading true information to the community.

Wan Azhan Wan Hamat from RTM – Sarawak kicked off Radio @100, celebrating 100 years of radio. He presented on the integration of multiple cultural and ethnic values of Sarawak through the power of radio. Mahfuzul Haq from BB – Bangladesh continued on by talking about the practicality of radio during the pandemic. Mistam of RRI – Indonesia presented “Indonesia Menyapa” program that introduced 24 hours non-stop radio broadcasting, that update news and exchanging content from other countries with latest events and telling of historical events. Inga Stunzner of ABC – Australia contributed in with the topic of “Climate Mana” that represents the resilience of the pacific islander on the conservation of the environment. Panignicha Krairksh of NBT – Thailand talked about the journey of radio in Thailand which serves as a medium to relay true and precise information from the Thai government to the community.

Khaing Eindra of MRTV – Myanmar talked about how radio helped in sharing the knowledge of countries included in the ASEAN region as to make it known by the local community of Myanmar. Aaron Giles Pinto of Media Prima Audio – Malaysia brings forth the question of how to re-invent radio and getting the trends into motion. Meenakshi Mund from All India Radio – India introduced “Mann Ki Baat” a program that procured from an event that happened with the minister where he had asked for tea from a tea seller in a rural village. Rita Noujaim of Radio Liban – Lebanon showcased “Taghreed” which translates to Bird Song, a radio program that is dedicated to the preservation of bird wildlife in order to curb illegal hunting. Nirpa Raj of BBS Radio – Bhutan focused on agriculture, education, health and children education via public service radio broadcasting.

RadioSonic closed by the final speaker, An Hoang Van from VOV – Vietnam who talked about having vivid, raw and natural sounds of reporting to create empathy, suspense and relief in news reporting.