

Pacific Radio Heritage #16

April 2007

*Latest news from the team at the Radio Heritage Foundation [www.radioheritage.net], the non-profit organization sharing stories of radio

from around the Pacific region. *

Now that Easter is over, here's an update on what's new at the website, some of our projects, and an invitation to think about ways you can get involved, even if it's just for a few hours here and there.

*We get asked 'what do you mean by sharing stories', or 'I'm a DJ on a contemporary FM station, what's this history stuff got to do with me?' *

It's simple...we provide a single place online where anyone in the world can start looking for anything to do with radio broadcasting in the Pacific.

We're a free virtual archive. Instead of putting old tapes, recordings, photos, cards and letters into a vault and demanding you make an appointment and physically travel thousands of miles to come visit us, we want to serve them up digitally for free.

So 'sharing stories' can mean anything to do with radio. It might be writing a few words about a station you once worked at or listened to. It may be sending some photos, or some promotional items that you've kept. Sending us an old magazine article. Copying a newspaper clipping. Sending a CD or tape recording.

If you work in radio today, think ahead 10 years. When your 'old' station celebrates an anniversary, who's going to produce the old on air clips and airchecks, the old photos, the old station letterhead? Especially in these digital days. Who cares? You'll be surprised how important today's

unimportant little memories and items will suddenly become!

Why not bundle some material up now, and send it to us before you forget...our address is Radio Heritage Foundation, PO Box 14339, Wellington 6241, New Zealand.

Vintage takes on a new meaning for today's audience

In Newsletter #15 we talked about nostalgia, babyboomers and 'Sentimental Journeys' and how this all relates to radio. From Philip Knighton in the UK we got this response:

*I run a vintage wireless shop in the UK. After trading for 25 years, I've seen the market change completely. In the first 15 years, buyers were collectors. In more recent times, buyers say it's because they want a radio just like their parents and grandparents used to have. It seems that as the world becomes seemingly more complex and dangerous, many folk want to have personal reminders of more comfortable days around them. They actually want to sit at home listening to the warm sound of a vintage radio because it's calming and offers reassurance. *

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So, there you have it. People who buy vintage radios are increasingly younger people, the same way that nearly everyone involved in commercial radio around the Pacific today is aged under 40. Listeners range from the Radio Disney audience of under 10 year olds in Los Angeles, to the 50+ market targeted by the highly successful Coast brand in New Zealand.

What's new at the website www.radioheritage.net

Earlier this year, the woman imprisoned and later pardoned by the US as 'Tokyo Rose' passed away, and we've got *Tokyo Rose Broadcasts *and *Radio Tokyo at War *as an introduction to these WWII propaganda broadcasts.

From the same era, check out *OWI Central Pacific* for Part 1 of a photo

essay about KRHO Honolulu and KSAI Saipan...and the personal story of how *Radio Eniwetok WXLE* was built back in 1944...along with the *original* artwork for the station logo that's now in our collection.

Vietnam Village Radio is an inside look at local community radio, whilst *Nelson's Fifeshire* explores the visual and audio history of a small town radio dream that grew into part of the multinational Canwest media empire in New Zealand...and, some great old artwork to celebrate the *70th Anniversary of 2ZB Wellington [NZ] * that began broadcasting in 1937.....

Also check out the *3YA Christchurch [NZ]* opening day photo, which came from a wonderful afternoon spent with Winstone Harris, son of the 3YA founder in the mid 1920's. There's also a nice photo of *WJDJ American Samoa.*

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Coming Soon to www.radioheritage.net is the *ANZAC Salute *featuring a photo gallery of the WWII Australian Army Amenities Service stations in the SW Pacific and the NZBS Middle East Mobile Unit...an inside look at *1ZB Auckland *in 1936 [with many thanks to Bill Francis of NewstalkZB]....more from our popular *Long Lost Australian Radio Stars Series*.....* *how radio began in the *Cook Islands*.....photos and audio of *Radio Manukenua FM Easter Island*.....and some *Great 'ham' Shacks *as we open the vaults to look at some of the 30,000 amateur radio QSL cards we recently began processing into the archive.

Our bookstore and more.....

A small means of raising funds for us involves our online book store with great selections of radio and media related books, and vintage radio books...and **NEW** we've recently added *Pacific Radio Shack* our new online store with hundreds of radio related books, magazines, electronics, CD's and DVD's...so visit www.radioheritage.net soon and support us

whilst
stocking up on your favorite radio items.

Special Book Offers

We've got just a couple of ***Pirate Years*** Radio Hauraki 40th Anniversary books left...only 500 are being printed...and you get your name printed in the book..but, you must be quick as we sold out of our original allocation!
Full details right here at www.radioheritage.net.

The original ***Shoestring Pirates*** story of Radio Hauraki and the CD ***Fresh Pacific Wind*** [full of Hauraki jingles, interviews and more] are almost out of stock, but we have a few left and full details are again, at the website.
Well worth collecting.

Not only was Radio Hauraki inspired by the British pirate radio stations of the 1960's, but Australians and NZers featured as financial backers and DJs for a number of them and some, such as Radio Veronica, were even heard in the Pacific!
Mike Leonard's classic ***'Beat Fleet'** *guide to the UK pirates will soon be available from us as well...and keep an eye out for ***Don't Touch That Dial***the story of Australian commercial radio that you'll also be able to get directly from us soon.

Art of Radio...your votes are still coming in for the next exhibition you want to see online at www.radioheritage.net and you can still cast your vote until May 1. Leading choices are NZ [24%], Country Australia [17%] and Pacific Islands [14%] and, a reminder that our latest ***RNZI Radio Heritage Documentary*** looks at Australian Country Radio in 1962, and is available as audio-on-demand from www.rnzi.com under 'more audio' for the April 2 edition of Mailbox. Listen for our next documentary on April 16.

*Radio Guides.....*our free access radio guides are used by hundreds of listeners and station personnel each week..with *Pacific Asia Log Mediumwave *and *Pacific Asia Log Shortwave *[both compiled in Seattle by Bruce Portzer] full of useful data, *NZ Low Power FM* [and *LPFM Blog*] gaining in popularity and the *ONLY *database of its kind available...and *NZ @ a Glance* for station brands and formats on AM. All easy to use and, best of all, free!

Great Australian Vintage Radio DVD...is a double DVD with 90 minutes of exclusive coverage of Australia's greatest vintage radio collections, interviews, rare models and makes, and the only DVD of its kind...produced by Steve Savell from Perth....it's an absolute must for any vintage or classic radio collector. Available right now, visit www.radioheritage.net for all the details of how to make sure of your copy whilst stocks last! Let your friends know too!

*Radio Stories from Malaysia, Hawaii, Vietnam, Australia, NZ, Los Angeles, India, Fiji, Samoa, New Caledonia, Japan, Philippines, Papua New Guinea and many many more....*all available online right now, plus direct links to all major *Pacific *and *Asian radio broadcasters!*

Newsletter #17 follows shortly and features our new *'Celebrating our Sounds' *heritage campaign details...and how you can get involved whether you live in Auckland, NY, Nice or Tokyo! We'll also have details about the *Pacific Radio Conference* planned for September 2008.

Volunteers already support us in many ways and from many places. Do you have a few hours a month to do some online research? Will you help write press releases for local newspapers and magazines in your area about our programs and activities? Can you monitor your local radio dial

for a few
minutes each week and help keep our radio guides accurate?
This global platform of www.radioheritage.net means you can live
anywhere in
the world and support us! Email us today.

Radio. How could we live without it?

The Radio Heritage Foundation is an independent and registered
non-profit
charity supported by individuals and businesses with donations of
funds and
materials. We share the vision to collect, protect and celebrate the
radio
heritage of the Pacific.

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