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## CONNECT UGANDA RADIO AND THE DJS

Posted by Meli - 2008/01/15 14:05

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What do you have to say about the overall choice of music on the CU Radio, the DJ's presentation, the advertisements and all. Be frank, because this thread is for making our this corner the best it can be.

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by Meli - 2008/01/15 21:24

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Maybe we need a little help from the Wikipedia as concerns what an Internet radio is about.

Internet radio (aka e-Radio) is an audio broadcasting service transmitted via the Internet. Broadcasting on the Internet is usually referred to as webcasting since it is not transmitted broadly through wireless means but is delivered over the World Wide Web. The term "e-Radio" suggests a streaming medium that presents listeners with a continuous stream of audio to which they have no control much like traditional broadcast media. It is not synonymous with podcasting which involves downloading. Nor does e-Radio suggest "on-demand" file serving. Many Internet "radio stations" are associated with a corresponding traditional "terrestrial" radio station or radio network. Internet-only radio stations are usually independent of such associations.

Internet radio "stations" are usually accessible from anywhere in the world—for example, to listen to an Australian station from Europe or America. This makes it a popular service for expatriates and for listeners with interests not adequately served by local radio stations (such as progressive rock, ambient music, anime themed music, classical music, 24-hour stand up comedy, and others). Some Internet radio services offer news, sports, talkback, and various genres of music—everything that is on the radio station being simulcast over the internet with a netcast stream.

Most on-air stations broadcast the same commercial advertisements on their internet radio players. The costs of royalties and delivery are covered by the advertiser's payment to the station. Others which have no advertisements, like the BBC, simply send out their stream. The BBC is funded by a Television license, paid by UK television viewers. It is currently looking at methods of charging international users of its content through its commercial arm, BBC Worldwide.

Other stations and shows charge a subscription monthly fee or a direct per-program fee for the internet radio broadcast.

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by omumbejja - 2008/01/15 21:43

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Kale singa waliwo okugaba ekirabo ekyokuwulira oluyimba olumu emilundi 30 olunaku nokkuba akalulu kuluyimba olupya lusulibwe oba lusigaleko naddala ezo eziyimba ebintu byosigala ngogamba nti

leelo luno lubadde telusaana kuba kumpewo

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by Meli - 2008/01/15 22:01

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How To Get Your Music Played On Commercial Radio, Part #1

by Bryan Farrish

Sep 18, 2002, 16:11

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Before we jump into more advanced topics relating to radio promotion, let's make sure some basics are understood first...

**DISC JOCKEY:** He/she is also known as a DJ, the talent, airstaff, or jock.

**SPECIALTY-SHOW OR MIXSHOW HOST:** Does a one or two-hour show, usually on the weekend or late at night, using music that may not be suitable for regular airplay (rotation).

**MUSIC DIRECTOR:** Handles most of the telephone calls from record companies and indie promoters; opens most of the mail from record companies.

**PROGRAM DIRECTOR:** Decides who and what goes on-air.

**PUBLICITY DIRECTOR:** Decides what free-mentions will be given, sometimes within special show-segments designed to highlight local activities.

**SALESPERSON:** Also known as an AE (account executive) or rep (representative); works with local and national companies attempting to get them to advertise on the station.

**GENERAL MANAGER:** Oversees programming, talent, sales, news and engineering. Very often, the GM comes from a sales background.

**WHO DECIDES ON AIRPLAY:** On commercial stations, the program director (PD) is the person who decides which artists gets played and how much they get (i.e., the amount of "rotation" or number of "spins".) If someone other than the PD tells you that your CD is playing, then you may not be getting accurate information. The music director (MD) does provide input to the PD, but the DJs generally do not. Thus, calling and talking to a DJ on-the-air is of no use. As for specialty shows and mixshows, the individual hosts do pick their own music, but just for their one or two-hour show that airs usually late at night. (These shows are sometimes called "new music" or "test" or "indie" shows.)

P1, P2, P3. These are the sizes of the audiences of a station.

**STATION REVENUE.** Stations make money with one thing...advertising. Advertising is when a company pays the station to create and air a commercial which advertises the company's product. This is why the station was built, why it operates, and why the station employees get up and go to work each day. A commercial station is in the advertising business...it is NOT in the music business. Its job is to accumulate listeners, and then sell these listeners to advertisers. It makes no money when you sell your CD, and it makes no money when it plays your CD. As a matter of fact, it actually PAYS money to play your CD, through BMI etc. (albeit, very little.) So it all boils down to advertising... the more listeners (ratings) a station has, the more advertisers pay to advertise. Note: 80% of a station's advertisers are in the same city that the station is in (i.e., they are "local").

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THE WEB. Still a troublesome novelty to most stations, the web is certainly gaining in importance. Commercial stations use their sites to get listeners to stick around long enough.

I don't know if our CU radio has personnel for all this, but I thought we could help in gauging how we see or rather hear the final result, so more listeners would join in and stick around long.

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by Kalibattanya - 2008/01/16 22:44

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Waliwo kyebayita timed programming, kyendaba nti kyandisobodde okuyamba mu kutegeka ennyimba zetuwuliriza. Nga oyo chandri wa Fred Nkambwe asaana nga buli wamu ssaawa mwenda ogwe kiro. Ate terwetaaga kuzanyirako ddala ku weekend nga abantu bangi abali tuned in. Nolulala lwe lwa Omucaina wa Abdu Mulaasi, kubanga enyimba zino za sexual nature. Waliwo ennyimba ezimu ezetaaga programme eri special eyitibwa, "KINO KIKUUNO." Singa omusawo yakola omulimu gwe nga ayimba Omusajja alya chocolate yekka gweyakola, sirowooza nti abalwadde bandimwettanidde. Tuleme kubeera na double standards ku quality ye mirimu gyetulindirira okuva ku buli muntu nengeri gyaweerezamu society yaffe. Tulina ennyimba nyingi empya nenkadde, sika variety ya mpya, embi tuzijjemu.

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by mike - 2008/01/17 09:39

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We are reading .... and following this thread with great enthusiasm. Please continue to give ideas. I have to thank the person who started it! More power to our listeners.

Once we have more ideas, we will look at implementing them.

Regards, Mike

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by kingo - 2008/01/17 12:39

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ha, wabula nze nteesa nti wakiri ka programme(talk show) akalala ku saturday evening. Olwo weekend yonna ebeere nyuvu kubanga sunday etulekamu amaddu mangi.

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by omumbejja - 2008/01/17 18:27

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Nze namdisabye program eyaliwo ku lwomukaaga mwami Lukwaago ne mukyaala Nambooze lwebajja okutunnyonyola ebigenda mumaaso ku ttaka lyaffe program eyo etekebwe mu LISTEN AGAIN gyebateeka abayimbi baffe ababa bazze wano ku connect kuba waliwo bangi ddala abagisubwa abandyagadde okugiwulira

Ekirala ku station ezimu ku ze mpuliriza balina we bakubira akalulu ku luyimba olupya abantu nebakuba essimu nti

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lusaana okuzannyirwa oba needda naye nga wano bwewali akanyigo okuyitamu ku ssimu kiyinzika okuwandiika enyimba eziwerako notekawo abantu weba lukubirako akalulu ye oba nedda

Kalibattanya enyimba ezigenda mu KINO KIKUUNO tulina nyingi naye maama bweguba omwaka buli omu yaguyingiramu bubwe kijja kuba kizibuko okuwulira chandiru buli omu ewaabwe kusaawa omwenda ogwekiro okujjako ngawafunibwaawo akapesa akali special bweluba luzanyibwa ku mwenda Bungereza awalala wonna akapeesa nekazikiza emikutu gyaabwe okutuusa bwewatuuka esaawa omwenda nabo nebaluwuliriza

Nekirala mu music twandisabye batwongerezaamu ne Soca kuba bo bayimba mu luzungu osigala okyategeera byebayimba nga bwetulina olucongo lwetutategeera netusigaza kunyumirwa ndongo

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by Meli - 2008/01/17 21:14

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Nze nnelarikirira nnyo nga mpulidde Bukonya Brian nga atandika okutuyimbiramu akayimba ka Digida digida digida aka Ragga Dee, nga ntya engeri gyagenda okutuukamu wali ku "Sabagamba nti ngenda kubagaala." Era nassa ekikkowe nti eehhuu, bweyabimaliriza ga agamba nti nga ekimuli.... namalira awo. Mu butuufu oluyimba lwa Ragga Dee luno si lubi nnyo. Naye, mu kuwagira ekirowozo kya Kaliba, ndowooza waliwo ezeetaaga program eri special, abazadde nebajjawo abaana. Ate abaana baffe tetugenda netubegoomeza ffe ffenyini. Songa kati kiyamba abaana abayiga oluganda okubeera ne radio nga eno. Obateeka okwo nebawulira ate nebakola ne practice.

Mpozzi nekirala kyendowooza, nti buli radio station, eri commercial mu ngeri emu oba endala. Kubanga waliwo expences zokugiddukanya. Naddala bwetuba twagala more programs ndowoza tulina okwetegeka okulaba how to finance it. Kino kyateseebwako dda, naye tekigaana kukikumira mu ddiro engeri gyetutakikutulanga, nga ne radio bweliwo, lunaba olwo netukitukiriza.

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by omumbejja - 2008/01/18 09:32

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Meli Ragga Dee teyagamba bantu nti agenda kubagaala ya batemyaako butemya nti agenda ku babamba kati kyesimanyi bateekwa kuba nga bamutunulidde oba oli nebwamukuba amabega nakyo bakozeza kigambo kyekimu ekyo? nekirala abantu bajjumbire omulamwa guno emirimu gyongere okulongosebwa.

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by Meli - 2008/01/18 23:55

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Commercial broadcasting is the practice of broadcasting for profit. This is normally achieved by interrupting normal programming to air advertisements, also commonly called "commercials" in this context. It usually exists alongside public broadcasting where programming is largely funded by broadcast receiver licences, public donations, or government grants.

In an hour of broadcast time on a commercial broadcast outlet, typically ten to twenty minutes are devoted to advertising. Advertisers pay a certain amount of money to air their commercials, usually based upon the popularity or ratings of a station or network. Commercial broadcasting also has considerable overlap with pay services such as cable television, cable radio, satellite television and satellite radio; though such services are generally partially or wholly paid for by local

subscribers.

Wikipedia.

Waliwo ekimanyiddwa mu nsi yonna nti abintu bya mawanga ga Africa bibera n'omutindo ogwa wansi. Wadde nga ebintu nga Radio yaffe eno byatandika mu mpola, naye tewali kigaana bawuliriza kussamu maanyi okulaba nti eri ku mutindo nga ogwe bintu byensi zetulimu. Naddala engeri gyetuwereza kaakati mu kusanyusa naye ate nemungeri ezomugaso ku bigenda mu maaso mu community ne mu ggwanga lyaffe.

Erinnya eryagiweebwa ConnectUganda Radio, lyennyini lisubiza omutindo ogulinnya ku professionalism eri ku mulembe nga ogwa internet radios eza communities endala eneene nga eyaffe.

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by Ancient - 2008/01/19 08:17

Naye lumu ba presenter ba connect bagamba nti siba DJ, kati weeks e saatu zesaliwo mwabafuula?

Nze manyi nti bobakola omulimu ogwetendo emilundi mingi, naye Master Blaster bweyababula last Sunday oh boy nalina okunyolwa...

The work done is beyond measure, its OBAMAFULL(well done) and will have to continue until we get Whitakered(recognised by people who matter).

aaconnector, omukyise ateguya!

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by robster - 2008/01/20 07:04

size kuteesa naye bwendabye omuteesa ateguya nenebuza muki era lwaki? nanti bagamba kanve enkoto nga byokya kiyidde dowooza ne aaconnector yabifuna byonna kyava teyeguya???????

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by Kalibattanya - 2008/02/08 10:49

Mu kiseera kitono mujja kuwulirayo ne internet radio endala eziri competitive neeno eyaffe nga ziggudde. Nga zonna ziri aimed ku same pool of audience. Eyaleeta embooji eno yalengera mangu ekintu kino. Kyekiva kyetaagisa buli omu waali okulowooza bwetuyinza okulaba nga tuyamba abaddukanya omulimu naffe netusindika mu maaso. Sirinawo kirowoozo kyonna kipyana nze esaawa eno, njagadde kukomyawo mulamwa guno mu ddiro.

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## Re:CONNECT UGANDA RADIO AND THE DJS

Posted by kingo - 2008/02/08 18:35

Kalibatanya webale omutima ogulumirirwa connect.

