

Herald Cafe



CELEBRATING WORLD RADIO DAY:

Honouring the power of sound and community

As the world celebrates World Radio Day today, February 13, Café looks at its effect on the people of Goa and how the charm of the radio remains a favourite among people of all ages

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The radio evokes different emotions in people today. As technology improves, new platforms have emerged that present alternatives to the radio. But the charm of the radio remains strong among the various sections of society.

THE OHERALDO JINGLE

In the mid 90's after All India Radio began broadcasting FM started in the State, the stations used to look for advertising revenue. One of the stand out tunes was the Oheraldo radio jingle. One of the executives who was present then was Savio Noronha, who is now the Programming Head for Goa Doordarshan, remembers it well. He said it was performed by Remo which meant it created a buzz around the brand. The jingle which went 'Herald with your coffee, Herald with your tea, stay informed with the Herald, you see' - a catchy phrase highlighting the newspaper's presence in daily life, often played with a light, upbeat tune caught the mood of the time. Savio said, "Remo is synonymous with creativity and whenever he does something the love for him is shown for the work and the brand benefits. It was on air for around 5 months. The jingle was certainly one for the ages. It was no more than 30 seconds but people still remember it". The brand he said certainly benefited from that jingle.

THE JEWISH REFUGEE WHO COMPOSED THE SIGNATURE AIR TUNE

The first half of the twentieth century was dominated by the two world wars that upended lives around the world. In Europe, tens of thousands of lives were destroyed. Many were forced to leave that continent and move elsewhere. Some moved to America and other parts and some of them landed in India. Walter Kaufmann was one such refugee who landed in Mumbai. This was in 1934 following Hitler's invasion of Prague.

He was in India's city of dreams for fourteen years. However, having come to India, his initial years were not easy. As a trained musician, he was hoping to find takers for his talent, but his initial tryst with Indian music was not without its problems. Undeterred, he founded the Bombay Chamber Music Society within months of his arrival, which



performed every Thursday at the Willingdon Gymkhana. From 1936 to 1946, Walter worked at AIR as the director of music, and it was here that he composed the iconic signature tune with noted Indian orchestra conductor Mehli

Mehta, who played the violin for it. The tune that generations of Indians grew up listening to was created by a European - proving that music knows no boundaries, and is truly a universal language.

THE WAVES STILL TOUCH THE HEART

I used to listen to the program 'Your Favourite' at 9 pm. I used to write postcards in the early 80's. Then I switched to FM Rainbow in 1987. The clarity was very good. The radio jockeys were very nice. They did very well and we all had a lot of fun. Today, I use Whatsapp or I call RJs. The show stopped but thankfully it started after a year. Pity it started after Christmas, it would have been nice if it had started before Christmas. That music during the festive period would have been very nice.

Tony Fernandes, Marna-Siolim

When I travel I listen to the radio in the car. I like listening to music but I don't have the freedom to listen to the music that I want. We all used to listen to a lot of radio at home but when it got damaged, it was not repaired. We now also listen to music on Spotify. But yes, the radio still has its charm whenever I listen to it.

Salma Fernandes, Panjim

I don't listen to the radio regularly but make it a point to listen to music when I am travelling in the car. I am 21 now and doing my masters and it reminds me of the time when I used to spend time with my friends. I like the activity of listening to music when I have the time. You get some good music regularly.

Rachel Rodrigues, Panjim

The love shown by the people is tremendous. It is special for the older generation and we have listeners from 7-70 years. We are now back on prime time and we connect to their lives and it brings joy to them. This is special for the older folk. The music we play is special because they all grew up with this music. I remember the Herald jingle which was very popular. FM was important because it was the only place where they could listen to audio content meant for them. Konkani content was available. It is still relevant for them. Once it went off air, people realised how much they missed it. This was relevant for the older generation. They knew the time for Kantara, the Konkani play etc. But now things are back. Radio plays a big part especially when you are driving as our music is loved because it connects people to old memories.

RJ Oreena Vaz, Porvorim



The global music industry is opening to India's growing influence

With power-packed performances from various artistes, the first edition of the India International Music Week (IIMW) 2025 had a great start, bringing together music experts to the state of Goa



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India International Music Week (IIMW) 2025 commenced with a powerful opening, bringing together music professionals, export offices, and artistes from more than 30 countries to Goa, India, positioning the country at the center of the global music industry. IIMW focused on its objective to establish India as a global music hub by fostering international collaborations,

Mila Georgieva, Vice Chair, Bulgarian Music Association



Matt Black - Co-founder, Ninja Tune

cultural exchanges, and economic growth through music. This vision reinforced Goa's position as a destination that not only hosts world-class music events but actively invests in simplified licensing, infrastructure development, and sustainable tourism policies to support the creative industries.

"The IIMW music showcase festival is a format that exists around the world. A

showcase festival typically brings in key music industry stakeholders such as record labels, festival programmers, venue owners in a common space to witness and assess an artiste that they would like to work and professionally engage with. It is a highly curated match-making process. One of the success parameters for us is for artistes performing at IIMW to find a partner in their growth and journey. Our success is in their success," said Rafael



Tracy De Sa

Pereira an executive trustee, India Music Exchange - IMX.

IIMW 2025 stands as a true global showcase of talent, with an artiste lineup that was equally Indian and international. The festival's curation ensures a diverse musical experience, featuring emerging artists from India and around the world. Some of the Goan artistes included Roz Angon, Tsumyoki and Tracy De Sa while Sonia Shirsat and many other Goa-based

artistes were part of different panel discussions that were held over two days. "The Indian music industry has seen major growth patterns and shifts over the last decade and even more so over the last 5 years. The spike in the growth of the Indian music industry over the last 5 years has been the key inspiration that drives 'India International Music Week (IIMW)'. IIMW aims to establish India as a trade hub for the global music industry and the need for a global music industry gathering in India has never been better timed than now," said Sushil Chhugani, an executive trustee, India Music Exchange - IMX. India International Music Week 2025 continued to drive conversations on international partnerships and India's role in shaping the future of the global music industry.



Saba Aazad



REKINDLING SCHOOL MEMORIES AS CLASS OF 1975 REUNITES IN GOA



KONKANI BOOK 'CHINCHARE' HIGHLIGHTS GOA'S TRADITIONAL OCCUPATIONS

SWIPE RIGHT



Bollywood struggles to make films like Pushpa 2

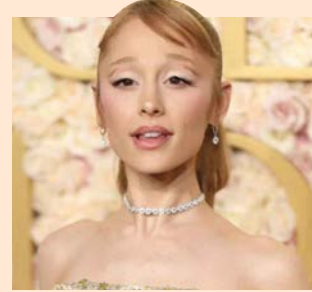


Acclaimed filmmaker Ram Gopal Varma has shared his thoughts on making films like 'Pushpa 2', shedding light on the differences in storytelling, audience preferences, and the evolving landscape of Indian cinema.

The filmmaker said, "Bollywood filmmakers struggle to make films like 'Pushpa 2' - not because they aren't capable, but because they don't think that way," Ram Gopal Varma candidly shared, "Let me tell you the primary difference between the so-called South Indian audience and North Indian audience. I don't think the people themselves are different; they are the same. What is different is the films."

Ariana Grande went through intense audition for Glinda

Ariana Grande is heavily lauded for her performance as Glinda in the fantasy film, 'Wicked'. However, it was easy to step in on the sets of the Jon M Chu directorial, as the musician had to go through an intense process of auditioning.



Speaking about her selection for the film, the actress revealed that she went through multiple rounds of auditions before facing the camera. She said, "People who didn't understand would say, 'Oh, that's so silly, they know how talented you are,' and I was like, 'That's very nice, but Glinda requires so much. I have to be able to earn this, and I don't want it unless I've earned it'." Grande further added, "It became this beautiful evolution of getting to know myself beneath it all. I was like, 'Oh my goodness, I love this person underneath the drag.'"



Nicole Scherzinger adds texture to springtime florals for Michael Kors' Fall NYFW 2025 show.