

# Pretty much all you need to know to run a traditional radio station

 By [Travis Bussiahn](#)

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Radio is a passion of mine and, next to writing, is the medium I've worked with longest. Radio, in effect, was a media hub that launched me into all of the new spaces I play in today.

But I still involve myself heavily with it. It is my first love and you never forget your first love. Consulting, producing, workshopping, challenging and innovating in the space is a passion of mine. But let's face it, with the arrival of CliffCentral and Ballz, Primedia's Pop-Up Stations and Kagiso's incredible digital traffic generation, the face of the radio game is changing.

That's why this piece of content must be unleashed now, today, before the word traditional is no longer placed next to the word radio. And so, it is with great pleasure that I present to you, a preposterously detailed, incredibly well-thought out, super resource called (dum-dum-dah):

(Read with deep voice and reverb) Pretty Much All You Need To Know To Run A Traditional Radio Station In One Place.

*Pssst, if you're having trouble reading the prezi, just click on the fullscreen button in the bottom right hand corner of the frame.*

[View the prezi on prezi here.](#)

## ABOUT TRAVIS BUSSIAHN

Travis Bussiahn is the Executive Creative Director of the Happy Media Video Agency. He solves creative and business problems for both Happy Media and its clients. He understands the importance of emotional connection in content, branded or otherwise and believes in traditional media's ability to be blended with new media to profound and holistic effect. He loves and excels at concept and the art of story. Contact details: website [www.happymedia.co.za](http://www.happymedia.co.za) | Twitter [@TravisBussiahn](https://twitter.com/TravisBussiahn)

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