

TEMPLE

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Broadcasting around the globe from Malta THE INTERNATIONAL RADIO FESTIVAL 2018

photos TOBIAS STAHEL



The International Radio Festival (IRF) chose Malta for their annual, globally celebrated event in October 2018. Founded in 2010, the IRF brings together presenters and producers who command the trust and loyal 'ears' of billions of listeners worldwide. The festival was broadcasting live, 24hours, non-stop for seven days. It also held a unique conference with invited radio stations to showcase their chosen programme formats to the attendees. International radio stations visiting the festival took to the air and were streamed, not only around the world, but also directly to their home audiences. Reaching millions of listeners over seven days is what makes the IRF the largest media event of its kind.

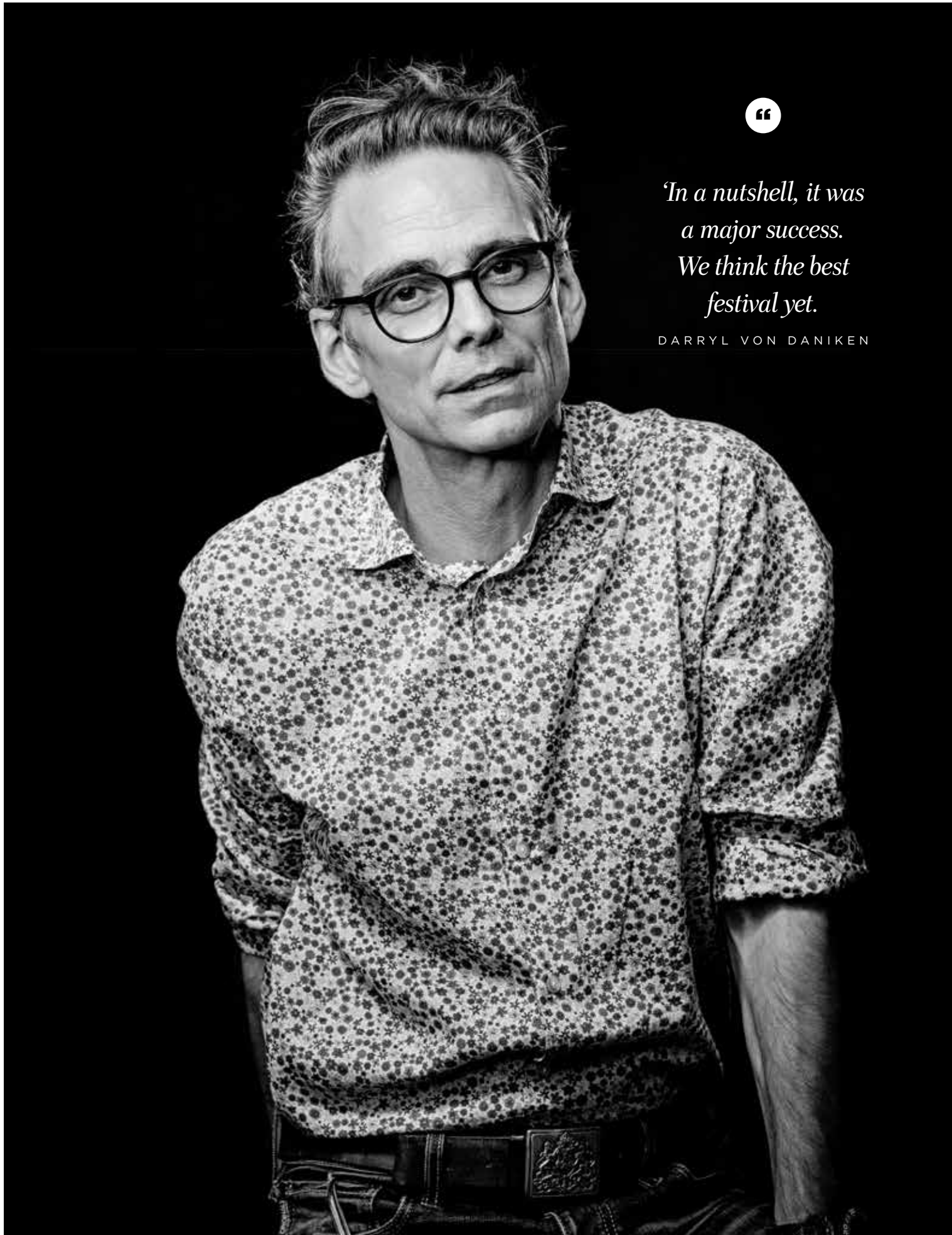
Darryl Von Daniken, Festival Director, is the mastermind behind the festival and TEMPLE were delighted to be able to spend time with him and his IRF team. This allowed us to get a true insight into the wonderful world and meaning of the IRF.

Darryl is meticulous, engaging and energetic with a clearly deep-rooted passion for radio. He explained that his love for radio goes back as far as he can remember: from the days of radio as a story-teller of music, to its strength today as an essential part of the media mix.

'The IRF is for music radio professionals', he continued, 'the on-air hosts, their producers, programmers and of course the music industry. Radio stations see the value of joining the festival, as it offers B2B meetings with like-minded people from the broadcasting business. The opportunity to share and network with industry leaders is also key for them, as well as transmitting from an overseas location, directly to home and their own loyal audiences. It makes it special, a unique occasion for them and their listeners.'



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DARRYL VON DANIKEN



FESTIVAL



Kathryn Halstead

*How has the radio industry reacted to
The International Radio Festival?*

‘The radio industry is increasingly embracing what the IRF stands for and the unique experience it offers participants; eight years and nine editions are tantamount to that. The feedback is incredible and gives us a good sign that there is demand for a conference such as the IRF; it is a place to be when it comes to the narrative covering audio and music radio production.’

*What has been the biggest challenge
you’ve had to overcome?*

‘The medium radio/audio didn’t carry as much weight back in 2010, especially following the dot.com revolution. However, today, in our over-digitalised, one-dimensional ‘fake’ world, it is gaining recognition in quantum leaps as the most authentic and sociable medium delivering the highest impact. And this will only increase as our aversion to digital increases. Let’s not forget that radio is all about storytelling, something most, if not all, of us consciously experienced first in life - we are primed for radio.’

*Why did you choose Malta for the 9th Edition
of the International Radio Festival?*

‘The IRF chooses its locations based on a number of parameters, starting with the host country’s affinity to the medium radio and music. Whilst our beginnings took place in Switzerland because we lived there, we quickly set our sights on countries where there was a much deeper cultural relationship with radio, hence our subsequent editions in London, Milan and now Malta, which has one of the densest radio footprints in the world.

Another parameter is choosing locations with dramatic backdrops, thus offering our international guests the unique opportunity for storytelling in order to share their IRF experiences with their listeners back home. This year, the backdrop to Malta’s capital city Valletta (EU’s Capital of Culture 2018) can only be described as jaw-dropping; an incredible location we are eager to return to every year.’

*The festival finished last week – Tell us what you
thought of the event and hosting it in Malta?*

‘In a nutshell, it was a major success. We think the best festival yet. I’m hugely passionate about radio as you know, so seeing these worldwide professionals getting together, sharing their knowledge and love for radio, is what it’s all about.

It was also about promoting Malta to a mass loyal audience. Don’t forget, these global radio stations broadcast live, together reaching more than 100 million listeners over the course of the festival week. They shared their experiences, love and thoughts about the Islands. It was positive and I’m sure many of them will be back under their own steam to take in more of this incredible country.

I’d like to take this opportunity to thank everyone for taking part, especially my team, who are as committed as I am to make the festival such a hit in the industry. I’d also like to thank the MTA (Malta Tourism Authority) and Air Malta for their support and trust. It was a pleasure to work with their teams and of course, Minister Konrad Mizzi who gave us terrific support and let this all happen.

Malta understands the power of music. Valletta is definitely an international ‘music city’ and has proved to be an incredible destination, even a hub, for our festival and so many others.’

What’s next for the IRF?

‘Our goal is that we will be producing four continental editions per year; one each in Europe, Africa, Asia and the Americas, to truly unite these four manifestly important radio cultures. Where would we like to host our European event every year? Right here, in Malta, we hope.’

Thank you to Darryl Von Daniken, Sabrina his wife, Kathryn Halstead (Event Director) and to all the IRF team and guests for making TEMPLE feel so welcome and connected with the radio industry. We’ve made friends for life.



Nick Mizzi



Catching up with **NORMSKI**

Anchor DJ for the International Radio Festival, Malta 2018.

Normski (aka Norman Anderson) is a super brand. Apart from being a leading authority on urban and contemporary culture; he's a globally renowned DJ, a TV presenter, a fashion influencer, a prolific international photographer and now, following his visit to Malta as an Anchor DJ for the International Radio Festival, an advocate and friend of Malta.

What were your first impressions of Malta?

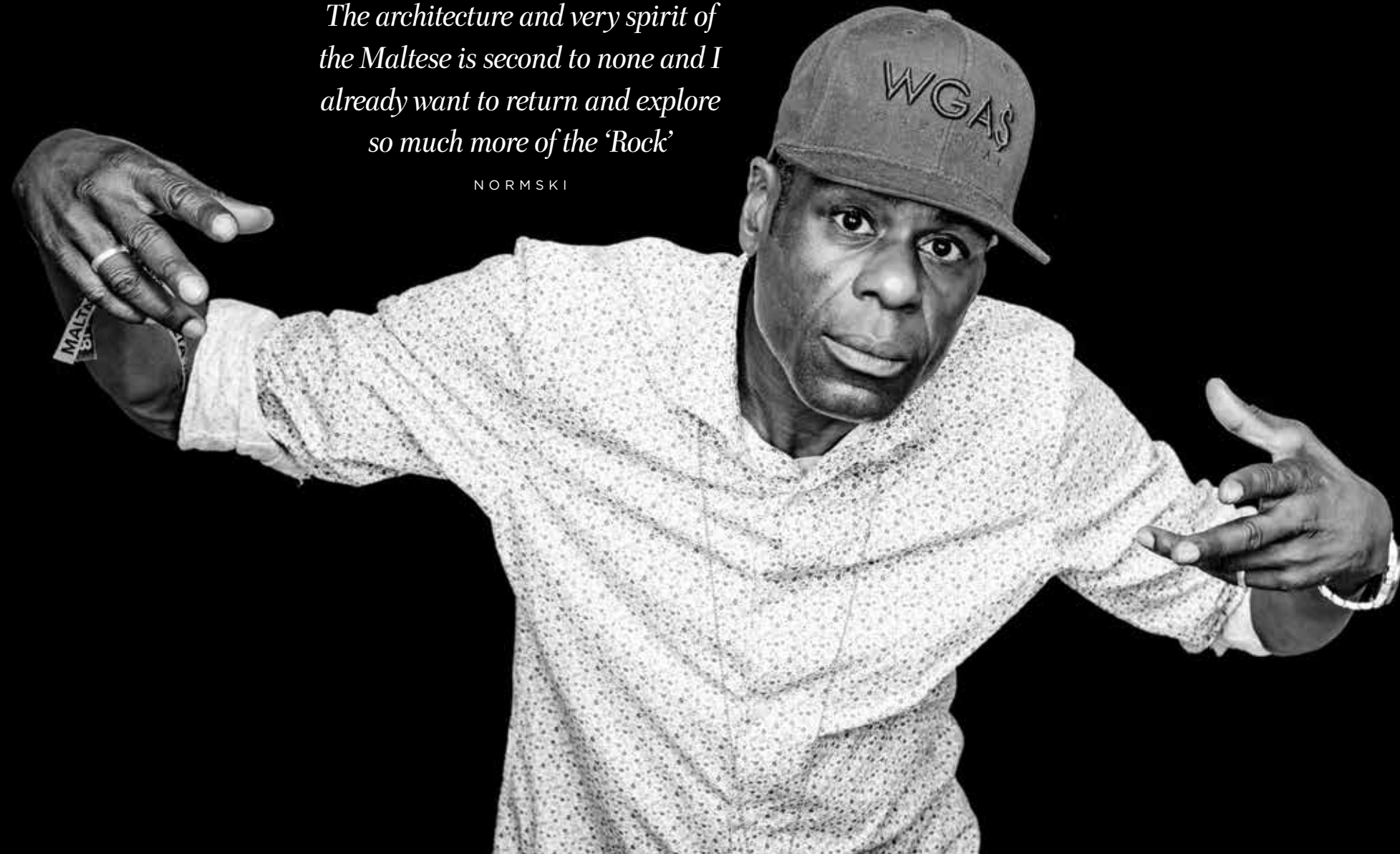
I arrived on a high and left on one! My first taste was the incredible welcome from Air Malta as I flew in from London. I was delighted to see my interview published in il Bizzilla, their in-flight magazine, so it all started from that very moment.

Tell us more about your involvement with the International Radio Festival?

I was the first anchor DJ and broadcaster since the festival's conception. This year was the 9th edition in Malta. The festival has travelled around the globe and evolved over the years and has had over 100 million listeners worldwide. I've no doubt that the listenership has doubled since the 30 international radio shows touched down in Malta and streamed live across the planet. What a studio stage we had, set in the beautiful historic grounds of Fort St Elmo, Valletta. I love producing radio shows and where better than from this incredible city Valletta – I think it's the best Mediterranean city I have ever experienced.

The architecture and very spirit of the Maltese is second to none and I already want to return and explore so much more of the 'Rock'

NORMSKI



We love your passion about Malta – tell us more!

The architecture and very spirit of the Maltese is second to none and I already want to return and explore so much more of the 'Rock'. Speaking with you guys, Marc and Zanna from Temple magazine was a highlight on air, as you gave me great insight of what's on offer culturally and musically.

I also spoke with Dr Ruth Bianco and lead architect Claude Borg of MICAS live on air – it was a spectacular insight and interview.

My daily routine in Malta of nonstop broadcasting, walking to the studio stage in Fort St Elmo from The Grand Hotel Excelsior exposed me to the friendly hustle and bustle of the close-knit Maltese community.

On the last night of the Festival the team and guests were treated by Heritage Malta to a Medieval Banquet for a unique culinary experience with dishes created by the Knights of St John, dating back to the 1700's. Thanks to Taste History.

All of my experiences have left me hungry to return and taste the many other flavours and cultural travel experiences these beautiful Islands have to offer.

So Normski – we might see you again here?

Would I come back and do the International Radio Festival in Malta again? Of course. In an instance. I love 'The Rock'.

Thank you to Normski for embracing the Maltese spirit and culture. We loved having you and all the IRF team here in Malta and we hope to see you next year!

Twitter/Instagram: @mistanormski
www.normskiphotography.com
www.internationalradiofestival.com
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