

# Carving a niche for Pint Size radio

 By Leigh Andrews

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'Pint Size' means different things to different people - no more so than to those who run podcast-friendly streaming station, Niche Radio.

There's little doubt that podcasts are gaining in popularity, and many punt them as [the future of radio](#). Streaming video has had the lion's share of the global media spotlight due to the popularity of services like Netflix and ShowMax, now it's time for streaming radio to see a similar global uptick, especially as locals get frustrated with the limited offerings available that tend to [run the same playlists](#) and excessive advertising.



Jon Gericke

Niche Radio fits into the business gap that gapes once you chop out all the 'same same but different' offerings. But where exactly did this local streaming station come from?

As with most big business moves, triumph came from adversity for Niche Radio, started by Pint Size Media as an outlet for co-owner Jon Gericke and business partner, Brittany Clamp, after they were 'let go' from a leading news broadcaster.

As both had broadcasting experience and felt they had things to say but didn't want to go into "the same old blogging that everyone was doing," they felt there was gap in the market for audio. And so, they simply recorded themselves chatting about things they found interesting and uploaded them onto SoundCloud and Spreaker, like in the example embedded

below:

More of the people they spoke with wanted to do the same thing, and so they grew to where they are today: Pint Size Media became the controlling body of Niche Radio, as the streaming station became a reality. It's now run by three people - Gericke, Clamp and Bhavna Singh, all of whom have many years of news and broadcasting experience.

Gericke lets us in on the podcast-friendly future...

## **1. Explain the naming of Pint Size Media and Niche Radio.**

**Gericke:** As to Niche Radio, we don't target a mass market. We have a variety of niche programming, aimed at very specific audiences. Advertising has changed. Instead of a shotgun approach, advertisers can now target a very specific audience for their message to be heard.

The name 'Pint Size' is a clever play on words. It can mean small, but a pint of beer is quite large, so it's a mix of the two. We can be as big or as small as our clients need us to be.

## **2. Clever. Talk us through your broadcast model.**

**Gericke:** We work differently to all other broadcasters I know. Instead of podcasting 'live' programmes to be heard later, we create the podcasts and then stream them. The individual podcasts each have their own channel, which can be subscribed to on any podcasting service, such as iTunes. Those are then uploaded onto our streaming station, along with great music, and they can be heard at specific times of the day during the week.

We have no editorial control over our podcasters, so they can say anything they like about any topic they like. We don't answer to any big brother or advertiser who may control us. As we're based on the web, there is no control from the BCCSA, so freedom is guaranteed. We offer a platform to anyone who feels they have something to say. That's what separates us from the rest - freedom.

It costs nothing to listen to our podcasts and the broadcasters are free to say what they want about anything that they want. We open up our channels to anyone who wants to say something, so it's no longer necessary to be a 'professional' broadcaster, we love the fact that our broadcasters sound like normal people.

## **3. Certainly a refreshing change. Tell us about the impact of podcasts and streaming radio on the traditional broadcast model.**

**Gericke:** South African radio is in an interesting state at the moment. Podcasting is certainly challenging the traditional way of thinking. Radio shows are no longer a three-hour stream of music and talk. Broadcasters are having to find new ways to compete with the international market. Radio stations from around the globe are now just a button away with 3G and headphones, one no longer needs to listen to your local radio station. South African stations now need to be world class.

## **4. How do your podcasts differ from other radio programming or online audio interviews?**

**Gericke:** Our podcasts are about things you don't normally hear about. They vary from cycling to financial advice, arts and entertainment to healthy food production. Each show has its own place. Modern radio has to cater for a large audience, but we don't have those restrictions. We can even create a podcast aimed at just one person if that is what an advertiser would

like.

Podcasts are the answer to a modern radio consumer. You can listen to what you want, when you want for as long as you want. You can pause your content and carry on at a later time. Niche Radio's podcasts aim at being no longer than 10 minutes. Quick, fast and informative.

## 5. What trends do you see as the biggest to come in 2016?

**Gericke:** The internet has changed everything. Netflix, DSTV CatchUp and the others have shown consumers that they no longer have to watch TV when they are told to, so the power moves to the consumer and that is important. News comes from a variety of sources and traditional media is falling behind the speed at which that news is being consumed. Social media is the way people communicate and podcasts are an audio version of that communication.

Seems podcasts are undoubtedly a feature of the radio of the future.

For more of Pint Size Media's podcasts, visit their [Spreaker](#) and [SoundCloud](#) accounts or listen to the examples embedded below:

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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