

**INTERVIEW TO
DAVID BOWERS
BLOG TALK RADIO'S DJ
U.S.A**

October 18th 2020

T: Ciao David. First of all, thank you so much for accepting this interview. I also want to thank you for giving space to some of my Artists on your Radio. Is this your first interview?

Thank you, Tiziana. It's my pleasure to join you and I appreciate the opportunity to share with your listeners.

To answer your question, No, over the course of my career I have given and conducted many interviews.

T: How old is TheDavidBowersAwards? Is it your creation?

I created TheDavidBowersAwards with a partner from my broadcast years, Jon Levin, over the winter of 2012-13 and we started in 2013.

T: What is the music that people listen to most on Radios? Haven't you ever received strange requests?

That's a difficult question to answer ... Especially today, when there are so many genres and sub-genres. And it's dependent on how you measure it The most listened to on social media will be different depending on WHICH social media you measure; The most listened to

measure on actual broadcast ratings will be different depending on age groups, among other factors.

But, overall, pop holds its own because, as the name implies ... its 'pop' .. popular. Hard rock has declined in recent years, primarily because it has divided itself with so many sub-genres and Country has had a resurgence, both in the US and abroad, especially the UK and Europe. And the explosive emergence of KPOP (Korean pop music and groups) has boosted pop music immensely.

As for strange requests, yes, you get all kinds and, an unwritten rule of thumb is that the stranger the request is, the stranger the requester probably is. I've received some so strange I wouldn't even repeat them here. Give people the chance to surprise you and they will.

T: The Covid-19 is killing many people, but also many businesses, including the music business. Do you think when this's over, the music's going to come back to life, and it's all going to be the way it was?

Yes and no .. let me explain. YES it will come back Music is a part of life, a part of our existence ... like love, socializing and religion/spiritualism. But no, it's not going to be 'the way it was.' Even if we could eradicate the corona virus (which isn't likely given the number of people who refuse vaccinations) there will always be a heightened awareness of social diseases. Live music will return, and there WILL be a turn back towards the way it was but, like the violence that has put everyone on alert in those situations, communicable diseases have become a major part of the equation.

T: I suppose you know the details of music biz. In 30 years of work, I've seen it change a lot. Tell me what you think in general, and do you think there's still room for emerging young people?

The music industry, like most things in our lives, is a constantly evolving entity but yes, there will always be room for emerging young people. The only thing that will change to any major extent is the ability to get heard and noticed. Just as the Internet is a double edged sword, new challenges and opportunities will evolve and two basic factors will decide who succeeds and who doesn't: 1) who adapts to the changing situation the best and 2) who works the hardest at it.

T: Do you think that music has been all discovered, or will there still be something New to invent, who knows, maybe a new genre of music?

New genres and styles of music will continue to evolve and emerge, just as people do. Not so much 'invention' as variety and style. Rock grew out of several types of music country, soul, pop, gospel all contributed by affecting peoples enjoyment and participation. The evolution of doo wop ultimately influence what we now call rap. I remember being interviewed by Claude Hall in Billboard Magazine back in 1973 and his asking me if I thought disco would last. My answer was, it will settle into its place in the overall landscape of music. It won't always be the 'dominant' style but, it will establish its niche in music.

Today, we don't call it disco but, what, in fact is 'dance music'? And what is EDM if not electric disco dance music? We don't call soul music 'negro' music anymore but it's still a major force in music.

So yes, there will always be differing styles and development of

music, some new sub-genres and, who knows, perhaps someone WILL come up with an new 'invention' but, you can BET they will continually evolve into new forms.

T: So many musicians ask me this question "How do I get paid from radio airplay?" I know how it works, but I'd like to leave it up to you to explain how a radio works.

Oh wow! Thanks, Tiziana! Educators and professionals get paid to teach classes to explain the how this works.

But, to compress it into a quick answer, let me borrow an explanation that I found in Soundcharts Blog, which sums it up pretty well:

Artists profits from radio are called "Royalties." Soundcharts said: Radio royalties payouts system works by first having the radio station purchase a blanket license from the local performance rights organization(s). Then, the radio station reports the songs it has broadcasted back to the PRO, which uses that data to allocate and distribute the royalties-due to the proper artists and their representatives. This process can take a while — it's not uncommon for artists to get their royalties more than a year after the actual broadcast took place.

T: Are radio interviews still as important as they were in the past? If yes, why?

Interviews YES; radio, not so much! The Internet and the ability to find what you want when you want it has hurt radio as we have known it. Listenership has been slipping for several years and

programmers are scrambling to find ways to entice listeners, whom they need to be able to sell the advertising which drive dollars into their coffers to pay the bills, including royalties. Don't get me wrong, radio interview can still play an important role in breaking music and new artists. Familiarity and relationships are integral to making it in any profession. It's just that with the proliferation of other venues, such as this interview, my podcast and all the others, radio is not the major influence that it once was.

**T: Thank you again for your time, I hope you enjoyed it.
This space is all yours... speak to the world....**

(Sign off, if you want it: Thank YOU, Tiziana, for having me, it was a pleasure. And thank you for all you do for music.)

David

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