BUSINESS NOTE

Radio as a genre, not a device

Herbert Lui writes that the word radio once named hardware and now works better as a genre tied to a golden age of broadcast, signaling music chosen by real people. He points to live shows hosted by Apple and by Donald Glover as examples of that shift, noting that "the constraints introduced by the original technology have become conventions."

A seller of printables or print-on-demand goods can borrow that move by naming a product line after the older form it evokes, then honoring its conventions in the design. A printable listening journal styled as a vintage station logbook, with call-sign lines and hourly slots, sells the feeling of appointment listening while remaining a simple download.

Source: Herbert Lui, The shifting meaning of radio
https://herbertlui.net/the-shifting-meaning-of-radio/