

# PRESS RELEASE



## Radio Radieschen Goes on Air with Fresh Program

**The radio station of FHWien der WKW – previously known as Radio NJOY – reinvents itself, but remains true to its line and offers fresh fare for discerning ears.**

*Vienna, March 2, 2021* – Just in time for the start of spring, FHWien der WKW has relaunched its in-house radio station, previously known as Radio NJOY. On March 1, 2021, it went on air under its new name Radio Radieschen for the first time. The name Radieschen, which means radish in English, fits the fresh, crisp approach with which the editorial team, together with journalism students, tackles a colorful mix of topics – from science and business to art and music. Diversity of opinion and topics as well as quality are central factors in the program.

### **Ideal learning environment for journalism students**

Radio Radieschen enables students to grow in their skills – the name also represents this. “With our training station, we offer our students an ideal learning environment,” emphasizes FH-Prof.<sup>in</sup> Mag.<sup>a</sup> Dr.<sup>in</sup> Daniela Süssenbacher, Head of Journalism & Media Management Study Programs at FHWien der WKW. “There, they learn under real conditions how radio works and which tasks have to be mastered. They are guided and taught by instructors who come from journalistic practice,” Süssenbacher continues.

### **Two state-of-the-art broadcasting studios for Radio Radieschen**

The team of Radio Radieschen and the students of FHWien der WKW have two broadcasting studios and ten workstations plus an editorial office at their disposal. The rooms and the technical equipment were updated to the state of the art in 2019 during the renovation of the radio and TV area of FHWien der WKW. Students, lecturers and staff now find optimal conditions for training.

### **Basis for steep careers in journalism**

“Every university measures itself by how successful its graduates are on the job market. FHWien der WKW therefore prepares its students optimally for their careers. This also applies to our Journalism & Media Management study area,” explains Ing. Mag. (FH) Michael Heritsch, MSc, CEO of FHWien der WKW. Radio Radieschen as a training station plays an important role in this, he adds. “The practical training lays the foundation for the steep careers of many graduates of our Journalism & Media Management study programs,” adds Heritsch.

### **Only training station in Vienna**

Radio Radieschen is the only radio station for training purposes in Vienna and broadcasts under the frequency 91.3fm. In addition, Radio Radieschen has also been broadcasting its program since May 2020 via the digital terrestrial radio standard DAB+ in Vienna, Lower Austria and Burgenland. The advertising-free music program under the slogan “Alternative Hits” offers many new music titles, but also a varied spectrum of well-known titles. Radio Radieschen pays special attention to Austrian artists, who present their music in various shows.

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## Listen to the programs of Radio Radieschen

Radio shows made by students of FH Wien der WKW, but also by the editorial team, can be found on the website of Radio Radieschen at [radio-radieschen.at](http://radio-radieschen.at) as well as on platforms such as Spotify, iTunes, SoundCloud and Podcaster.de.

## Images to download:

Since March 1, 2021, the training station of FH Wien der WKW has been on air under the new name Radio Radieschen with a fresh and crisp program.

[Download Radio Radieschen's logo](#)

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The Radio Radieschen team and the journalism students at FH Wien der WKW have two state-of-the-art broadcasting studios at their disposal.

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## FH Wien der WKW – University of Applied Sciences for Management & Communication

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## Contact

Bernhard Witzeling

Head of Corporate Communication, Marketing and Alumni & Career Services, Press Officer

Tel.: +43 (1) 476 77-5733

[presse@fh-wien.ac.at](mailto:presse@fh-wien.ac.at)

[www.fh-wien.ac.at](http://www.fh-wien.ac.at)