



GOLDEN OPPORTUNITY: Olympians, beach volleyballer Becchara Palmer and cyclist Anna Meares get tips from radio school owner Sean Craig Murphy. **Picture: CAMPBELL BRODIE**

Riding airwaves to new career

BELINDA WILLIS

AS the media landscape continues to change the radio industry is weathering the storm by embracing change, Australian Radio School owner Sean Craig Murphy says.

The Mix 102.3 announcer, who has owned the 10-year-old radio school for the past two years, said course demand had never been higher.

"I just think there are great opportunities and exciting times to be had in radio," he

said. "Radio has managed to weather the storm whether it's by working with TV, podcasts, internet, social media.

"I think the way it's weathered the storm is instead of fighting against those mediums it has become part of them; radio websites are some of the strongest."

The school that teaches about 100 students a year, including some of the most high-profile in the radio industry, recently moved its base to

THEM advertising in Kent

Town after previously being based at Fnuky.

Mr Murphy said those involved with radio these days were diverse. Among the current crop of radio school students were Olympic cyclist Anna Meares and Olympic beach volleyball player Becchara Palmer.

"They are looking at what they can do when their (current) career finishes," he said.

Mr Murphy said his was the only radio school operating in Adelaide.

Home from Hollywood

ADELAIDE digital agency CDAA has appointed Shane Pike as digital services production manager following his return to Adelaide from Los Angeles.

Mr Pike, who will lead the company's digital solution concepts and oversee service delivery, has lived in California since 2003.

He has been working with Hollywood's major studios and has produced games for movies *Hop* and *Despicable Me* and also worked on the *Twilight Tracker* app.

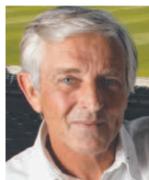


Agency's creative edge

HOSTING a Fringe festival event will enhance Adelaide creative agency Martins Integrated's innovative role in the industry, according to general manager Tony Wilson.

The agency is converting its Norwood courtyard and warehouse space into a venue named The Alley that will now host an event each Friday of the Fringe, which opens this week.

Violinist Niki Vasilakis and visual artist Claire Foord were drawn to the space where many of the company's displays are assembled.



'Dummy-spit' Sputnik returns

BELINDA WILLIS
Advertising

ADVERTISING industry firebrand Sputnik has launched a website to replace AdTown after he shut it down following a "dummy spit" last year.

The new site - named MADtown - is likely to run in a similar format, sharing the latest news and gossip in the South Australian advertising agency world.

Sputnik admitted he had "cooled off" after closing the former site when he objected to the choice of a young creative to win the state's coveted top advertising industry award last year, called The Watering Can. "I would like to think just about everybody has forgotten why it ended," he said.

"I've cooled off over it, I haven't forgotten it... but I'm incredibly remorseful that Hayley (Craig, winner of the Watering Can) got caught up in it.

"It's probably not the high point of my career." The new site plays on the MAD acronym, with Sputnik hoping it would incorporate news from

not only the advertising industry but also the associated marketing and design areas.

He says on the new website: "After our dummy-spit-induced break last year we thought it might be nice to come back with a clean slate. And with some things we've got planned for the year, we thought the MAD (if you haven't worked it out yet, it stands for Marketing, Advertising, Design - clever, right?) bit more accurately reflected what we try and blab on about here.

"No doubt most of you will still call it AdTown for a while. And call Sputnik 'That idiot from AdTown' etc. But in time we're pretty sure you'll come to know him as 'that idiot from MADtown' and that extra M will just roll off your tongue."

Sputnik said during the six-month break he had left the "door open" to someone else spreading industry news but it hadn't happened. He now planned to fill the void, finding advertisers had quickly returned to the fold.

"The big, hairy audacious goal this time around is to be more of a hub, still do the news but be more of a hub for all the different groups in Australia," he said.

"The big, hairy audacious goal this time is to be more of a hub"





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