



'Organically grown' Internet radio station marks first anniversary with music, music, music



THE GRIPWEEDS

BLAIRSTOWN — HomeGrown RadioNJ launched a radio revolution when they started broadcasting via the Internet on "Mischief Night 2004". To celebrate the one year anniversary the station is having a benefit drive, live broadcasts and in-studio guests.

Festivities will culminate in a benefit concert at the Stanhope House on Sunday, Nov. 13 from 4 to 11 p.m. Swampadelica, Acoustic Sausage, Mike Esposito, The Gripweeds, Jody Price, Quartermoon and Joey Mutis of The Electric Farm will be lending their talents to the HomeGrownRadioNJ cause. The concert will be broadcast live over www.homegrownradionj.com.

Station Founder and Manager Todd Mills started HomeGrownRadioNJ as an alternative to commercial radio and the response has been overwhelming. "When we started this project we had around a dozen DJs onboard. We currently have over three

dozen DJs with their own tastes in music and commentary," Mills said. "We're all about the music. You can hear jazz, rock, alternative, classical, world. ... just about anything."

Laura Brownlee of Stillwater was a HomeGrownRadioNJ listener "from day one and never left." Some of her friends had shows on the station. "Little by little I'd listen to the other unfamiliar shows to see what they were all about and I found myself very interested and left myself open to appreciating new genres, new artists, and everything that was laid out before me", Brownlee said. "That's one of the things I love about HGRNJ — I always hear things I wouldn't have access to elsewhere."

The station thrives on a strong connection with the listener community. "We've been steadily adding to the listener base and it continues to grow. As a listener-supported station, there is no one more impor-



ACOUSTIC SAUSAGE

tant," Mills said. HGRNJ offers instant messaging between DJs and listeners. Brownlee finds "it's a great feature allowing the listeners to provide simultaneous, immediate feedback regarding the music that's being played." DJ John Cameron of the Tapestry show agrees. "There is a real symbiotic relationship between the DJs, listeners and local musicians. It's been fantastic and we have a real sense of family."

For DJs like Cameron and oldies DJ Ron "The Paisan" Serafin, this is their first chance to broadcast music to a live audience. Serafin read about the station in a newspaper and was intrigued. "I emailed Todd and he said he would love to have an oldies show. On Dec. 5, 2004 I did my first show. Boy, was I nervous, but it was fun, a great release for me and actually a dream come true," Serafin said. "I get to keep the oldies going, especially since we have lost oldies stations in our area — and I get to play great music that I love to hear."

Musician Kate Sobolewski of Quartermoon appreciates what the station has to offer as a listener and an artist. "HomeGrown promotes and sponsors live shows of not only regional and national touring acts, but local performing artists as well. It's truly a community-minded station," she said.

Veteran DJ Jerry Balderson has been on the airwaves for over 30 years. He started at his college station and spent 20 years as "Jumpin JB" at WNTI. Internet radio is a whole new experience for the host of the popular "Pale Face Makes Big Noise." Balderson said his inaugural year "has been a shot at redemption and a dose of radio salvation for Jumpin JB. After my initial skepticism, it has been better than I could have hoped and the chance to work with a lot of these people again is

more than I could have contemplated a year ago." Balderson's former colleague, John Hammel, will be moving his classical and jazz program to the I-waves of HGRNJ.

Internet radio is a growing alternative media, according to Borrell Associates Online Radio Market Report. Internet radio audiences have increased 40 percent from 2003 to 2004 and almost half have been listening to Internet radio for less than a year. With the introduction of Internet radio products for vehicles, Mills sees the possibilities. "In the next few years Internet radio will be just another button on the dashboard and we want to be there to fill a musical need."

High speed Internet allows HomeGrownRadioNJ to take the show on the road. "As a station we've branched out into concerts from a number of different venues, in-house mini concerts and festivals," said Mills. HGRNJ has broadcast live shows from places such as the recent Storm Aid in Netcong, Mexacali Blues Cafe in Teaneck, the Stanhope House, Crazy Carl's in Schenksville, Pa., and the Lizapalooza Festival in Hackettstown.

The Gristmill Cafe in Andover hosts the next live broadcast on Saturday. Nashville artist Joe Rathbone will perform along with local singer/songwriters. "We're looking forward to more of the same. Hopefully the

future will bring bigger concerts with bigger bands," Mills said.

To help the station continue to grow, HGRNJ is launching its first membership drive. There will be live on air performances, premium packages and remote broadcasts. The membership drive will culminate in the HomeGrownRadioNJ Benefit & Broadcast at the Stanhope House on Nov. 13. Admission at the door will be \$15, or \$25 for admission and a HomeGrownRadioNJ t-shirt. Mills is optimistic that listeners will support the growing station.

"During the upcoming fundraiser, I hope folks come out of the woodwork to support free expression through music and enjoy the freedom of hearing all the music commercial radio won't play. It's time to stop taking what the big radio corporations are telling us is great music and start deciding for ourselves what we think great music sounds like."



SWAMPADIELICA



MILLS



MIKE ESPOSITO

Upcoming HomeGrownRadioNJ highlights

Saturday — Live broadcast from the Gristmill Cafe with Joe Rathbone, John Mazzarella, Rick Krueger and Jerzy Jung. Gristmill Cafe, 4A Lenape Road, Andover — \$5 cover charge.

Nov. 13 — HomeGrown RadioNJ Benefit & Broadcast Live at the Stanhope House featuring Swampadelica, Mike Esposito, The Gripweeds, Joey Mutis, Acoustic Sausage, Jody Price and Quartermoon. Stanhope House, 45 Main St., Stanhope. \$15 at the door; \$25 with a HGRNJ t-shirt.

Nov. 20 — Live HGRNJ concert with Rachel Ries from 3 to 5 p.m., at the studios. \$15 with e-mailed RSVP.

Dec. 3 — Live HGRNJ concert with Nadine Goellner, 8 p.m. Free with e-mailed RSVP to swirlsunburst@HomeGrownRadioNJ.com or the station's e-mail; at the studios featuring assorted DJs and actors.

Dec. 17 — 8 p.m., Live broadcast of Dickens' "A Christmas Carol" Radio Play featuring assorted DJs and actors.

The November On Air Fund Drive features in-studio guests, give aways and lots of surprises.
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