

Steve Bradley Idea for the Radiostar 2026 contest

Hi all, I'm Steve and this idea has been burning inside of me for a very veeerry long time! I love 80s underground, new wave 80s and people who've lived this era or have a passion for it... but I have yet to come across this type of radio station in the world!. Yes we, have your typical automated ones but nothing that feels real and human! Plus I'm fed up listening to my spotify playlists 😊

ShadowWave 80s

The Radio Station: *ShadowWave 80s*, a live, presenter-driven radio station that brings back the underground, alternative, neon-noir side of the 1980s, the new wave, coldwave, minimal synth, and post-punk sounds that shaped a generation but rarely gets a look in on mainstream radio.

Unlike the many automated 80s stations online, *ShadowWave 80s* is **hosted by real human presenters who lived it**. They bought the vinyl, they went to the gigs, worked in record stores, and basically just know the scene inside out. They have the knowledge to drive it!

The shows: Each show explores a theme, a mood, a forgotten artist, or a hidden gem with presenters guiding listeners through the stories, culture, features, quizzes and atmosphere behind the music. It's interactive! It's thought provoking!

The hook is authenticity: *Real people. Real knowledge. Real 80s.* A live experience that lets the audience feel part of the show, relive the era, and discover it for the first time.

Why does radio need this? What gap does it fill? What makes it fresh?

There are heaps of 80s stations, but almost all of them are automated, repetitive, and focused on the same mainstream hits.

ShadowWave 80s fills the gap by offering:

- **Live presenters** who know the underground scene
- **Authentic storytelling** instead of playlists
- **Deep cuts and forgotten gems**
- **A community feel** where listeners are part of the journey
- **A fresh angle** on a decade that younger audiences already love (*Stranger Things* proved it)

It's not nostalgia — it's revival. It's not retro — it's rediscovery. It's the 80s, but the *cool* 80s.

How would it sound on air? Tone, style, pace, personality, vibe!

The tone is atmospheric, late-night, neon-lit, and immersive. Warm synth beds, slow fades, retro transitions, and presenters who sound like they stepped out of 1984.

The pace is relaxed but engaging, a guided journey through underground music, culture, and stories.

Listeners hear:

- vinyl crackle
- gig memories
- record-store anecdotes
- artist backstories
- mood-driven playlists
- live interaction

It feels like tuning into a secret frequency.

Why Me? Why NOW?

I've lived this era. I worked in a London record store, DJ'd these tracks, collected the vinyl, and followed the underground scene long before it became "retro cool."

And with 80s culture exploding again in film, fashion, and streaming, the timing couldn't be better.

NOTES re my Shadowwave 80s audio sample :

I am not a radio person, just a bloke with an idea, so I cloned my voice into ai to give you a feel of the music and ambience, just to let you in on the Shadowwave 80s effect.

Thank you