



The Jingleweb Jingle Canon

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Production: Jingleweb / The society radio jingles and themes

The history of the radio ID jingle in – about – 50 jingles. This is the jingle canon.
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On Thursday-evening November 6 1919 the world's first announced radiobroadcast. In The Netherlands. A Dutch pioneer called Idzerda (it-sir-daaah) brings a "soirée musicale" from his home in The Hague. This broadcast begins with a tiny music box song called: 'Dollar Prinzessin'. The first ID jingle is on the radio.

In the United States, commercial radio starts in 1924. And almost from the start, radiostations do have their own audiologo. For example NBC, The National Broadcasting Company. This NBC-audiologo would emerge later in The Netherlands.

From the beginning, commercial radiostations in the United States bring live orchestra shows, live singing and therefor also live commercials. In a way the precursor of the jingle.

In March 1951 musician Bill Meeks in Dallas sets up the first real jingle company: PAMS. Production Advertising Merchanding Service. This jingle from its very early years:

The biggest competitor of PAMS is CRC, the Commercial Recording Corporation. Also set up in Dallas, by a man who will become later a real a jingle-legend; Tom Merriman.

Some years later Tom Merriman starts another legendary company: TM Productions. This company is still in business and produced majestic jinglepackages through nearly 5 decades. Like The Winning Score.

For all this companies, the trick is to make the jingles for one area, which can be resold and resung for another stations in another area. The syndicated jingle.

In 1961 the jingle crosses over from the United States to Europe. And this only because radio-innovator Gordon McLendon from hot Dallas takes a holiday to ... cold Sweden. After this – in 1964 - Radio London follows. Now the heat is on.

De precursor from the jingle in the Netherlands is the exquisite announcer.

In 1964, that same station - Radio Veronica – introduces the first real jingles in the Netherlands.

Composing jingles and radio ID's is growing to a real business around the mid sixties. A Dutch lady called Marian de Garriga is one of the first.

In the meantime PAMS in Dallas is innovating the jingle in many ways. Finding a female singer who is able to compete with the highest trumpet-notes: Gleni Tai, a born Indian with the remarkable name Bright eyes longknife.

And there are more remarkable voice in the business. Like Peyton Park. A guy with real soul.

In the 60's and 70's, pirate radiostations in Europe and official broadcasting companies in the Netherlands rip off almost everything they can rip off from American jingle demo tapes. In this no-internet-era nobody knows nor cares.

And then it's 1974. The starting year for the first Dutch jinglecompany: Top Format. They resing American jinglepackages. Their first client: flashy N.C.R.V.

November 1974. In the US a new batch of jinglecompanies emerges. The leader of the pack is JAM, named after founders Jon and Mary Lyn Wolfert. Their jingles will become world famous later. Also in the Netherlands.

Worldwide, there are a few hundred jingle-singers. The lowest bass ever we know is Joe Simmons. Heard in this jingle.

The lowest bass from the lower lands The Netherlands is Pim Roos.

In the late seventies the station ID goes ultra-short. This nearly brings the jinglebusiness to its knees because now almost everyone can produce drums-and-call-letters, so called shotguns.

And the innovation goes on and on. Suddenly, a radio ID jingle doesn't need an orchestra-ending. Advantage: the DJ can start it's song when the jingle lyrics end.

And TM Production comes up with the transition: a jingle which starts fast and goes to slow. Or the other way round.

Another company, Century 21, brings the Cromakey package. Jingles in any note. So they match perfectly to the next record played.

Dutch composer Ad van Olm is a very good copycat when he writes key note jingles for the Dutch broadcasting company AVRO.

And somewhere in the late seventies the jingle grows from ultrashort to ultralong. Real campaign songs like the YOU Campaign and Rhythm of the city.

TM releases the TM song. All the clients from that moment in one, great song.

Some years later JAM – also located in Dallas – does the same as an ever higher level. The JAM-song.

Then comes the answer to the shotguns. The mini songs. Jingles of about two minutes long, sung solo.

The most famous ID jingle in the Netherlands? Probably the NEW-jingle from the Top 40. Used for about 30 years! On the music bed from the American jingle-company Joseph Heller.

First, Dutch jinglecompanies only resing American backings. Later it works the other way round. Original Dutch ordered or composed jingles are resung in the United States. JAM's Sky Radio custom is marketed in the USA as Skytrax. And Radio Veronica custom in the States is suddenly called Hit Power.

Autumn 1989: the first jingles for commercial television in The Netherlands are for TV 10, composed by Hans van Eijk.

The first station ID's for legal commercial radio in The Netherlands are for Sky Radio. Also fall 1989.

The normal world has its rarities. And so it is in the jingle-world. Sometimes weird lines are sung.

In the nineties, digital techniques change everything; the radio, the music and the jingles. Radio ID's are not only composed and sung, but from now on also post-produced.

Through the years, many artists sing jingles on their hits. Free airplay for the singer or group, free jingle for the station.

A variation on this is the intro-jingle or powerstart. As it says: a jingle sung on the intro of a world-famous hit.

In the beginning of this century radio-world changes. The jingle-business changes too. A new generation emerges.

Radio ID jingles are sung all over the world. In many languages. Take.... Islandic!

The longest aired jingle from The Netherlands? No doubt it's the Tourflits jingle. Recorded and sung in 1981 for N.O.S. Radio Tour de France. Still on air, however since this year a in a new recorded version.

That brings us to today. This Jingle Canon has a begin and an end. And even for an end, there's a jingle.

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