

## PRESS RELEASE

May 11<sup>th</sup> 2001

Page 1 of 2



### Brave New World Music Station

**Passion for the Planet aims to be the first radio station to bring World Music to a wider audience.**

Passion for the Planet is part of the bid by the Digital Radio Group (DRG) to win the third and final digital radio multiplex for Greater London. The DRG application (headed by Lord Alli) boasts a number of fresh radio formats, including **Passion for the Planet**.

**Passion for the Planet** will carve out a unique identity in the London radio market by combining interviews & features focusing on health & environmental issues and a music policy that will blend English language hits with **World Music**.

**Passion for the Planet's** music policy is a crucial part of its programming strategy, playing a number of vital roles:

- Familiar English language hits are included in the music mix to provide a solid, familiar foundation on which to build innovative programming
- World Music mirrors the global overview of the speech content
- World Music reflects cosmopolitan London
- World Music provides a stimulating, fresh and exotic addition to the music currently available in the London radio market

Because of the importance of World Music to **Passion for the Planet's** on air identity, a third of the music played will be World Music.

Passion for the Planet's Managing Director Chantal Cooke says that **Passion for the Planet** is committed to bringing World Music to a wider audience, "The few stations playing World Music tend to place it in specialist "ghettos"; **Passion for the Planet** views World Music as a core station-wide element, and it will feature in every hour of every day. World Music artists have been influencing (and collaborating with) major music stars such as Peter Gabriel, Paul Simon, Sting and Talking Heads for years. There are a lot of music radio listeners who are already fans of World Music, they just don't realise it yet".

**Nascente** (part of the Demon Music Group) is amongst the World Music record labels offering their support to **Passion for the Planet**. Label manager Chris Birrell believes that the station will reach an untapped market, "I am particularly keen to hear World Music played alongside more mainstream artists. I believe this will introduce many more people to a new genre of music that they may otherwise miss".

cont...

A typical hour on **Passion for the Planet** might look like this:

<b>news</b>	<b>London / UK / International</b>
MUSIC	Peter Gabriel "Games Without Frontiers"
<b>feature</b>	<b>world music artist profile</b> [Sibeba]
WORLD MUSIC	Capercaillie and Sibeba "In Exile"
<b>report</b>	<b>foot &amp; mouth epidemic in the UK</b>
MUSIC	Moby "Porcelain"
<b>interview</b>	<b>impact of colour in the workplace</b>
MUSIC	The Verve "Bitter Sweet Symphony"
<b>feature</b>	<b>the passion 8-facts</b> [the world's forests]
WORLD MUSIC	Lenine "Jack Soul Brasileiro"
<b>report</b>	<b>entertainment news/events</b>
MUSIC	Lynyrd Skynyrd "Sweet Home Alabama"
<b>interview</b>	<b>predicted climate changes</b>
MUSIC	Nelly Furtado "I'm Like A Bird"
<b>feature</b>	<b>world of difference</b> [importance of astrology in India]
WORLD MUSIC	Nusrat Fateh Ali Khan "Sab Vird Karo Allah Allah"
<b>report</b>	<b>the "Smart Car" is eco-tested</b>
MUSIC	Fun Boy Three "Our Lips Are Sealed"

Chantal Cooke believes that Passion for the Planet's proposed service lives up to DAB Digital Radio's promise to increase choice, "The carefully crafted combination of genre speech and a clearly defined music policy blending the familiar and the exotic will ensure that **Passion for the Planet** is a refreshingly unique listening alternative, obviously distinguishable from all existing and proposed services".

DRG's licence application is currently being considered by the Radio Authority with a decision due in the Summer.

**Notes for Editors:**

- For further information/comment please call Chantal Cooke on 020 8544 0091 or mobile 07788 184 649.
- More information about the Digital Radio Group and the proposed content of Passion for the Planet can be found by visiting [www.digitalradiogroup.co.uk](http://www.digitalradiogroup.co.uk) and [www.passionfortheplanet.com](http://www.passionfortheplanet.com)