FRESH RADIO STATION IS LAUNCHED, PLACING INDEPENDENT AND UNSIGNED MUSICIANS ALONGSIDE THEIR HEROES

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Wonderful news for unsigned and independent musicians who traditionally find it particularly hard to get their music heard. BIG SATSUMA RADIO, a UK based internet station, has launched and is already proving a hit with artists from around the world, with its 24-7 programming and hosted radio shows covering a variety of music styles, but focusing on new talent.

With PRS for Music this week announcing their significant cuts in music funding for emerging artists via their PRS Foundation, live music venues shutting down all over the UK, increasing fuel costs and the cost of living, grassroots musicians need help, support and promotion more than ever.

Big Satsuma Radio, founded by radio producers Kurt Sinclair-Hall, Bridget Gray, Stuart Calder and Colin Spencer, provides a valuable music platform that **broadcasts and promotes new music from the freshest independent musicians alongside the familiar sounds of major artists.** You can find them at www.bigsatsumaradio.com

Co-founder Kurt commented*: "Disillusioned by the way emerging musicians are treated, and even ignored by the movers and shakers in the music industry, we wanted a radio station that would give a voice to the unsigned and independent artist. Big Satsuma Radio is passionate about new music and, with the experience and contacts we have in-house, we aim to be a friendly and proactive hub for bringing together all aspects of the music industry to give these guys a foot up and get their music heard."*

In addition to the music, Big Satsuma Radio will provide behind the scenes exclusives and interview feature shows with emerging and major artists, management, labels, tour promoters, and all manner of people associated with the music industry. The station loves to encourage listeners and musicians to get involved with the programme making process and embraces the idea of a true, collaborative music community. In fact, 9 of the 13 current presenters are themselves recording musicians.

Licensed by both PRS for Music and PPL, artists featured on the station are also eligible for music royalties when their music is played.

Plans are afoot to organise and promote independent music events nationwide for new acts to get live performance experience.

The management team are actively looking for advertisers and sponsors to provide valuable additional revenue, enabling them to expand the station, broadcasting into new territories and adding more presenters with more diverse programming.

You can listen to **Big Satsuma Radio** via the Big Satsuma Radio website, Alexa and most of your favourite radio apps including Get Me Radio, Listen Online Radio, Live Online Radio, Raddio.net, Radio Plug, Streamfinder, Streema and Streamitter – with more expected soon

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