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Children's Minister supports national radio project to promote speaking and listening

Monday 12th October 2009: Minister of State for Children, Young People and Families Rt Hon Dawn Primarolo MP has pledged her support for Radio in Schools – a national podcasting platform for schools, teachers and students that promotes speaking and listening in the classroom and creativity across the curriculum. Dawn recently visited Radio in Schools headquarters at the Heart radio studios in Bristol and gave an interview on the breakfast show to share her thoughts on the project. Dawn said:

“Radio in Schools is fantastic for improving children and young people’s communication skills, and the high-tech nature of the project keeps all pupils interested. It is a simple to use product, both for young people and their teachers. Radio in Schools really is an excellent project, and I would encourage all schools to get involved, and start recording their own podcasts!”

Melissa Thom, Founder & Director of Radio in Schools said:

“It was fantastic to welcome Dawn Primarolo to the Radio in Schools office here at Heart and to show her the project in action. Her support has been overwhelming and we look forward to working with Dawn and her colleagues well into the future”.

Radio in Schools will also be attending the DCMS C&binet Forum in Hertfordshire at the end of this month to showcase Radio in Schools. C&binet was created by the UK Government’s Department for Culture, Media and Sport to foster international dialogue about the creative economy. The event is being organised by the DCMS and companies already involved include Disney, Sony, Conde Nast, Channel 4, Guardian Media Group, Virgin Media Google, EMI Music, Microsoft, Spotify, Endemol, BT, the BBC and many others. The UK Government representation will include Lord Mandelson and Secretary of State Ben Bradshaw. To listen to Dawn’s podcast go to www.radioinschools.co.uk.

ENDS

Photo: Minister of State for Children, Young People and Families Rt Hon Dawn Primarolo MP with breakfast presenters Bush, Troy and Paulina from Heart Bristol and Director of Radio in Schools, Melissa Thom

Visuals/interviews available on request

Notes for Editors

- Radio in Schools is a not for profit organisation and schools can sign up at any time for one month’s free trial. For more details go to www.radioinschools.co.uk, call Melissa Thom on 0117 9005388 / 07765 240764 or email: Melissa@radioinschools.co.uk
- Radio in Schools has been produced in partnership with Global Radio and the Heart Network and digital design agency Nomos Media www.nomosmedia.com
- For more information on the DCMS C&binet event, go to <http://www.cabinetforum.org/>