



MEDIA RELEASE

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BETT Awards Finalist 'Radio in Schools' showcases at this year's BETT SHOW 2010

BETT Awards 2010 finalist Radio in Schools will be showcasing the unique service at this year's BETT Show on **STAND S52** at London's Olympia from **Wednesday January 13th to Saturday January 16th**.

Radio in Schools is offering every visitor the chance to enter our prize draw to win a free Radio in Schools podcasting account for one year, a Wacom Graphics Tablet and an Apple Ipod Nano Chromatic, courtesy of Western Computer, one of the UK's leading Apple Solution Experts in Education.

Schools, teachers and education professionals are invited along to the stand to see how simple it is to create audio content and podcasts in school with the worldwide first Virtual Studio – all easily accessed online, without the need to download any complicated software. Best of all, the service has been produced by real life radio professionals and experts from the Heat radio network and provides an extensive bank of resources, all produced by real radio stations and presenters, with great tips and advice on creating audio content.

Radio in Schools is linked to National Strategy frameworks and the National Curriculum, helps to develop student voice and addresses personalised learning in new and innovative ways. Most importantly the service is aimed at those with no technical expertise and aims to break down barriers to entry for using digital tools for both teachers and students alike. The service gives children and young people hands-on experience with digital media, building confidence and vital skills, both to themselves, and a thriving digital economy.

Radio in Schools is an independent, not for profit organisation and is supported by Global Radio, the UK's premier radio company and the home of Heart, the UK's biggest radio brand. The programme is also backed by The National Literacy Trust, BT, the University of the West of England and **Minister of State for Children, Young People and Families Rt Hon Dawn Primarolo MP. 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!"

Radio in Schools would like to welcome all those interested in finding out more about podcasting and running radio sessions in schools to **stand S52** at this year's BETT Show 2010. Founder & Director of Radio in Schools, **Melissa Thom said:**

"We are thrilled to be nominated for this year's BETT Awards in the Tools for Learning and Teaching category. We'd like to invite all those interested along to our stand at the BETT SHOW 2010, where we will be running podcasting demonstrations throughout the show, offering the chance to win some great prizes and offering advice from the Radio in Schools team and Heart radio professionals".

ENDS

Attachments: Radio in Schools Competition Flyer

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 nominated for a BETT Award 2010 in the Learning and Teaching Tools category. The BETT Awards define exemplar products as those which are fit for imitation, or a model. The awards also recognise outstanding education sector products and learning solutions. For more information on the BETT Awards 2010, go to: <http://www.bettawards.com/>
- Radio in Schools has been produced in partnership with Global Radio and the Heart Network and digital design agency Nomos Media www.nomosmedia.com