

## Radio rockers seek to break the formula

Get Ready to ROCK! Radio celebrates its second birthday in October with daily CD giveaways.

The online radio station was launched in October 2008 to complement the established rock review website, [www.getreadytorock.com](http://www.getreadytorock.com) which attracts over 250,000 unique visitors per month.

Station manager and founder David Randall believes there is still a demand for carefully programmed music and specialist presented shows prepared by music enthusiasts and industry professionals.

“We think our model is attractive and the music mix is unique. We’re always keen to promote new music that fits in with our broad classic rock brief, but we also like to give exposure to established artists who need to maintain their profile in a difficult musical climate.”

Randall gives examples such as singer songwriters Judie Tzuke and Eleanor McEvoy who continue to produce quality albums and tour, but may still be a discovery for many listeners.

“Discovery is really the key ingredient: we want to inspire listeners to find new music, which may actually be older music that’s new to them.”

To this end, listeners can click on links to album reviews and buy the album when available whilst the “parent” website has an extensive archive of reviews and interviews.

The radio channel is popular outside the UK as befitting its global reach and there are plans to extend the audience via a dedicated phone app in the coming year. Although conceived as added-value for the core review website, Randall believes the radio channel can take on a life of its own.

“A lot of established rock radio is formulaic and we take pride in less than 5 hours programming per week devoted to what might be termed “Top 40” ”.

Get Ready to ROCK! Radio can be accessed via iTunes’ Radio section, on stand-alone wi-fi sets, or by visiting [www.getreadytorockradio.com](http://www.getreadytorockradio.com)

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All enquiries: [press@themusicindex.com](mailto:press@themusicindex.com)

Contact: Christine Adamson Tel. +44 (0) 151 336 6199

## **EDITOR'S NOTE**

Get Ready to ROCK! ( [www.getreadytorock.com](http://www.getreadytorock.com) ) was established in 2003 and for the past seven years has been providing quality reviews, news and interviews covering the classic rock genre. The site attracts over 250,000 unique visitors per month. The popularity of the website is reflected in high Google visibility.

The website is run by a team of industry professionals and enthusiasts.

The online radio channel was set up in 2008 to complement the classic rock website and features a mix of continuous and presenter-driven programming.