

How No Signal radio rose to fame during a global pandemic



Via Twitter

29th November 2020

Less than a year after its birth, No Signal Radio known by fans as #BlackRadio has been making waves in the industry; capturing the attention and stimulating the ears of listeners worldwide.

This year has been a difficult one for those of us who tend to enjoy music in the company of others, whether that be at concerts, raves or in clubs. With all large social gatherings having been cancelled for the majority of the year, thousands of people started tuning in to a single online radio station to feel the good vibrations for which so many we were seeking. That radio is now known by many as No Signal and continues to provide a wide range of musical genres on a daily basis.

What catapulted the #BlackRadio into the public eye were the sound clashes presented during England's first national lockdown. The sound clashes (known as NS10v10) involve two genres, artists or regions being played against each other – hit for hit, song for song. The winner is voted for by listeners on the radio's twitter page.

<https://twitter.com/theresnosignall/status/1324337895126216704>

On May 3 this year, over a million listeners worldwide locked in for the legendary Wizkid v Vybz Kartel NS10v10 sound clash. This was a turning point for No Signal. Fans from all over the world including Nigeria and Jamaica (the countries where the two artists are from) reacted on twitter using the hashtag #NS10v10.

https://www.instagram.com/p/B_vQ-jjglZG/?utm_source=ig_web_copy_link

<https://twitter.com/OvieO/status/1257041976765136897?s=20>

Even Nigerian afrobeat superstar Burna Boy went live on Instagram to react while listening with his mother.

https://twitter.com/big_man_joshyy/status/1257050083205558276

“No Signal to me, means fresh”, said Alvin, 28, afternoon show host, in an interview. “It’s given a fresh sense not only to radio but for new black voices to come through.” In an industry that is majority white, No Signal is working to uplift black voices and emerging black artists. “It can definitely be very difficult for black people to break into the radio industry and sometimes it feels like you’re trapped in your own bubble.”

Presenter and actor, Alvin also known professionally Mistar Alvin, started presenting on the radio in June. “No Signal has brought new opportunities,” he said when talking about his personal experience on the radio. “It’s amazing to be able to talk to people because No Signal is a name that has weight”.

The founders and hosts on the radio have also made sure that listeners are made aware of issues of social justice and movements such as Black Lives Matter and EndSARS. The show known as, ‘Face the Facts’ raised awareness and brought up several socio-political matters and “hot topics”. Money was also raised for the collective Women Collect UK and for donations towards period poverty.

No Signal’s progressive approach to playing a mix of well established and emerging or ‘slept on’ artists has led to more exposure for these artists. For example, IDPizzle’s remix of the late Pop Smoke’s song Dior called Billie Jin was made very popular through it being played on air. No Signal has also put out a collation of artists and musicians called NS Yearbook containing “artists to watch out for in 2021”.

“They’re doing a lot for artists as well as the next generation of creatives.”

During a period, which was traumatic and demotivating for much of the black youth, the launch of No Signal in March became a source of tranquillity in a world of calamity. The radio created a new means of “sharing black culture” and “black music” to the rest of the world. It became a way for people to connect once again through music regardless of the obstacles that had been put in place.

[Lock in to No Signal here](#)

Kemi Iruwa