

# Open Letter to the BPI

Monday, 03 September 2012

An Open letter to the BPI

Watching the fantastic ceremonies for the Olympics, we must surely improve The Brits event every year.

Sport may have had Michael Phelps; music had Elvis Presley. Sport has Usain Bolt; music has Bob Marley. Bradley Wiggins? The Beatles. Mo Farah? Mozart.

The Olympics will inspire thousands of kids to enter sport. Thanks to the use of music throughout, hundreds will also want to perform and sing. And you can be disabled and still write, produce, arrange, conduct, engineer. The Paralympics have Oscar Pistorius. Music had Ray Charles and has Stevie Wonder, Andrea Bocelli.

Danny Boyle's show was not just good; it was the greatest show on earth. Surely we can do better every year in The Brits than "open the envelope... and the winner is"? A few ordinary performances; a couple of sad duets booked for publicity and not musical reasons. The Brits should honour our history, explain our art, excite and entertain viewers and listeners every year.

I write this as the death of Hal David has been announced. What a fabulous lyric writer. The Brits must show his skill, celebrate his work and inspire others to try their hand at it.

Why are we writing to you? Because, as the Olympics illustrated, we Brits do entertainment brilliantly. And we're even better at music than we are at sport. We need to encourage the gold medalists of the next generation and not be suffocated by the problems of the new technology.

The Brits is our annual global opportunity to boost musical creativity. We must make more of it.

Jonathan King