

Press Release

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## RBTH launches new Russian folk music podcast on iTunes

Russia Beyond the Headlines (RBTH), an internationally recognized multimedia project dedicated to Russia, announces the launch of *All that Folk*, a new iTunes podcast dedicated to the world of Russian ethnic music.

iTunes users will be able to subscribe for free to the new podcast by visiting [\[this page\]](#). *All that Folk* is the result of the collaboration between RBTH and Ekaterina Rets, member of the White Light (Beliy Svet) folk band, which works on reviving Russia's peasant music tradition.

In a world where contemporary pop-culture threatens the survival of traditional culture, *All that Folk* wishes to invert the trend and bring the attention of the audience to the wealth of Russia's ethnic heritage. The podcast will introduce the listeners to musical traditions and styles from the Russian regions, and provide information on the historical, social and cultural background within which they developed.

"Old ritual songs are genuinely interesting and worth admiring. Our mission is to revive this disappearing culture. At first glance, these tunes might sound strange and difficult to comprehend. But there is some fragile and elusive scheme, some trail that finally leads to understanding – we hope that our podcast will really help making this cultural tradition more accessible to people all around the world," said Elena Potapova, the executive multimedia editor at RBTH.

*All that Folk* is the third podcast produced by RBTH to be available on iTunes, following the great success obtained by its first two iTunes series, RBTH on Music (["Balalike it!"](#)) and RBTH on Literature (["Russian Bookshelf"](#)). All podcasts are also available on the [RBTH website](#).

### About the project

[Russia Beyond the Headlines](#) is *Rossiyskaya Gazeta's* international project that has been publishing foreign-language supplements in influential international newspapers since 2007. Our current portfolio includes 27 publications in 15 languages in 21 countries, with a combined circulation of 11 million copies and an audience of more than 32 million. *RBTH's* multimedia portal ([www.rbth.ru](http://www.rbth.ru)) includes 13 language versions (English, French, German, Italian, Spanish, Portuguese, Greek, Japanese, Chinese, Serbian, Croatian, Bulgarian and Macedonian) and two regional (Asia and India) editions. *RBTH's* online resources include special sections on the websites of our key partner newspapers, a mobile version of our website and an English-language iPad app.

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