

# WORD IS bond RAP RADIO

**Word is Bond Rap Radio** aired its very first show on March 5, 2012. It started out as one-hour podcast dedicated to underground hip-hop music and culture. DJ Chase March crafted mixsets, interviewed artists, and produced documentaries that dived deep into hip-hop culture. It was a natural off-shoot for him as he had been working in college radio for a few years before that and had been writing for The Word is Bond website. The show quickly took off, expanded to two hours, and found a home on campus radio.

**The Word Is Bond** was formed two years before that in 2010 by a dedicated group of volunteers, writers, and hip-hop heads. Its goal was to unite hip-hop's underground and shine a light on some amazing music, artists, and events. Structured like an online magazine, the website is chopped full of great information, music, and video. The site has connected artists with fans by sharing multi-media content the contributors love. It started in the boom of the blogosphere and even though many hip-hop blogs have fallen by the wayside, The Word is Bond continues to grow and develop in this new age of music.

**The Podcast** can be streamed or downloaded every week from . . .

- <https://www.thewordisbond.com/audio/wib-podcast/>
- <http://chasemarch.com/podcast/>, and
- <https://www.mixcloud.com/TheWordIsBond/>

**Follow us** on Facebook at <https://www.facebook.com/WIBRapRadio/>

Let people know you are listening with the hashtag **#WIBRapRadio**

## About Our Host and DJ

Chase March is a radio host, emcee, and DJ. Originally from Hamilton, Ontario, he has been holding it down in London since 2014. He got his start on radio when he joined the team at DOPEfm on 93.3 CFMU in 2008.

He can now be heard weekly on his show, Word is Bond Rap Radio, Tuesday nights from 10:00 p.m. to 12:00 midnight on 94.9 fm Radio Western. He also writes for <http://thewordisbond.com>.

Visit <http://chasemarch.com> for more info.

