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The World's **Quil Lawrence** is in Iraq. He's has been keeping an occasional audio diary. Below are his entries:



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PODCAST

global hit archives:

November 2, 2005

Artist:

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Selasee

Album:

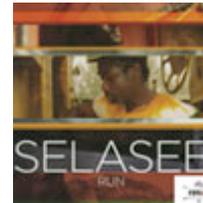
Run

Country:

Ghana

Available at:

Public Broadcasting One



Soldiers aren't the only people reaping rewards from video games. So are some musicians. The World's Marco Werman explains.



If you're not into video games, this song will mean nothing to you. The tune by Ghanaian musician Selasee titled "Run" has become a multi-million seller. It hasn't sold big in record stores. It hasn't been downloaded through iTunes. It's been popularized by a leading video game company Electronic Arts.

Electronic Arts selected "Run" as the musical theme for their best-selling virtual soccer game, FIFA 2006.

Cassidy: The music plays technically at the beginning of the game, and also when you're in the menus, when you're creating your team.

That's Quebecer, Sean Cassidy.

Cassidy: The kids, they take like almost four to seven hours just to create their team. They pick different players from different countries and build their own team, they spend a lot of time there, and that's where the music is playing.

Seven hours is a long time to hear one song, and the exposure for Selasee is paying off. Sean Cassidy met Selasee several years ago in Ghana. Cassidy had been there doing missionary work. He and Selasee became friends. Cassidy gave Selasee's demo CD to a rep from Electronic Arts. And the video game company then selected "Run" as the theme for FIFA 2006.

Next thing you know, the game has shipped six million units and is being played -- and heard -- by kids across the planet. Electronic Arts paid

heard on air

Cuba Stories

Anchor Lisa Mullins and Producer Elizabeth Ross went to Cuba last month to cover a number of stories on the island. You'll hear those reports all this week.



An architect of the Cuban revolution

The National Ballet of Cuba

more Cuba Stories plus transcripts and photos



Winner of 2006 Broadcast News Award:



The Global Race for Stem Cell Therapies

In this special series, which aired in April, we looked at progress in stem cell research, with stories from China, Israel, Britain and the U.S.

Series Editor **David Baron**

more stem cell coverage:

Cloning scandal

Glowing pigs report

Shockwaves from the stem cell fraudulence

Stem cell fakes and its repercussions

more from heard on air

world features



technology



Computer Virus Report The World's technology

reporter Clark Boyd reports on the problem of computer viruses. Just because you've been hearing less about them doesn't mean they're going away and technology writer David Talbot talks about possible reforms of the way the Internet works to make it more secure from fraud.

[more from technology...](#)

health

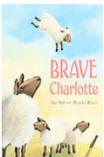


Virginity testing in South Africa

Some South Africans hope to stop the spread of HIV-AIDS with an ancient ritual -- virginity inspections. But doctors say the tests themselves could spread disease. Reporter Jennifer Schmidt has the story.

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books



Brave Charlotte by Anu Stohner



The Book of Imaginary Beings by Jorge Luis Borges

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virtually nothing for Selasee's song. But Sean Cassidy says that the exposure for a young unknown singer is invaluable.

Cassidy: They have a little thing appearing at the bottom of the screen that like every time your song plays, it appears. And it says the name of the artist, the name of the album, so at least people can recognize who it is, so they can all go on Google, punch in selasee.com, whatever, and then they can get access to the web site, and we've been getting some good hits on the web site because of that, and we haven't done any publicity yet for it. Sponsors and distributors like it. It's kind of creating a whole movement around this artist.

Selasee gets the exposure. Electronic Arts gets music for its video games at a knock-down price. And other musicians from countries that are off the music industry radar screen now have an unconventional route to get their songs out to the public.

Cassidy: Video games is a much better outlet than radio now because the kids keep listening and listening to the same music all the time.

And when was the last time a twelve year old American kid heard a song from Ghana fifty times in a row?

For The World, I'm Marco Werman.

For more information:

[Selasee](#)

[Purchase "Run" by Selasee at iTunes](#)

Elsewhere on the Web:

- More World Music at [BBC Music Online](#)

The World's Marco Werman recently visited Paris to hear what rappers are saying about the aftermath of the riots. Read his online journal.



The Forgotten Plague: Malaria

America eradicated malaria more than 50 years ago. But the disease remains a global health problem, a major killer, and an economiccrippler in Africa and Asia.



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