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## Kobalt songwriter hopeful for Platinum Hit

14:37 | Tuesday March 8, 2011

By Charlotte Otter

**Kobalt songwriter Erika Nuri is set to reap the rewards from a new reality TV show, Platinum Hit – as one of the executive producers of the show.**

The composer became involved in the series through The Writing Camp – a song writing collective who came up with the idea for the programme – and Nuri said she hoped the show would help to raise the profile of all of the people involved in its making.

She added the programme, which is set to air in the States this summer, would offer the chance for contestants to be mentored during the song writing process.

"I was really lucky when I started out as I worked a lot with [Kenny] 'Babyface' [Edmonds]," she explained. "He was an amazing person to work alongside and I learned a lot from him – however a lot of up and coming songwriters don't get that same opportunity. I hope the show will change that."

Nuri has already had considerable success as a writer in her own right, helping to pen hits including American Idol winner Fantasia's Grammy-nominated song, "When I See U," and Chipmunk featuring Chris Brown's huge UK hit Champion, as well as working with co-partners in The Writing Camp writers Evan Bogart (Beyoncé's Halo and Rihanna's SOS), DQ (Beyoncé's Hello and Enrique Iglesias) and Hit producers Chris Braide, RedOne and Rodney Jerkins.

Speaking exclusively to Music Week while on a Kobalt publishing organised songwriting trip to the UK and Sweden, Nuri added she hoped the show would help to boost the profile of songwriters and publishers. "In the past, these type of talent contests have tended to focus on the performance, rather than the song writers – and it will be an excellent opportunity to place the spotlight on a different part of the industry," she said.

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