



Media Release

GrassRoots Promotion announces survey series for country music programmers

Nashville, Tenn. — Dec. 22, 2008 — GrassRoots Promotion has initiated the first in a series of in-depth surveys of secondary country radio programmers, including the stations comprising the Music Row CountryBreakout™ panel. The initial web-based questionnaire solicits programmer preferences on a variety of topics, including music delivery vehicles, on-air promotions, online marketing and custom audio content. The statistical overview of the survey will be presented to Music Row Magazine and published through the GrassRoots website as the first installment in the company's upcoming white paper series, which will cover several different aspects of the country music industry.

"We have watched the changes in how our stations receive new music and market their companies, yet up until now we have never seen any real data on overall programmer preferences in secondary markets," said GrassRoots Director of Marketing Jim Alderdice. "The response to this first survey has been phenomenal and we look forward to sharing our findings and applying the specific information to our artist campaigns." "Knowledge is power. We hope to provide critical information to both our artists clients and radio station partners with this initiative," commented GrassRoots Managing Partner Nancy Tunick.

Founded in 1997, GrassRoots was among the first Nashville promotion companies to focus on marketing to the hundreds of locally programmed secondary country radio stations located in markets outside of the top 150 DMA's. GrassRoots' services now include artist radio tours, satellite radio tours, HTML email campaigns, CD mail fulfillment, on-air contest promotions, blog, podcast and internet radio promotion, label consulting, project management and the development of custom digital content and web-based applications. The company's clients include both major labels and leading independent artists.

Contact: Jim Alderdice, Director of Marketing
GrassRoots Promotion
info@grassrootspromotion.com
615.333.1271

