

# GET YOUR MUSIC HEARD ON FOLK RADIO

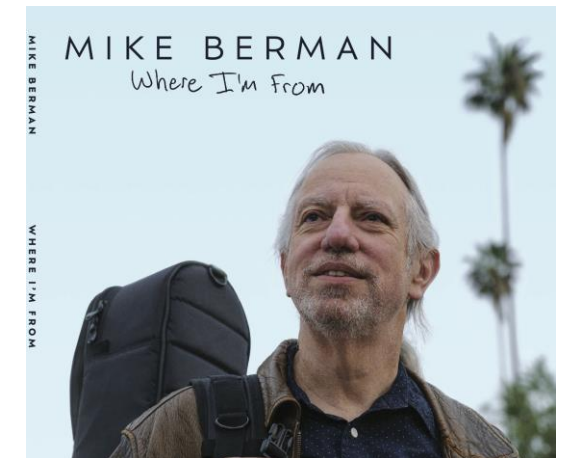
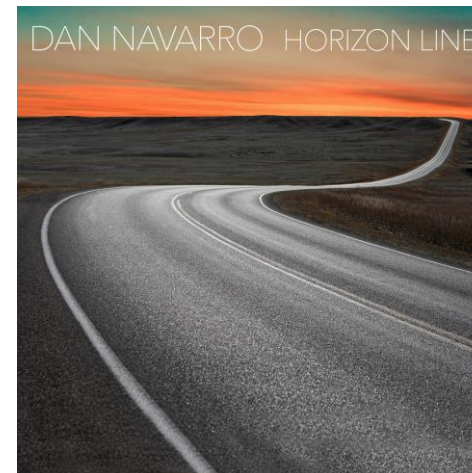
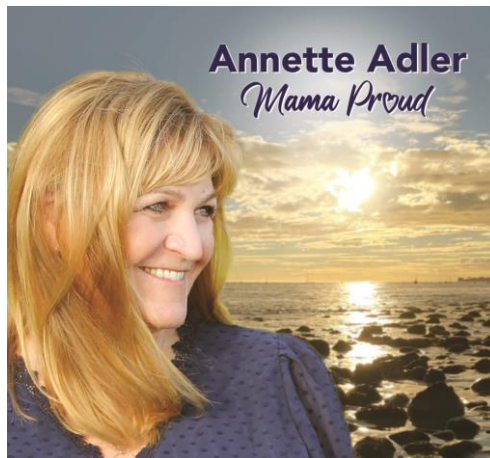
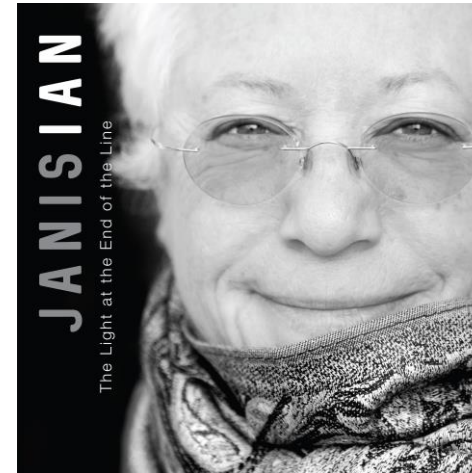
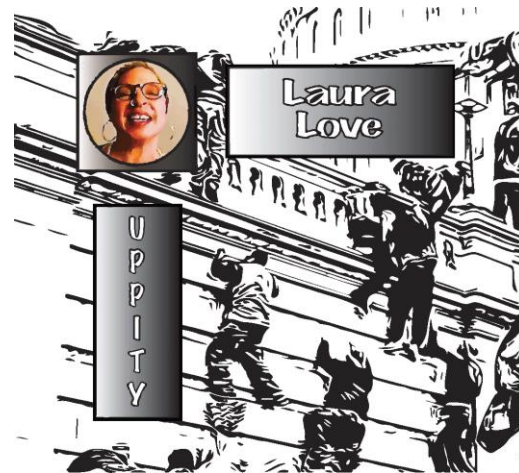
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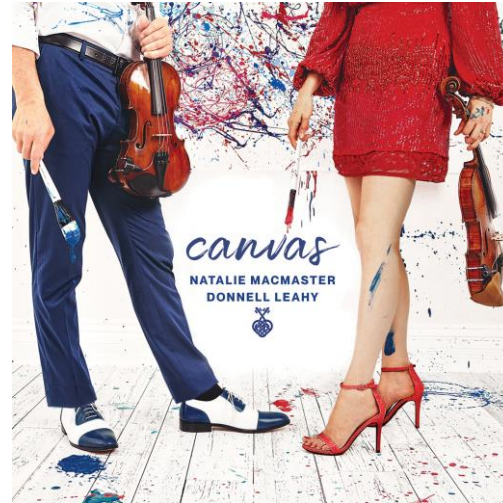
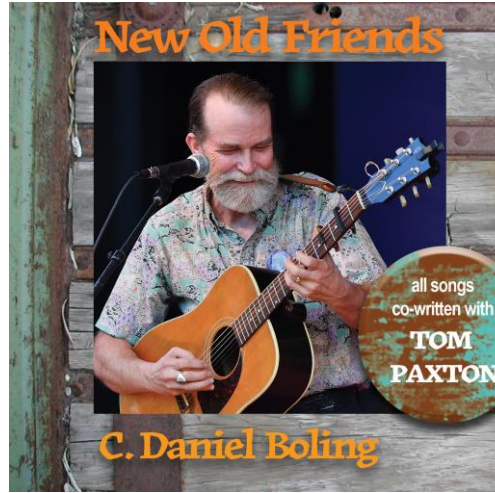
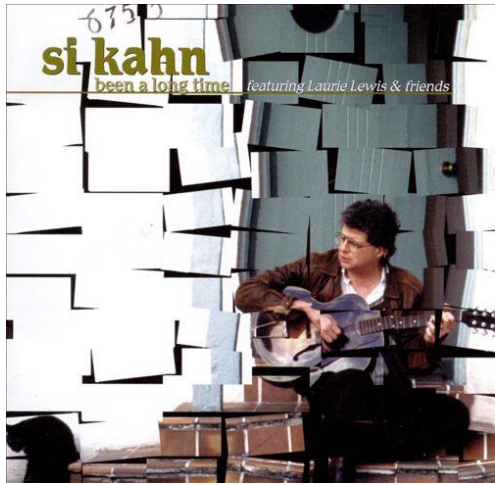
Radio Promotion by  
Art Menius  
Radio and  
Mailing Service  
[artmeniusradio.com](http://artmeniusradio.com)

[art@artmenius.com](mailto:art@artmenius.com)

443-605-4355

# Who am I and What do I do





# Let's Start at the Very Beginning

- Success begins with planning first, recording later
  - First step is clear, written goals. Making a record is a big, expensive deal, there need to be good reasons to do so.
  - Next comes making a budget to achieve those goals
  - Then figuring out how to make the income amount or reduce expenses to what you can raise. Crowdfunding, more and more the way to move some CDs, needs to start now.
  - At this point, you've determined how much professional or self promotion you can afford for both radio and press.
  - From there you can begin hiring a team or planning how to do it yourself. With no manager, the artist has to helm the team proactively, effectively serving as a record company in every way.

# Me or Thee – Whether Promoter or Not

## **Self Promotion Makes Sense If**

- You have the time, knowledge, and experience to do it
- You have a professional promoter for folk radio who'll help you
- You're willing to invest the work to make an advantage of DIY through personalization
- You have or will make up to date snail mail & email lists for radio
- You have strong name recognition
- Or doing a limited campaign

## **You probably need a promoter**

- If you lack the tools or time to do it
- You lack up to date resources
- You don't have strong name recognition in folk
- You want to reach the broadest audience possible

# Possible Hybrid Options

- Hire a professional to handle digital promotion only
- Hire a professional to handle printing and CD mailing only
- Hire a professional just to prepare a mailing list for you
- Engage a professional only to promote a digital single
- Obtain professional coaching



Life of a DJ – you have less than 3 minutes to find a specific song on a certain CD on a wall like this.

This is why the name of the artist and title of the album on the spine is essential.

photo by Art Merius  
02/03/2021 11:52:26

# Design matters – Optimize for Radio

- CD design can have a tremendous impact on radio airplay. DJs, especially on folk radio, need CD designs optimized for their needs, to wit
- Easy to read, especially under time pressure
- Artist and album title on the spine
- Track number, title, and duration clearly visible
- Easy to get CD in and out of case
- Not a jewel case – fragile, bulky, expensive to mail



## ROBIN & LINDA WILLIAMS



A BETTER DAY A-COMING

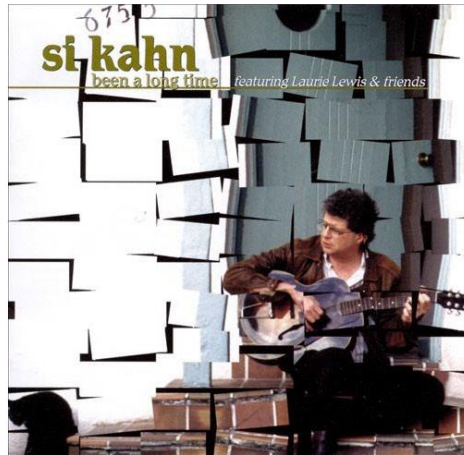


- 1. A BETTER DAY A' COMING - 3:46** Robin and Linda Williams; Songs for Dixie BMI
- 2. JAKE AND JESUS - 3:43** Robin and Linda Williams, Scott Miller; Songs for Dixie BMI / Cheap Ain't Cheap Free Is Cheap Publishing, ASCAP
- 3. OLD LOVERS WALTZ - 3:38** Robin and Linda Williams; Songs for Dixie BMI
- 4. LIVING YOUR BAD NAME DOWN - 3:37** Robin and Linda Williams, Scott Miller; Songs for Dixie BMI / Cheap Ain't Cheap Free Is Cheap Publishing, ASCAP
- 5. FALLING APART - 3:48** Robin and Linda Williams, Scott Miller; Songs for Dixie BMI / Cheap Ain't Cheap Free Is Cheap Publishing, ASCAP
- 6. TOWER OF SONG - 4:14** Leonard Cohen, Sony / ATV Songs LLC, BMI
- 7. ROSES AND TIME - 3:07** Robin and Linda Williams, Scott Miller; Songs for Dixie BMI / Cheap Ain't Cheap Free Is Cheap Publishing, ASCAP
- 8. WE DON'T KNOW WHAT TO SAY - 3:44** Robin and Linda Williams, Songs for Dixie BMI
- 9. LIFE HAS IT'S LITTLE UPS AND DOWNS - 4:03** Margaret Ann Rich, Makamillion Music, BMI
- 10. LEAVING HOME - 3:31** Leighton, Leighton and Shields, Tell Taylor Music Publisher, ASCAP
- 11. SOME DAY AND SOMETIME - 3:53** Scott Miller, Cheap Ain't Cheap Free Is Cheap Publishing, ASCAP
- 12. DOME FOUND MY LOST SHEEP - 3:32** Traditional, arranged by Robin and Linda Williams, Songs For Dixie bmi
- 13. YODELING JOHNNY - 3:27** Robin Williams & Jerry Clark; Songs for Dixie, BMI

# What you need before campaign starts

- WAV and MP3-320 files fully and properly encoded including ISRC's and album cover art
- One sheets
- Track sheets on back of one sheets or a separate track cards
- All album art and liner notes as digital files
- Promo CD mailing list
- AirPlay Direct, media download (Dropbox or the like), private streamer like SoundCloud
- Radio programmer email list
- FolkDJ-L listserv subscription (free)
- NACC Folk Chart subscription via FAI (\$50 per month via FAI)

# One sheet on the obverse, track sheet on the reverse



"Si Kahn's *Been A Long Time* is the second great CD to come out of the late, great Charles Sawtelle's Rancho DeVille recording studio this year.... Backed by a luminous band including Sawtelle on guitar, Laurie Lewis on fiddle and vocals, Pete Wernick on banjo, Tom Rozum on mandolin and vocals, Todd Phillips on bass, and a few special guest artists, this is the first time singer and songwriter Si Kahn has been able to record a bluegrass project, and it's a gem." — David J. McCarty, *Bluegrass Unlimited* June 2001

As Si recalls it, "Pete Wernick of Hot Rize offered to produce an album for me that I could afford. He said he would bring in some local musicians who were top of the line but no one had heard of outside the area. On the first day of recording, Pete answered the phone and came back with a big grin on his face. He said it was Laurie Lewis. She, Tom Rozum, and Todd Phillips had just played the weekend in Denver and would play there the next weekend with no practical way to go home in between. Pete had three days of studio work they could do. Talk about an amazing stroke of luck."

Thus in mid-December 1997, a remarkable group of musicians gathered in Boulder, Colorado to record Si Kahn's bluegrass classic. Si sent Pete a total of two dozen complete songs and one half written. "Selecting the songs from the 20+ Si sent wasn't easy, especially when he came up with more while I was checking out the first batch."

Charles, fighting leukemia, played on and engineered three songs. Pete remembers him "just being knocked out and resting a good part of the time, but he sure sounded good on guitar. His determination and excellent work gave us a lift."

Despite glowing reviews, *Been a Long Time* lacked the distribution, marketing, and radio promotion the album needed. For a score of years, the album has languished as an underappreciated gem discovered by lucky fans at his record table. The discovery of 1000 booklets led to producing a new run of CDs celebrating the 20th anniversary of an album important in bluegrass and folk music that deserves a wider audience.

Radio Add Date October 5, 2021

The twentieth anniversary rerelease of the acclaimed bluegrass album from

## Si Kahn Been a Long Time

Featuring Laurie Lewis and friends including Pete Wernick, Charles Sawtelle, Todd Phillips, Tom Rozum, and Sally Van Meter

Sliced Bread Records SB 71202

All songs FCC Clean

All songs by Si Kahn © Joe Hill Music LLC

1. Going Down to the Old Home Place	2:52
2. Houses on the Hill	3:09
3. Hear That Sound	4:05
4. Been A Long Time	2:45
5. Long Way to Harlan	2:38
6. Just A Lie	2:26
7. Tarpaper Shacks	3:56
8. First Time Lover	3:37
9. Dancing with the Johnson Boys	3:42
10. Brown Lung Blues	3:31
11. Grandma	3:54
12. Where the Song Never Ends	3:08

Produced by Pete Wernick

"*Been a Long Time* is political folk at its best, and will be greatly appreciated by fans who have been waiting six years for a new Kahn album." -- Ronnie Lankford, *AllMusic*

"Si Kahn has created a sweet and lively collection of new songs on *Been a Long Time*" — Matt Watroba, *Sing Out!*

Radio Promotion by Art Menius Radio  
artmeniusradio.com  
919-675-2787 art@artmenius.com

### Been A Long Time: The Songs

All songs by Si Kahn © Joe Hill Music LLC (ASCAP)

- 1. Going Down to the Old Home Place (D):** Asheville writer Thomas Wolfe probably wasn't thinking of the "Over the Rhine" neighborhood in Cincinnati where so many Appalachian migrants ended up, but he sure was right when he titled his novel *You Can't Go Home Again*.
- 2. Houses on the Hill (G/2):** Back when I was an organizer with the Textile Workers Union of America, I wrote "There's some things you can count on/Some things don't ever stop/Like a lot of folks being on the bottom/And a few way up on top." The old mill towns were designed to reinforce that reality.
- 3. Hear That Sound (G):** Where would bluegrass music be without the sacred trilogy of music, moonshine, and murder?
- 4. Been A Long Time (G/5):** After he deserted the Czar's army in Russia, my Zade (Yiddish for grandfather) Gabriel Kahn was a pick and shovel laborer helping build the Canadian Pacific Railway. I would give a great deal to have him hug me again.
- 5. Long Way To Harlan (G):** I love making traditional songs part of my songwriting. Here I take "It's a long way to Harlan/It's a long way to Hazard/Just to get a little brew, boys/Just to get a little brew" and turn it into a Los Angeles love story.
- 6. Just A Lie (Am/5):** I was just parking my van in the nosebleed lot at MerleFest, when coming from the

### About Been A Long Time

I never waited in a house built of grey rock and stone for Gabriel Kahn, my father's father, my grandfather, my Zade to come home from a job on the railroad. But it's also true that after 'Gabe' deserted the Czar's army in Russia, he indentured himself to the Canadian Pacific Railway, a year's labor in return for ship's passage to Canada, swinging a pick, digging with a shovel as they built the roadbed and laid the track.

Did hearing his stories, told in Yiddish-tinged English, inspire me to write the song "Been A Long Time"? I don't know. It's been too long a time. But listening to the song now for the first time in many years, I am grateful to welcome him home.

And I never lived in a tarpaper shack in a coal camp. But when our family drove along the narrow twisting mountain roads that led from our comfortable two-story house in State College, Pennsylvania to the train station in Lewistown, past the Devil's Elbow where legend held that if you drove fast enough you could see the back end of your car as the front end rounded that sharpest of curves, we passed greying shacks where barefoot children and gaunt mothers stood side by side on weathered porches.

main stage a good quarter mile away I heard Laurie Lewis and Tom Rozum dueting on this song, a wonderful welcome home to a great festival.

**7. Tarpaper Shacks (D/2):** So many people work their lives away, hoping for their award in heaven. As a lifetime union and civil rights organizer, my job is to help them try to get it here on Earth.

**8. First Time Lover (C/2):** If reincarnation is real, I want to come back as Laurie Lewis.

**9. Dancing with the Johnson Boys (Am/5):** For the Johnson boys in the traditional song, "the sight of a pretty girl makes them afraid." As with so many men, did their fear of women lead them down the dark path to violence?

**10. Brown Lung Blues (G):** I worked for several years as a volunteer with the Carolina Brown Lung Association, helping workers disabled by the dust in the cotton mills get compensation. These courageous people are all gone now. So are the mills.

**11. Grandma (D/3):** I will always be grateful to have been raised by a large, loving, public spirited family, with 20 aunts and uncles, all but one z'l. In case you didn't learn this in Catholic school, z'l is an abbreviation for the Hebrew phrase *zecher l'shalom*, "May their memory be for a blessing."

**12. Where the Song Never Ends (D/2):** After the great musician and folklorist Ralph Rinzler died of HIV/AIDS in 1994 at 59, his spouse Kate Rinzler asked me to write a song in his honor and memory.

Did what I saw then, now locked in my mind as fading photographs, inspire me to write "Houses On the Hill"? How could I know? But listening to the song today, what so deeply troubled me when I was five years old comes back sharply and painfully.

Back when I wrote these songs, it was memories like these that inspired the music. Today, listening to this album for the first time in years, it's the music that brings back the memories. The very last line in this entire album is "Deep in our hearts where the song never ends." Was there a reason I sang that line twice? I'll never know.

But I do know that the music on this album; the music I listen to during my nightly "graveyard shift"; the music I write, sing play with friends I've known for years, with musicians I've never met before; the music I perform, record, send out into the world; that music is deep, deep, deep in my heart. May that song never end.

Si Kahn  
The Blue Ridge Mountains of North Carolina  
Labor Day, 2021

This 20th anniversary release of *Been A Long Time* is dedicated to Carl Apter, whose steadfast friendship and passion for music made possible both this and the original album.

# Where to Scrape DIY Contact Information

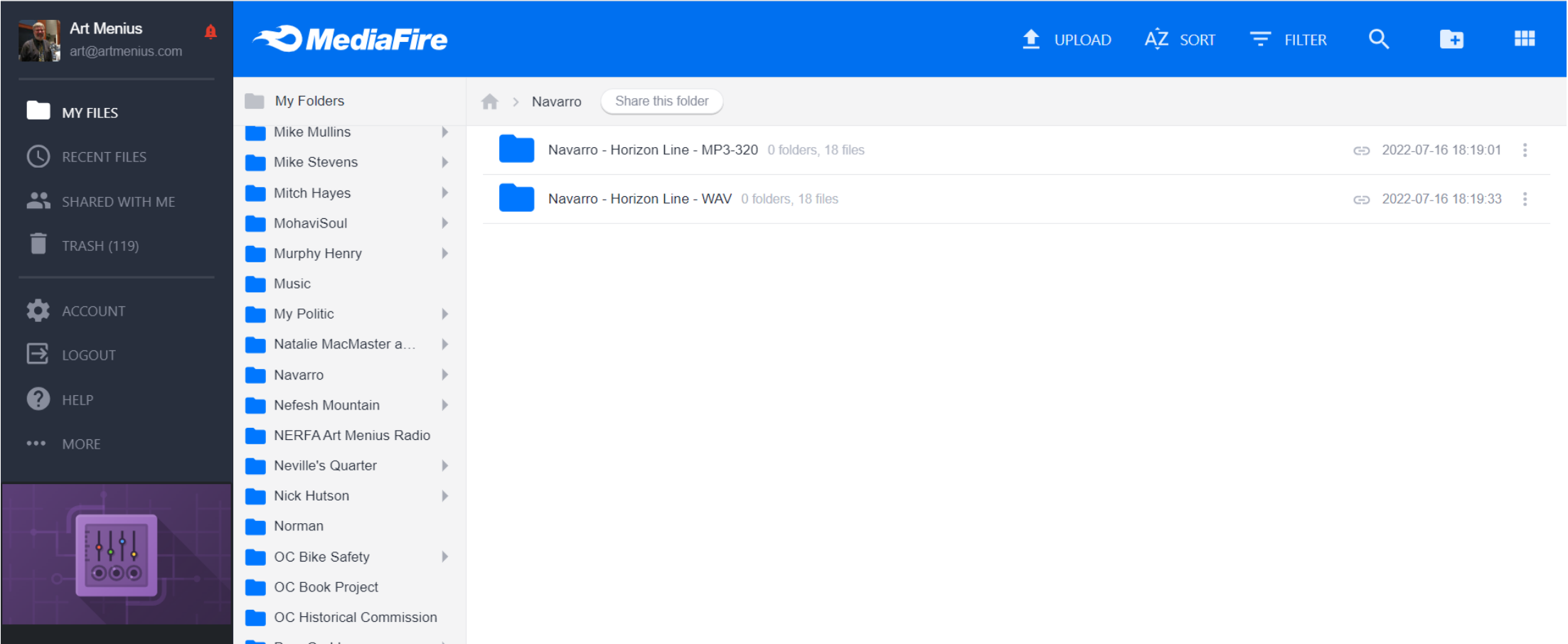
- Snail Mail

- Many reporters to FAI chart who want CDs include their address on FolkDJ-L
- Station websites
- Organizational membership directories
- Person to person

- Email

- Most who post to FAI chart on FolkDJ-L include theirs's
- NACC chart subscribers can download first name and email
- Conference attendee lists
- Organizational membership directories
- Airplay Direct download reports
- Station websites
- Spinitron

These next two slides show the media download service that I use, MediaFire. DISCO, Dropbox, and Google Drive are other methods. My principle is to allow one to download MP3s or WAVs with all assets, not both formats.





Art Menius  
art@artmenius.com



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- Nick Hutson
- Norman
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- OC Historical Commission
- Pam Gadd
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- Pat Guadaano

Navarro > Navarro - Horizon Line - MP3-320

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	05 Hopeful Hearts _01_MSTRREF_060822.mp3	45 downloads, 10.97 MB		2022-07-16 18:59:05	
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	07 Come Around (January's Child) _01_MSTRREF_060822(2).mp3	40 downloads, 10.52 MB		2022-07-16 18:37:58	
	08 Oklahoma Skies _01_MSTRREF_060822.mp3	43 downloads, 12.54 MB		2022-07-16 19:02:52	
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	DanNavarro_HorizonLine_Cover_1_Outside.pdf	36 downloads, 5.48 MB		2022-07-16 18:24:54	
	DanNavarro_HorizonLine_Cover_2_Inside.pdf	37 downloads, 5.48 MB		2022-07-16 18:24:55	
	DanNavarro_HorizonLine_DigitalBooklet_v3_06.30.2022.pdf	38 downloads, 5.28 MB		2022-07-16 21:54:22	
	DanNavarro_HorizonLine_OneSheet_2022_2.pdf	37 downloads, 908.65 KB		2022-07-16 18:21:28	

CUSTOMIZABLE BRANDING

Customize your My Files and

**Mike Berman - Where I'm From** 9 months ago  
 artmenius #Folk & Singer-...

10 TRACKS 39:03



Replace image

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artmenius 32 316

This playlist is private.

Where I'm From is the first album-length offering from Los Angeles songwriter, musician, and singer Mike Berman. Rooted in the folk-rock sound of California, Mike explores his environment through songs like "Drive" that echo the joy of car culture juxtaposed with "Van Nuys" telling the true story of a local figure who dressed like Superman and died on the streets of an LA suburb. "Angels Flight" is a mystical tale of ghosts and angels across a noir cityscape, while "It Should Be Raining Today" ruminates on facing sorrow and loneliness under blue skies.

Album release date: Show more

- 1 Mike Berman Drive 27
- 2 Mike Berman Hills Of California 10

Albums from this user View all

- artmenius Antonio Andrade - My Reward Album · 2023
- artmenius Last Birds - Endless Turn of Day i... Album · 2023
- artmenius Kathy Kallick Band - The Loneso... Album · 2023

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- artmenius Colin Cutler - Tarwater Album · 2023

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## Eli Conley - Searching For Whats True



**Folk**

**Location:**

AMERICA NORTH: USA:California (CA)

**Record Label:**

**AirPlay Direct Link:**

[AirPlayDirect.com/EliConley](http://AirPlayDirect.com/EliConley)

▶ ◀ ▶▶ ◀◀

Eli Conley - Making Something 0:00

Eli Conley - Making Something New  
Eli Conley - My Mama is a Shining Light  
Eli Conley - Alone  
Eli Conley - We Are Sailing  
Eli Conley - I Don't Wanna Hurt  
Eli Conley - All Right  
Eli Conley - Hey That's Me  
Eli Conley - I Don't Know

### MUSIC

**Eli Conley - Making Something New**

Genre: Folk  
MP3 (03:07) [12.99 MB]

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**Eli Conley - My Mama is a Shining Light**

Genre: Folk  
MP3 (02:31) [11.61 MB]

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LYRICS

**Eli Conley - Alone**

Genre: Folk  
MP3 (03:36) [14.09 MB]

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**Eli Conley - We Are Sailing**

INFO

[Click here to download ALL tracks and information](#)



- BIOGRAPHY
- PRESS
- DISCOGRAPHY
- PHOTO GALLERY
- TOUR DATES
- SOCIAL NETWORKING

### Biography

#### Contact Information:

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Dave Maggard - Sound Biscuit  
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[dave@soundbiscuit.com](mailto:dave@soundbiscuit.com)

Art Menius - Radio Promotion  
(919) 675-2787  
[artmenius@artmenius.com](mailto:artmenius@artmenius.com)

"I've known Jesse Brock since he was a young fellow playing in his dad's family band and one of the things that has always impressed me is that his playing is infectious! You can see the joy in his face and feel that joy as he translates it through his playing. Jesse offers up a collection of originals songs from various writers as well as a few previously recorded ones and all of them are top drawer listening. Surrounding himself with an excellent cast of players, you are sure to enjoy "Streamliner" to the fullest! ~ Doyle Lawson

#### STREAMLINER

Release Date: June 2021

Co-Produced by: Jesse Brock & Dave Maggard

Two-time IBMA Instrumentalist of the Year, JESSE BROCK, had some clear ideas going into recording his first solo album in a score. As he tells it, "Closing in on the 20-year mark from my first solo project, I decided to step into the studio once more. You may have expected an instrumental recording, but I produced an all-star band recording." Streamliner features Bronwyn Keith-Hynes, Jason Carter, Josh Swift, Rob Ickes, Felecia Mikels, Russ Carson, Ron Block, Greg Blake, Barry Reed, and Dale Perry.

"Having spent most of my 39-year career supporting other artists, I wanted to step away and focus energy on my music and instruments I never get to play or even record, for that matter. People have asked, 'If you were to play another instrument in a band, what would it be?' I quickly reply, 'If I wasn't a mandolin player, I'd be a bass player,' and I offer up a couple on Streamliner. Rarely do I ever pick up the guitar either nor get to drive the rhythm or solo like I do on mandolin. One

### 56 RADIO CRED

ADD CRED What's This

#### Members:

Jessie Brock, Greg Blake, Russell Carson, Ron Block, Josh Swift, Rob Ickes, Jason Carter, Bronwyn Keith-Hynes, Barry Reed, Felicia Mikels, Dale Perry

#### Sounds Like:

Bill Monroe, Ronnie McCourey

#### Influences:

Nate Bray, Dempsey Young, Doyle Lawson, Sam Bush, Jesse McReynolds, Tony Rice, Jerry Douglas, David McLaughlin, Troy Castleberry

#### AirPlay Direct Member Since:

06/07/21

#### Profile Last Updated:

09/20/21 05:13:07



**Jesse Brock:** Mandolin, Harmony Vocals, Guitar, Bass  
**Greg Blake:** Lead Vocals, Guitar  
**Barry Reed:** Bass (Lonesome River Band)  
**Russell Carson:** 5-String, Clawhammer Banjo (RICKY SKAGGS)  
**Jason Carter:** Fiddle (The Del McCourey Band & The Travelin' McCourey's)  
**Bronwyn Keith-Hynes:** Fiddle (Mile Twelve)  
**Josh Swift:** Resophonic Guitar (Doyle Lawson & Quicksilver - The Isaacs)  
**Rob Ickes:** Resophonic Guitar (Blue Highway - Rob Ickes & Trey Hensley)



KISS ON A COLD, COLD STONE - "A hidden gem from the 70's, this is a co-write between Louisa Branscomb & Geri Byrd. Never offered until now, I chose this beautifully-sad song to grace the album from one of my dear friends, Louisa, whom I met in 1992." ~ Jesse Brock

#### ORDER OF SONGS ON JESSE BROCK'S STREAMLINER

1. BLACK ROCK CITY (3:15)

#### Songwriter, Publishing & PRO:

Mark "Brink" Brinkman / BMI  
Aaron Bibelhauser / BMI

An example of an unusually well prepared AirPlay Direct bio

# Having prepared those things.....

- Set the Radio Add Date on a Tuesday, usually three days to a couple of weeks ahead of the Friday of public release on DSPs and retail.
- Build the timeline back from that date. If the radio add date is Sept 28, then radio should get digital service on 9/21. The day includes an eblast with links, folkDJ-1 post with links, folkDJ Facebook post without links plus an APD DPK blast goes out.
- Therefore, all digital assets ready and online by 9/20. CDs should be mailed so as to arrive no later than 9/21.
- In order to do that, the one-sheet/track sheet or track cards need to be printed and the mailing list ready by 9/7 so as to be in the mailstream by 9/14.
- CDs should be on hand no later than 9/3
- You can start too early and diminish chart impact but rushing promotion never works optimally.

# Once the music is out in the wind

- Those who prepare and thank best do the best. Consistent thanking combined with offers of interviews, station IDs, and show liners.
- Tracking, data collection, and thanking begins before the add date most of the time
- The sources for tracking data include –
  - FolkDJ-L posts and archives
  - Spinitron search (free for the most recent 24 hours)
  - NACC Folk chart reports spreadsheets (paid)
  - APD spreadsheet downloads (paid)
  - Individual station or show playlist search
  - Google searches
  - Direct communication with hosts and, well, listening

# Stories keep the campaign going (and why publicists are important)

- Keeping up campaign momentum requires not just thanking and interviews but a stream of new stories
- The release of the project itself forms the first story
- Successive stories come largely from chart positions and media stories. Publicists, not radio promoters, generate them and are paid well for doing tough work.
- These stories can include:
  - Features
  - Song premieres
  - Reviews
  - Video premieres





## FOLKDJ-L Archives

Search the archives of lists on this server

New in LISTSERV 17.0

Substring

### FOLKDJ-L@LISTS.PSU.EDU (58 Matches)

Subject	From	Date
<a href="#">Playlist(28): Music of the People for 9/8/21</a>	Diane Crowe <diacrowe@yahoo.com>	2021-09-22 13:06
HOLLY NEAR - Moon (Holly Near/Tammy Hall) - 2018 - 2018 Calico Tracks Music MICHAEL BRAUNFELD - The Local - Full Circle - 2014 JOHN McCUTCHEON & TOM CHAPIN - Pastures of Plenty (Woody Guthrie) - Doing Our Job - 1997 Rounder Records BYRD & STREET - Workin' Man - This Much Is True - 2017 SCOTT COOK - Say Can You See - Tangle of Souls - 2020 JESSE BROCK - Black Rock City - Streamliner - 2021 JENI & BILLY - Land of the Pharaohs - Jewell Ridge Coal - 2008 SAM GLEAVES - Working Shoes - Ain't We Brothers - 2015 BELA FLECK & ABIGAIL WASHBURN - Come All You Coal Miners - Echo in the Valley - 2017 HAZEL DICKENS - Coal Tattoo - A Few Old Memories - 1984 ANNE FEENEY - Union Maid (Woody Guthrie/Ginny Hildebrand/Cappie Israel) - Union Maid - 2003 BEV GRANT - We Were There - We Were There! - 2002 BARBARA DANE - Working-Class Woman (Pet Boyd/Barbara Dane) - Hot Jazz, Cool Blues & Hard-Hitting Songs - 2018 Smithsonian Folkways Recordings CURTIS & LORETTA - Willmar 8 (We Are All Equal You Know) - When There's Good to Be Done 2015 AMYTHYST KIAH and RHIANNON GIDDENS - Polly Ann's Hammer - Songs of Our Native Daughters - 2019 Smithsonian Foldways Recordings		
<a href="#">Playlist Amarillo Highway September 21, 2021</a>	Richard Howard <stinkindesertguy@yahoo.com>	2021-09-22 09:58
Sharon White / Mansion On The Hill / Transatlantic Sessions 2 / Iona Jesse Brock / Nobody Loves Me / Streamliner / Self released		

# NACC Folk Chart downloaded spreadsheet of that week's reports

The screenshot shows a Microsoft Excel spreadsheet titled "IndividualCharts.Folk.2021.09.21.csv". The spreadsheet contains a list of folk music reports with the following columns:

	A	B	C	D	E	F	G	H	I	J
36	Folk Front Folk		6	ANDY AND JUDY	Let Us Sing	Self-Released				
37	KEUL 88.9 Folk		3	ANNIE GALLUP	Oh Everything	Gallway Bay				
38	Stingray: F Folk		9	ANYA HINKLE	Eden And Her Borderlands	Organic				
39	WAMC 90 Folk		8	ANYA HINKLE	Eden And Her Borderlands	Organic				
40	WGWG.or Folk		6	ANYA HINKLE	Eden And Her Borderlands	Organic				
41	WTJU 91.1 Folk		1	ANYA HINKLE	Eden And Her Borderlands	Organic				
42	WGWG.or Folk		2	AOIFE O'DONOVAN	Bull Frogs Croon (And Other Songs)	Yep Roc				
43	KEUL 88.9 Folk		5	AVA EARL	The Roses	Self-Released				
44	WODU St. Folk		10	BACKYARD TIRE FIRE	Black Dirt Blue Sky	Black Dirt/Royal Potato Family				
45	Kansas Pu Folk		7	BELA FLECK	My Bluegrass Heart	BMG				
46	KSJD 91.5 Folk		5	BELA FLECK	My Bluegrass Heart	BMG				
47	KVMR 89.5 Folk		1	BELA FLECK	My Bluegrass Heart	BMG				
48	WGWG.or Folk		10	BELA FLECK	My Bluegrass Heart	BMG				
49	WNMC 90 Folk		1	BELA FLECK	My Bluegrass Heart	BMG				
50	WRIR 97.3 Folk		1	BELA FLECK	My Bluegrass Heart	BMG				
51	WTJU 91.1 Folk		4	BELA FLECK	My Bluegrass Heart	BMG				
52	WMNF 88 Folk		5	BEN HARPER	"Black Beauty" [Single]	Anti-				
53	KFAI 90.3 Folk		3	BEVERLY GLENN-COPELAND	"Ghost House" (Performed By Jeremy Du	Transgressive/PIAS				
54	WWOZ 90 Folk		4	BIG CHIEF MONK BOUDREAUX	Bloodstains and Teardrops	Whiskey Bayou				
55	WCSF 88.7 Folk		5	BIG RED MACHINE	How Long Do You Think It's Gonna Last?	Jagjaguwar/Secretly				

The spreadsheet is displayed in a window titled "IndividualCharts.Folk.2021.09.2" on a Windows desktop. The taskbar shows the time as 10:27 PM on 9/23/2021, and the system temperature is 13°C. The Windows taskbar also includes icons for various applications and system utilities.



Standard search

## Standard search

Search  ending 

Spin date, time	Station	Song	Artist	Release	Label	ISRC
9/23/21, 7:34 PM*	TBJ	Wonder Could I Live There Anymore	Jesse Brock	Streamliner	Sound Biscuit	USHM22107733
9/23/21, 7:31 PM*	TBJ	Hey, Spikedriver	Jesse Brock	Streamliner	Sound Biscuit	USHM22107737
9/23/21, 3:32 AM*	KOPN	Black Rock City	Jesse Brock	Streamliner	Sound Biscuit	USHM22107732
9/22/21, 11:06 PM*	TBJ	Kiss on a Cold Cold Stone	Jesse Brock	Kiss on a Cold Cold Stone	Sound Biscuit	uscgj2125597
9/22/21, 3:53 PM*	WEVL	God on the Mountain	Jesse Brock	Streamliner	Sound Biscuit	USHM22107735
9/22/21, 1:36 PM*	TBJ	Too Much Life to Let Fall Down	Jesse Brock	Streamliner	Sound Biscuit	USHM22107743
9/22/21, 12:09 PM*	TBJ	God on the Mountain	Jesse Brock	Streamliner	Sound Biscuit	USHM22107735
9/21/21, 9:04 PM	WICN	Streamliner	Jesse Brock	Streamliner	Sound Biscuit	USHM22107734
9/21/21, 8:37 PM*	TBJ	God on the Mountain	Jesse Brock	Streamliner	Sound Biscuit	USHM22107735
9/21/21, 1:35 PM*	KZMU	Nobody Loves Me	Jesse Brock	Streamliner	Sound Biscuit	USHM22107738
9/21/21, 10:15 AM*	TBJ	Hey, Spikedriver	Jesse Brock	Streamliner	Sound Biscuit	USHM22107737
9/21/21, 1:02 AM*	TBJ	Big Mon	Jesse Brock	Streamliner	Sound Biscuit	USHM22107736
9/19/21, 8:12 PM	WHUS	What My Memory Tells Me	Jesse Brock	Streamliner	Sound Biscuit	
9/19/21, 5:30 PM	WHUS	Black Rock City	Jesse Brock	Streamliner	Sound Biscuit	USHM22107732
9/19/21, 3:27 PM*	AMR	Streamliner feat. Greg Blake,Russ Carson,Jason Carter,Barry Reed	Jesse Brock	Streamliner	Sound Biscuit	QMEU32023692
9/19/21, 1:39 PM*	WKYW	Treasures of the Past	Jesse Brock	Streamliner	Sound Biscuit	USHM22107741
9/19/21, 1:26 PM	KDHX	Too Much Life to Let Fall Down	Jesse Brock	Streamliner	Sound Biscuit	USHM22107743
9/19/21, 11:34 AM*	KRFC	Wonder Could I Live There Anymore	Jesse Brock	Streamliner	Sound Biscuit	USHM22107733
9/18/21, 2:53 PM*	WXPR	Black Rock City	Jesse Brock	Streamliner	Sound Biscuit	USHM22107732



## Spintron show page

### The Bluegrass Jamboree

#### Your Source for Bluegrass

The Bluegrass Jamboree is compiled of radio personalities from around the world, coming together to share their passion for bluegrass and country music. Founded in 2013 and continuing growth to bring you the finest in music.

Calendar | [thebluegrassjamboree.com](http://thebluegrassjamboree.com)



Ol Hippie Bluegrass Show

### Ol Hippie Bluegrass Show

Sep 17, 2021 10:00 PM – 12:00 AM



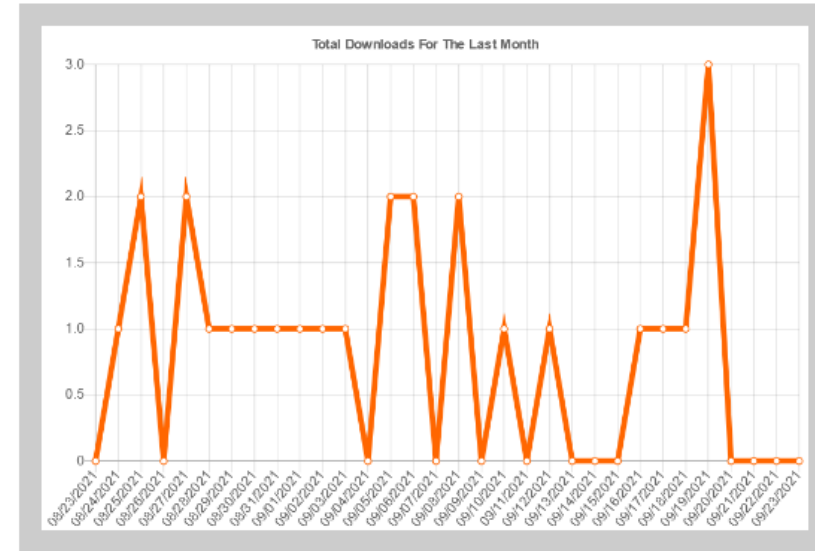
- |          |   |  |
|----------|---|--|
| 10:00 PM |    | <b>Hot Rize</b> 'The Old Rounder'<br>from <i>Take It Home</i> (Sugar Hill Records, 2006, Country)<br>                                |
| 10:03 PM |    | <b>Jesse Brock</b> 'Big Mon'<br>from <i>Streamliner</i> (Sound Biscuit, 2021)<br>  |
| 10:06 PM |   | <b>Nanci Griffith</b> 'Listen To The Radio (Album Version)'<br>from <i>Country Gold</i> (Geffen*, 1997, Country)<br>                |
| 10:10 PM |  | <b>Nanci Griffith</b> 'Across The Great Divide'<br>from <i>Other Voices, Other Rooms</i> (Elektra Records, 1993)<br>               |
| 10:15 PM |  | <b>Nanci Griffith</b> 'Cold Hearts / Closed Minds'<br>from <i>Lone Star State Of Mind</i> (Universal Music Ireland Ltd., 1987)<br> |

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## Irene Kelley - Wild... - Detailed Stats

### Wild Mountain Stream

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Downloader Information	Date
Vancouver Cooperative Radio (CFRQ) (100.5 FM) <a href="http://www.coopradio.org">www.coopradio.org</a> Vancouver, British Columbia Canada	09/19/2021 07:51:12 pm
WHUS Radio / "Bluegrass Cafe" (WHUS) (91.7 FM) <a href="http://www.whus.org">www.whus.org</a> Storrs, CT United States	09/19/2021 12:23:48 pm
WHYS Radio (WHYS) (96.3 FM) <a href="http://www.whysradio.org">www.whysradio.org</a> Eau Claire, WI USA	09/19/2021 08:35:55 am
Bell Buckle Radio (BBR1) (bellbu Interneta) <a href="http://streaming.liv365.com/a26730">streaming.liv365.com/a26730</a> Bell Buckle, TN USA	09/18/2021 07:24:42 am
Radio 90fm (LOHK) (107.00 FM) <a href="http://www.radio90fm.nl">www.radio90fm.nl</a> LEERSUM, Utrecht The Netherlands	09/18/2021 06:08:29 am
Celtic Music Radio (Celt) (1530 AM) <a href="http://www.celticmusicradio.net">www.celticmusicradio.net</a> Glasgow, Scotland UK	09/17/2021 03:11:10 pm
Bell Buckle Radio (BBR1) (bellbu Interneta) <a href="http://streaming.liv365.com/a26730">streaming.liv365.com/a26730</a> Bell Buckle, TN USA	09/16/2021 11:09:12 am

Airplay Direct downloads report



WNCW  
**WNCW's Music Mix with Julian Booker**

🔍 All Programs ▾ jesse brock

📅 Select Date  X ⌚ Select Time ▾ **GO**

11:28am 09/11/2021 Goin' Across the Mountain



**Uncle Pen**

ARTIST: **Jim & Jesse McReynolds**  
ALBUM: **With Body And Soul: A Bluegrass Tribute to Bill Monroe**  
LABEL: © 2011 Rebel Records Llc

[Buy on iTunes](#)

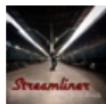
8:28am 09/12/2021 Gospel Truth

**Shall We Gather at the River**

ARTIST: **Jim & Jesse**  
ALBUM: **I Like the Old Time Way**

[Buy on iTunes](#)

6:24am 09/13/2021 Mountain Mornings



**Shuckin' the Corn**

ARTIST: **Jesse Brock**  
ALBUM: **Streamliner**  
LABEL: © 2021 Sound Biscuit

[Buy on iTunes](#)

# Screenshot of my airplay database from which I export reports to clients

airplay database 3 : Database- C:\Users\Art Menius\Dropbox\Clients\airplay database\airplay database 3.accdb (Access 2007 - 2016 file format) - Access

File Home Create External Data Database Tools Help Tell me what you want to do

Airplay logs Jake Eddy

Station	City	State	Country	Show	Host	Email	Date	Song
KANU/Kansas Public Radio	Lawrence	KS		Trailmix	Radio Bob McWilliam	radiobob@kanu.edu	6/27/2021	Road to Columbus
CJFX	Calgary	AB	CANADA				6/29/2021	added
KANU/Kansas Public Radio	Lawrence	KS		Trailmix	Radio Bob McWilliam	radiobob@kanu.edu	6/29/2021	#4 add NACC folk report
KENC	Stayton	OR					6/29/2021	added
KMUD	Garberville	CA					6/29/2021	#1 Folk Add NACC
KZUM	Lincoln	NE					6/29/2021	added
M3 Radio							6/29/2021	#5 Folk Add NACC
Radio Melodie [RM] (101,10 FM)	Frankfurt		GERMANY				6/29/2021	added
WFWM	Frostburg	MD					6/29/2021	added
WSCS	New London	CT					6/29/2021	added
Bell Buckle Radio	Bell Buckle	TN					6/30/2021	added
Bus of Real Country	Pleasant Gap	PA					6/30/2021	added
KAJX	Aspen	CO					6/30/2021	added
KMUZ	Turner	OR		Ken til Ten	Ken Cartwright	KENC@WVI.COM	6/30/2021	Road to Columbus
KMUZ	Turner	OR		Ken til Ten	Ken Cartwright	KENC@WVI.COM	6/30/2021	Black Mountain Rag
KYAC	Mill City	OR		Ken til Ten	Ken Cartwright	KENC@WVI.COM	6/30/2021	Road to Columbus
KYAC	Mill City	OR		Ken til Ten	Ken Cartwright	KENC@WVI.COM	6/30/2021	Black Mountain Rag
radio sotra. [RADI] (FM BOT)	Bergen, vestland		NORWAY				6/30/2021	added
WUNH	Durham	NH		Six Strings	Jill	sixstringsatnoon@yahoo.	6/30/2021	Billy In the Lowground (feat. Brya
Hawkesbury Radio [2VTR] (89.9 F	Windsor	NSW	AUSTRALIA				7/2/2021	added
Mitchell Community Radio [3OKR		VIC	AUSTRALIA				7/2/2021	added
Radio Westerwolde [RWW] (107.5	Vlagtwedde	CA	NETHERLAND				7/2/2021	added
WSCA	Portsmouth	NH			Otis	programming@wscaf.m	7/2/2021	Wildwood Flower
KALW	San Francisco	CA		The Bluegrass Signal	Peter Thompson	bgsignal@COMCAST.NET	7/3/2021	Black Mountain Rag
KVSC	St. Cloud	MN		Frets	Justin Helmer	justin.helmer@gmail.com	7/3/2021	Black Mountain Rag
WQFS	Greensboro	NC		Old Country Store	Roy Moore	oldcountrystore@triad.rr	7/3/2021	Billy In The Lowground
WSCA	Portsmouth	NH			Otis	programming@wscaf.m	7/3/2021	Wildwood Flower
WWOV	Wheeling	WV		Music in the Air	Bob Hoyer	whbanic@gmail.com	7/2/2021	Black Mtn Rag

Navigation Pane

Record: 1 of 278 No Filter Search

Datasheet View SQL

Support (1-800-915-9212) 12°C 11:17 PM 9/23/2021

# FAI FOLK CHART FOR JULY 2021

Compiled from FOLKDJ-L playlists

Based on 12467 plays from 443 playlists from 119 Folk DJs

## FAI FOLK CHART TOP ALBUMS OF THE MONTH

Rank	Album	Artist	Plays
1	Song to a Refugee	Diana Jones	124
2	Hourglass	Murray McLauchlan	97
3	Grit and Polish	Mark Schatz & Bryan McDowell	85
4	Cold Rain and Snow	Jared Rabin	74
5	Never Found a Way to Tame the Blues	Jon Shain & FJ Ventre	70
6	Streamliner	Jesse Brock	65
7	Downhill From Everywhere	Jackson Browne	62
8	Don't You Marry No Railroad Man	J. P. Harris	59
9	He Walked On	Tim O'Brien	55
10	A Better Day A-Coming	Robin and Linda Williams	54
11	New Century Suite	Michael J. Miles	50
12	Jake Eddy	Jake Eddy	46

# NACC Folk Chart

[Genre Charts ▾](#)[Top Adds ▾](#)[Station Contacts](#)[Going for Adds](#)[My Account](#)[Logout](#)

## Top 30 Folk Charts WEEK ENDING AUGUST 24

TW	LW	Artist	Recording	Label
1	3	JACKSON BROWNE	Downhill From Everywhere	Inside
2	1	AMYTHYST KIAH	Wary + Strange	Rounder/Concord
3	4	ALLISON RUSSELL	Outside Child	Fantasy/Concord
4	2	LOS LOBOS	Native Sons	New West
5	9	SON VOLT	Electro Melodier	Transmit Sound/Thirty Tigers
6	6	CHARLIE PARR	Last Of The Better Days Ahead	Smithsonian Folkways
7	5	LUKAS NELSON AND PROMISE OF THE REAL	A Few Stars Apart	Fantasy/Concord
8	7	FLATLANDERS, THE	Treasure Of Love	Rack 'Em/Thirty Tigers
9	18	JOHN FLYNN	Wild Beat The Wings	Self-Released
10	10	RODNEY CROWELL	Triage	RC1/Thirty Tigers
11	12	TIM O'BRIEN	He Walked On	Howdy Skies
12	16	ROBIN AND LINDA WILLIAMS	A Better Day A-Coming	Oakenwold

# APD Global Radio Indicator Charts <sup>TM</sup>

TOP 50 ALBUMS -

TODAY

YESTERDAY

THIS WEEK

LAST WEEK

THIS MONTH

LAST MONTH

ALL TIME

AMERICANA / GRASSICANA +

BLUEGRASS / FOLK +

BLUES / JAZZ / R&B +

COUNTRY / ALT. +

ROCK / AAA +

CHRISTIAN / GOSPEL +

HOLIDAY / CHRISTMAS +

APD SINGLES CHARTS

TOP 50 SINGLES +

AMERICANA / GRASSICANA +

BLUEGRASS / FOLK -

THIS MONTH

## Top 50 Albums - This Week, (as of 11:03am Saturday, June 26th 2021)

Result	Image	Track Name	Downloads	Creds
1		<b><u>Streamliner by Jesse Brock</u></b> Location: AMERICA NORTH: USA:Tennessee (TN)	433	12
2		<b><u>Tim O'Brien - He Walked On</u></b> Location: AMERICA NORTH: USA:Tennessee (TN)	324	41
3		<b><u>Masters of Slide - Spider Sessions</u></b> Location: UNKNOWN (not entered)	230	9
4		<b><u>The Rounder Records Story</u></b> Location: UNKNOWN (not entered)	198	159
5		<b><u>Toronzo Cannon - Leaving Mood</u></b> Location: AMERICA NORTH: USA:Illinois (IL)	198	21
6		<b><u>Stoney Creek Bluegrass Band - A Miner's Life</u></b> Location: AMERICA NORTH: USA:West Virginia (WV)	192	29

# Key Takeaways

- Preparation and patience create success. Plan and take your time. The process fails if you rush.
- Folk and bluegrass radio require a different approach than AAA or Americana.
- Work the process to the best of your ability; you can't control results.
- Make it easy for the DJ in every way
- Encode digital files properly
- Quiet persistence, not pushiness, and resolute consistency
- Appreciation matters in a relationship business. She who thanks best, gets the most plays.



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