

Bluegrass Ridge

Back in the day, the place to watch music videos was MTV, a network providing a place for artists to air their concept videos instead of just performance clips. Those videos helped with the band's marketing efforts by giving fans a glimpse into the band's persona. Fans couldn't get enough of Pat Benatar, Rod Stewart, Todd Rundgren, Styx, REO Speedwagon and The Who. People who loved the artists and wanted to listen to them loved watching their videos.



Country music jumped on board with CMT and soon fans were watching their favorite country music artists from the comfort of their living rooms. Videos became a proven value and found a niche for both artists and viewers.

And while MTV, CMT and GAC did well with videos,

today they don't run them much like they did in the past. Now there's *Bluegrass Ridge TV*, the show that celebrates all things bluegrass. Jeff Mosely, president of CJM Productions out of Nashville, started the show in the early 2000s. "God guided me through the process," says Mosely. "I started with country music, then Gospel, then classic country and bluegrass videos. I realized there weren't many outlets for bluegrass artists to air their videos."

At one time Mosely owned a large production studio in the Nashville area, and the shows he created were taped in there. "It was a big operation, but times have changed," says Mosely,

who explains that at one time he spent \$350 a week to ship tapes to overseas markets. "Now they are delivered via the internet! We send five shows a week to New Zealand and Australia for free. Isn't technology great?"

As with most great things, *Bluegrass Ridge* has evolved since its start.

Once hosted by different artists each week, the weekly half-hour program is now permanently hosted by the dynamic and award-winning bluegrass duo Nu-Blu. The husband-and-wife duo of Daniel and Carolyn Routh, who hail from Silver City, North Carolina, are the heart and soul of Nu-Blu and they are naturals at hosting a television show. The first two episodes they hosted were shot on location at the Station Inn in Nashville. Fans were treated to a glimpse inside the duo's life and music, getting to know them on a more personal level. "We are extremely excited about Daniel and Carolyn as the permanent hosts of *Bluegrass Ridge*," says Mosely, who serves as the show's executive producer. "They had guest-hosted a few times and our viewers loved them. They are such a down-to-earth couple. It was a no-brainer to hire them as the permanent host."

Mosely feels that Nu-Blu's love and passion for bluegrass music elevates the show to another level. "Our tradition of bringing great bluegrass music videos and artist interviews to our viewers remains the same," says Mosely. This love and passion, as well as the duo's relationship with fellow bluegrass artists brings an insider-depth to the show." Daniel says he looks forward to making more and stronger friendships with the artists he and Carolyn interview.

The show's home base is Parlor Recording studio on Music Row in Nashville.

"It showcases the studio, explains Mosely, "while giving viewers a glimpse into a real recording studio, a place where most of them would not normally have a chance to see, which

brings a higher level of excitement to the show than it would have were it set in a TV studio. We bring artists into the conference room for interviews.” Daniel and Carolyn will also interview artists on the road as they travel to festivals and concerts with their own act. “Daniel is so multi-faceted,” Mosley says. “He is a great marketing guy, and he’s added a strong social media component that has taken Bluegrass Ridge to a higher level.”

The weekly half-hour program is jam-packed with music videos by some of today’s bluegrass music’s biggest acts, including The Grascals, Dailey and Vincent, the Roys, Rhonda Vincent, Ricky Skaggs and more. But what makes the show so special is the behind-the-scenes views of making the music videos and the artist interviews. The show allows viewers to get a rare first-hand look at the bluegrass genre that keeps getting hotter.

“We reach viewers in sixteen million homes in the United States, as well as in Australia, New Zealand, the United Kingdom and in the Cayman Islands,” explains Mosley. The show can be accessed via Roku on Heartland TV, on The Family Channel, Keep It Country, AMG TV (northeast United States), and also on Keep It Country in the U.K., Cayman 27 and Country TV in the Cayman Islands.

The recording studio setting means Mosely no longer needs a large television studio, and the show’s shooters and editors all work independently, which eliminates the need for a large staff. “The great thing about TV is that it’s not going away,” says Mosely. “The way we create content is changing, and the way people watch it is changing. We are proud to deliver quality content for viewers to enjoy.”

Check out Bluegrass Ridge on Heartland TV

<http://www.watchheartlandtv.com/>

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