

ELECTRONIC PRESS KIT



about up n country

Up N Country with Sue Bonzell is a YouTube video show focusing on rising country artists from across the US and Canada.

The show is interview-style and typically features a performance from the artist during the show. The artists share their journey in country music, where they came from, their influences and style, and there's some fun to be had as well. The interviews are mostly conducted in-person out of the video studio in Nashville, TN.

The goal is to help new artists gain additional reach and exposure to their target audience and provide entertaining content for our Multi Media Partners to maximize.

The show can be seen on YouTube and heard on audio podcast outlets such as Spotify, Google, Apple and Amazon.

our mission

To develop awareness of country music, create loyal country music enthusiasts and ambassadors and help to promote country artists via multimedia outlets, such as video, podcasts, social media and terrestrial radio.

about sue bonzell

Sue Bonzell is the host of the video blog Up N Country and is a long time on air country radio personality. In addition to being a voice for country music for more than 15 years, she is an entrepreneur and author of the best selling book, "The Respect Experiment" and contributing author to the International Best Selling book, "Wild and Wise Women Around the World." Sue has MC'd for numerous charity events and has done interviews with new country artists such as Breland, Craig Campbell and Callista Clark. Sue is committed to promoting country artists and creating dynamic multimedia content for radio.

41%

OF US POPULATION WHO LISTENED TO A PODCAST LAST MONTH.

1200%

VIDEOS ARE SHARED 1200% MORE THAN TEXT AND LINKS COMBINED.

129M

LOYAL COUNTRY FANS IN THE U.S. (18+ YEARS OLD)

radio exposure

The Up N Country show is featured on two radio stations. KBBL 93.7 The Bull (Santa Rosa, CA) and ZFKY Rooster 101 (Grand Cayman) with a weekly showcase and daily mentions.

60+ INTERVIEWS

THE UP N COUNTRY SHOW HAS CONDUCTED MORE THAN 60 INTERVIEWS IN ITS 1ST YEAR.

54% FEMALE

54% OF COUNTRY LISTENERS ARE WOMEN WITH SIGNIFICANT BUYING POWER

\$300B

COUNTRY MUSIC FANS HAVE SPENT ON TRAVEL, ELECTRONICS, MEDIA & ENTERTAINMENT

72%

OF COUNTRY MUSIC FANS OWN A HOME



socials & online



@suebonzell & @upncountry
4000+ friends/followers



@suebonzell & @upncountry
1700+ followers



@upncountry
200+ subscribers



@suebonzell
11.7k followers



www.upncountry.com
500+ weekly visits

testimonials

"I love what Sue is doing with Up N Country. I am a long time country fan and I follow new country artists. Sue always brings me someone new that I've never heard of. Her interviews are fun and entertaining, so I look forward to watching the show each week."

~Julie Schulz, Country Fan & Up N Country Follower

"Love talking to Sue, she always has such GOOD questions to ask and always gets me telling stories I rarely tell. She has so much passion for discovering new country music from both major label and independent artists. Grateful to get to call her a friend!"

~Angie K, Country Singer/Songwriter

press release

Nashville, Tenn. (June 21, 2022) - Fans of new country music and up and coming country artists have something to get excited about! Check out UpNCountry.tv

Up N Country, a new video show was created and is hosted by Sue Bonzell, a long time on-air country radio personality on KBBL 93.7 The Bull in Santa Rosa, CA. The show launched in Spring 2021 with an impressive resume of guests, all done virtually. Past interviews on the video show featured country artists such as Breland, Craig Campbell, Adam Hambrick, Drake White, Callista Clark and Laci Kaye Booth. In January 2022, production of the show moved from the heart of the California Wine Country to the heart of Country Music - Nashville, TN. Interviews are now being conducted in person whenever possible.

The show's mission is to develop an awareness of country music, create loyal country music enthusiasts and ambassadors as well as help promote country artists via multimedia outlets, such as video, podcasts, social media and terrestrial radio.

Bonzell notes, "Country is the soundtrack of my life. It heals in profound ways and has such heart to it - from the lyrics and melodies to the lives of the people who create the music. It's my pleasure to help promote country music and to acknowledge all of the hard work that goes into pursuing a career in country music. And I love it when they hit it big!"

The Up N Country show airs every Tuesday at 12pm Central on YouTube and as an audio podcast on Spotify, Apple Music and additional podcast outlets. Visit UpNCountry.tv to view the episodes.

past show guests

Adam Hambrick
Alana Springsteen
Alexandra Kay
Alex Hall
Angie K
Avery Anna
Brandon Davis
Breland
Brett Kissel
Callista Clark
Charlie Berry
Chase Wright
Christie Huff
Craig Campbell
Dani Taylor
Drake White
Dustin Saylor
Dylan Marlowe
Eric Burgett
Eric Van Houten
George Birge
Gregg Pratt
Haley Mae Campbell
Jackson Capps
Jackson Chase
Josh Melton
Kaleb Austin
Levi Hummon
Maddie Rean
Maggie Baugh
Mae Estes
Mitch Rossell
Olivia Rose
Nate Smith
Nicole Marden
Noah Garner
Pete Stringfellow
Restless Road
Roman Alexander
Ryan Griffin
Sam Grow
Smithfield
Spencer Crandall
Tuten Brothers
Walker Montgomery

