



**LOCAL COUNTRY SINGER PEARL CLARKIN WINS PENSACOLA'S
NASH NEXT 2018 COUNTRY CHALLENGE SHOWCASE, ADVANCING TO CUMULUS
MEDIA'S NASH NEXT 2018 NATIONAL FINALE COMPETITION**

Pensacola's Pearl Clarkin Named Local Winner

***Annual Contest to Guarantee National Winner Major Label Recording Contract and
Opportunity for National Play on Cumulus, #1 for Country***

Pensacola, FL, September 26, 2018 – CUMULUS MEDIA, #1 for Country and radio's dominant source for Country music, announced today that local country singer Pearl Clarkin won the **NASH Next** Local Finals held on Saturday, September 8 and was one of the seven area country artists that performed an original song in the live challenge event. Pearl won over the crowd with her performance of "Fishin" and was selected Nash FM 102.7 WXBM's winner by a team of judges, comprised of local music industry professionals. Pearl Clarkin will advance, along with nine other semi-finalists, to the **NASH Next** National Finale at Wildhorse Saloon in Nashville, TN on October 11th.

Nash FM 102.7 WXBM's Program Director Greg Tillotson said: "From the beginning of the submission process, we knew there was something special about Pearl and she proved it winning our local Nash Next competition. And now sending her into the top ten proves it even more. We are so proud that Pearl is representing Pensacola in the finals."

Local artists entered the competition via the NASH Next 2018 page on Nash FM 102.7 WXBM's website www.1027NashFM.com and to date, artists have been rated by local listener fans in their communities, as well as by music industry professionals.

A total of 61 NASH/Cumulus stations in 54 markets, including Dallas, New York, Atlanta, Detroit and Nashville, have conducted extensive local talent searches, with additional national participation made possible by Cumulus' digital properties and syndicated country shows.

Finalists, and ultimately the 2018 winner will be selected by a panel of Country music luminaries including; **Scott Borchetta**, founder, president and CEO of Big Machine Label Group, the world's No. 1 independent record label and home to such superstars as **Taylor Swift, Rascal Flatts; Cindy Watts**, 15-year veteran Country music reporter; and **Terri Clark**, platinum Country artist and host of national radio show, **Country Gold**. The winner will receive substantial exposure, commensurate with a major label release, on Cumulus

radio stations nationwide. While television boasts several talent competitions, no other contest -- on any platform -- has ever offered its winners a similar opportunity for coveted radio airplay, which is the most effective medium to cultivate an artist and propel a major music career.

Country is Thriving

Over the last five years, Country has supplanted Pop as the #1 most popular music genre, with nearly 100 million fans. This is due, in part, to the fact that Country has been influenced by both Pop and Rock styles to gain mass appeal. CUMULUS MEDIA reaches over 245 million listeners weekly, with Cumulus' Country programming broadcast on 76% percent of all Country radio stations nationwide. (Source: 2018 Spring GfK MRI)

NASH Next

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About CUMULUS MEDIA

A leader in the radio broadcasting industry, CUMULUS MEDIA (NASDAQ: CMLS) combines high-quality local programming with iconic, nationally syndicated media, sports and entertainment brands to deliver premium content choices to the 245 million people reached each week through its 441 owned-and-operated stations broadcasting in 90 U.S. media markets (including eight of the top 10), approximately 8,000 broadcast radio stations affiliated with its Westwood One network and numerous digital channels. Together, the Cumulus Radio Station Group and Westwood One platforms make CUMULUS MEDIA one of the few media companies that can provide advertisers with national reach and local impact. The Cumulus Radio Station Group and Westwood One are the exclusive radio broadcast partners to some of the largest brands in sports, entertainment, news, and talk, including the NFL, the NCAA, the Masters, the Olympics, the GRAMMYS, the Academy of Country Music Awards, the American Music Awards, the Billboard Music Awards, and more. Additionally, it is the nation's leading provider of country music and lifestyle content through its NASH brand, which serves country fans nationwide through radio programming, exclusive digital content, and live events. For more information, visit www.cumulusmedia.com.

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