

A PUBLICATION OF THE COUNTRY MUSIC ASSOCIATION

CLOSE UP

Magazine

JULY 2025



CMA LIFETIME MEMBER SPOTLIGHT:

MARTHA MOORE

FOUNDER OF SO MUCH MOORE MEDIA, MOORE IS A SEASONED PUBLICIST AND LIFETIME MEMBER WITH A TRAILBLAZING CAREER IN INDEPENDENT ARTIST PUBLIC RELATIONS

By Lisa Valentine

As a veteran in the music industry, so much MOORE media owner and CMA Lifetime Member Martha Moore has definitely been around the block. In fact, depending on how long you've been in the business, you may just have seen her roller skating up and down Music Row.

Back in the early days of PR - before sending press releases via email was the norm - Moore used to deliver her clients' news to the trades around "the Row" on her skates. She became well known for her mobile prowess and was often seen wheeling around backstage at venues that included, for example, the Superdome in New Orleans with the late Joe Bonsall of the Oak Ridge Boys. At the end of that tour with Kenny Rogers and Dottie West, Bonsall nicknamed Martha "Skates" - a moniker that stuck - and gifted her a satin ORB jacket with that name embroidered on it.

Moore has been involved with CMA since 1977 and became a Lifetime Member in 2014.

Raised in Washington, D.C., by a mother who worked on Capitol Hill and a father with the CIA, Moore didn't initially envision a future in Country Music.

She attended St. Andrews Presbyterian College in North Carolina before transferring to the University of Tennessee (Knoxville) School of Communications with postgrad dreams of running her own advertising agency. Instead, she ended up moving to Nashville to work at WLAC radio right out of college. While working at the station, Moore joined the "Radio and Records" bowling league where her skills on the lanes landed her a surprising job offer.

"I don't want to brag, but I was a really good bowler back then. The head of Promotion for ABC/Dot Records wanted to hire me for a job so I could be on his team," remembers Moore. "But my first job at the label ended up being Publicity Coordinator, rather than in the radio promotion department." ABC/Dot merged with MCA Records shortly thereafter and Moore followed.

During her 12 and a half years in label PR, Moore also spent time at Mercury/Polygram Records as the Director of Press and Artist Development. Throughout her record company career, she worked with many iconic artists, including Merle Haggard, Brenda Lee, George Strait, Conway Twitty, Loretta Lynn, Tanya Tucker, The Oak Ridge Boys, Johnny Cash, Bon Jovi, Robert Cray, and John Mellencamp - back when he was known as John Cougar.

In 1988, she embraced a new challenge when she launched her own boutique PR firm, so much MOORE media. Her first project out of the gate for the new company was with Johnny Cash and Moore has worked on decades worth of exciting projects since then.

She currently works with an eclectic roster of artists across the Country, Americana, Bluegrass, and Blues-Rock genres.

"I work exclusively with independent singer/songwriters and artists," Moore explains. She works with artists at all career stages. "Right now, I'm working with 'American Idol' Season 19 alum Alex Miller and have been since he left the show." Moore's current roster also includes Bluegrass legend Daryl Mosley, who has had 15 No. 1 songs. Additionally, she is helping to nurture the career of Texas Country artist Tori Martin, who celebrated her second No. 1 on the Texas charts this spring.

"I really enjoy working with Indie artists because they need a champion in their corner. It's very rewarding to me to see them thrive. Each client I work with is unique. They're all at different stages of their careers. It is a joy to be part of a team that helps them move the needle," Moore says.

Moore has also had the opportunity to represent four special artists as they navigated their induction into the Country Music Hall of Fame - Country Music's biggest honor. Among her career highlights are her PR efforts for inductees Hank Cochran (a client of 15 years), Fred Foster, Pete Drake, and Jim Ed Brown and The Browns.

She has been honored for her own achievements, including receipt of the International Services To Industry Award by the British Country Music Association as well as induction into the SOURCE Nashville Hall of Fame in 2017.

"I enjoy being a publicist—every day is different," she shares. "New challenges keep me fresh. I am still having fun after all these years."

To learn more about Martha Moore and so much MOORE media, visit somuchmoore.com

