

LOCAL JULY 21, 2016 1:54 PM

New radio station's website crashes from overload of streamers third day on air

HIGHLIGHTS

The Creek 100.9 FM launched July 8

2,000 people streaming on the third day caused its website to crash

Station focuses on Americana, local music



The Creek 100.9 FM goes live in downtown Macon 2:37



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BY THAIS ACKERMAN
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Days before The Creek 100.9 FM launched, a consultant told the radio station's co-owner he would be shocked to see 150 people streaming on the station's website at once.

Three days into the new venture, the site, thecreekfm.com, crashed.

Two thousand people were streaming on the new radio station's website.

"We got it fixed, but that was a cool problem," said co-owner Brad Evans.

Macon's new Americana radio station, located at 533 Cherry Street, launched July 8 and is already receiving positive feedback.

Evans said listeners have told him they listen to The Creek all day long, whether they are sitting at their computer or hanging out in their truck. Co-owner Wes Griffith, said The Creek received positive feedback from a listener all the way from Alaska.

"Everybody is just kind of coming out of the woodwork to support our station," Evans said.

The station's three owners, Evans, Griffith and Rob Evans, never imagined their small downtown Macon radio station would become so popular so quickly.

Brad Evans said Macon has been ready for a local radio station since the end of the golden age when families would gather and listen to the radio as their primary form of entertainment.

The Creek's crew spent 15 to 16 hours a day for two weeks setting up sound checks, scheduling software, wires and microphones in preparation to broadcast. They did not know how they were going to go live until they finished working in the station's studio just a few minutes before they first went on the air.

"It's just a long arduous process to get a radio station going," Evans said.

“

WE'RE GOING TO LIVE AND BREATHE OUR REGION.

Brad Evans

The station strives to keep everything local. It plays Americana rooted music, ranging from Southern rock and country to funk and soul. The Creek also features musicians and hosts who are from Macon or live here now.

"We're going to live and breathe our region," Evans said.

One show on The Creek, Love Child of Rock, is hosted by Macon native Jessica Walden, daughter of Capricorn Records co-founder and music manager, Alan Walden. It airs on Thursdays at 7 p.m.

The premise of the show is for Walden to talk to people she describes as the “offspring of Southern music” and have them share stories about their unconventional upbringing in a Southern music family. The show is meant to give listeners an idea of how music shapes and defines people. Like other shows on The Creek, Love Child of Rock will welcome live performances from local artists.



Accessible local radio that invites live music talent to Macon is imperative to nurture a local music scene, attract more musicians and give the local talent a place to play their music and promote their shows, Walden said.

“Having local radio in our community really does bring it back to the roots of where music came from,” she said. “I think it’s a crucial step in Macon’s progress, standing on the shoulders of such a great history, to have what we’re calling real radio again.

“What I love about it is that it comes back around to where it all began.”

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COMMENTS

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TJ Jones

What happened I listened to the original big X. And when nex came back on it was a dream come true. Then all of a sudden the music changed and the station went away. Why what did I miss?

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Keith Graham

Count me as a fan. Been listening to the same songs for 30 yrs. now. Nice to hear mething different. And without hearing..... Right here on the stations website.

Like · Reply · Jul 23, 2016 8:30pm



Mike Ganas · Sommelier at Chuck E. Cheese's

I'm so digging this new format! There **are** a few songs that the station seems to repeat every day but even that small repetitiveness is nowhere near as bad as the big canned corporate stations. Great variety and best part is 100.9 doesn't crank up the commercials twice as loud as the music and programming the way Q106 does.

Like · Reply · Jul 22, 2016 12:14pm



Wade Handy

The better play some Daddy Ratz

Like · Reply · Jul 21, 2016 9:51pm



Justin Edwards · Warner Robins, Georgia

Great radio station. Play on!

... -

Like · Reply ·  2 · Jul 21, 2016 3:46pm



James Parker

the new format sucks,,,the old format was the best around,,,guess I'll have to use CD's and other means to hear great music again,,,sorry WNEX yo lost me as a listener,,,

Like · Reply ·  1 · Jul 21, 2016 3:30pm



David Gene Bronson · Fire Lt. at Retired

i think the music pretty much sucks, loved the old format, hate the new. yall lost me as a listener

Like · Reply · Jul 21, 2016 3:19pm



Edric Floyd · Warner Robins, Georgia

It's no loss. Go ahead tune away!

You can get generic canned bubble gum radio just about anywhere!

Meanwhile those of us with actual music tastes and a quest for more musical knowledge now have a home. And that is a great thing.

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