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# Singer's seeking an audience of, oh, 90 million

## Unknown vocalist from Mission Viejo courts voters to pick her song to air in Super Bowl TV ad.

By **TOM BERG**

THE ORANGE COUNTY REGISTER

MISSION VIEJO - It's just her and her guitar.

Simplicity itself. She recorded the video with a laptop computer in her bedroom. Now, it could land this unknown singer an audience of more than 90 million people five weeks from today.

That's three times the audience of an "American Idol" finale.

Life has already turned upside-down for

Capistrano Valley High School graduate Kina Grannis, 22. In the last two weeks, she's barely slept. She's received 10 marriage proposals. Her videos are among the most-viewed at [Digg.com](#) and [YouTube.com](#). And she's won more than 200,000 fans from more than 40 countries.

"I can't even comprehend what's going on," says Grannis, who moved to Austin, Texas, last summer but is home visiting her family in Mission Viejo for the holidays.

Says sister Misa, 24, tracking viewership of the videos Friday: "It's crazy to see what countries she's reached. Just today we got Chile, Jordan, Estonia and Fiji."

And to think this all started with ... Doritos.

Grannis originally recorded her own song "Message From Your Heart" to post on her own Web site, which is lucky to get 200 views a day.

"The voice in the song is your heart telling you to remember it," she says. "It's about making sure to step back every once in a while and realize that just being alive is exciting."

After recording it, she heard Doritos was looking for unsigned acts to compete for a 60-second TV spot during the Super Bowl.

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She submitted her video to a panel of music executives, which honed the 352 entries to 10. Two weeks ago, her cell phone rang:

"This is Rudy from Doritos."

"OK."

"You made the Top 10."

"What? Oh my God!"

Grannis is not one to show emotion. She says she's rarely screamed in her life. But she came close: "I was stunned," she says.

Online viewers now are choosing the top three songs. Voting – at [snackstrongproductions.com](http://snackstrongproductions.com) – ends Monday. The top three will be posted Jan. 7 and voters will have until Jan. 28 to pick the winner. That singer will receive \$10,000, a record deal with Interscope Records and a professional music video to air during the Feb. 3 Super Bowl, immediately after the first quarter.

"We're not looking for a Doritos jingle," says Jared Dougherty, spokesman for the snack-chip company, headquartered in Plano, Texas. "We hope to launch a career."

Grannis has helped herself along the way. First she created the Web site

[twoweeksforkina.com](http://twoweeksforkina.com), posting new music videos each day while asking viewers to vote for her. Then she wrote a song called "Gotta Digg," about the popular Web site Digg.com. It instantly became the site's No. 1 link and now she's known as the Digg Girl.

"The biggest thing for me is the comments," she says. "To have someone say: 'You made me feel like I haven't felt since my girlfriend told me she loved me for the first time,' I've cried reading them."

Though she's now pursuing a full-time music career (her style falls between indie and pop), the biggest crowd she's ever sung for was about 200, during a food drive at USC, where she earned a social sciences degree in May.

"If I could actually see all the hundreds of thousands of people who've seen my videos in one room," she says, "oh my gosh, I might die."

If she wins, that number might top 90 million. Watching her and her guitar.

**Contact the writer:** 714-796-6979 or [tberg@ocregister.com](mailto:tberg@ocregister.com)

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