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WITH OUR THANKS TO THE
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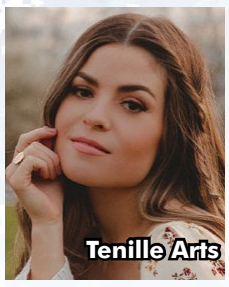
CONNIE BRADLEY
DONNA HILLEY
FRANCES PRESTON
JO WALKER-MEADOR

WHITE MUSTANG RECORDS

LET'S GROW, GIRLS

Labels share what to expect from the women on their rosters in 2021 and beyond

19th & Grand



Coming off her first No. 1 at Country radio with "Somebody Like That" and an ACM New Female Artist nomination, **Tenille Arts** is set to release her third studio album later this year. "Back Then, Right Now" is the lead single. "With the success of 'Somebody Like That' breaking records across the board, it becomes the highest-charting song and the only No. 1 country song written, produced and performed by an all-female team," reminds VP/Promotion **Jim Malito**. Arts is touring this year with Lady A, with another tour confirmed for Jan. 2021.

BBRMG

"In her latest trilogy of music, **Brooke Eden** has beautifully shown the world her most authentic self, not only giving everyone a glimpse of her heart, but also proving she has found an infectious sound that is connecting with consumers," begins SVP **JoJamie Hahr**. Eden, who has been focused the past few years on honing her sound, recently made a triumphant return to country music with a trilogy of releases that caught the eyes of the industry, earning ink in *Rolling Stone*, NPR, MTV News, *Billboard*, *People* and the *Washington Post* while amassing more than 38 million on-demand streams and receiving substantial support on SiriusXM. Her music video for "Got No Choice" premiered on a billboard in Times Square, and the video for "Sunroof" amassed more than seven million streams in its first 36 hours, beating out "Silk Sonic" (Bruno Mars and Anderson.Paak) for the No. 1 all-genre position on iTunes.



Big Loud

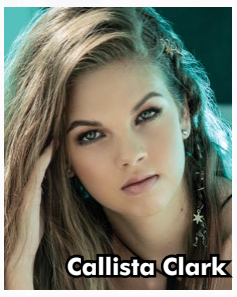
"We are proud to have such a strong female presence at Big Loud," shares VP/Promotion **Stacy Blythe**. "Each of these women have a unique voice that is propelling the genre forward." **MacKenzie Porter** has a single out with Dustin Lynch and will spend the summer recording music for release later this year. She's already earned a spot as a Pandora 2021 Country Artist to Watch, a Juno Award nomination and achieved the most-added single alongside Lynch. Revamping her critically-acclaimed 2020 debut album, *The Dream*, **Hailey Whitters** surprised fans and critics alike with an extended version calling on a star-studded roster of collaborators — Brent Cobb, Jordan Davis, Hillary Lindsey, Little Big Town, Lori McKenna and Trisha Yearwood. The deluxe album finds Whitters moving from fantasizing "the dream" to actually living it. Releasing new music this summer, Whitters will be taking it on the road with Midland later this year. **Lily Rose** made waves last year with her TikTok reactive hit "Villain." Her identifiable tone sets her apart, with "Villain" gaining traction at Country radio. Collaborating with producer Joey Moi, the "promising new talent" (*Billboard*) is in the studio gearing up to release music throughout the year. **Ashland Craft** is putting the finishing touches on her debut album releasing later this year, produced by Jonathan Singleton, and joins the Zac Brown Band tour this summer and fall. As *American Songwriter* says, "There's a new country badass in town, and her name is Ashland Craft."



Big Machine

"Next Girl," the follow-up to **Carly Pearce**'s CMA and ACM award winning platinum single "I Hope You're Happy Now" – and featured on her latest collection, *29* – climbs inside the Top 20 at Country radio. The third most-played female artist in the format last year (**Country Aircheck**), Pearce is scheduled to release a collection of new music this fall. She's also featured on the soundtrack for the Netflix film *The Ice Road*, out June 25. Pearce returns to the road in late July as direct support for the upcoming *Lady A: What A Song Can Do Tour.*

Callista Clark is already Top 40 with her debut single, "It's 'Cause I Am." Chosen by the majority of broadcast companies as a new music initiative and most recently selected as iHeartCountry's *On The Verge* artist, the 17-year-old is celebrating the release of her debut collection, *Real To Me.* "The thing that sets Callista apart, and that both listeners and programmers see and hear, is that she is real," says GM **Clay Hunnicutt.** "She's lived the songs she sings and delivers them in a powerful way that is perfect for mainstream Country radio and their listeners." Following the release of her sophomore album, *I Don't Believe We Met*, **Danielle Bradbery** will also be releasing new music this summer. "Danielle is one of the most incredible female vocalists in music — period," insists SVP/Promotion & Digital **Kris Lamb**.



Big Sky

Stephanie Quayle readies her next digital release, "Lone Ranger," to join her 2021 collection of songs "By Heart," "Wild Frontier" and "We Buy Gold." The new sound from Quayle reflects her creative chemistry with producer Alex Kline. "The country music fan is consuming music at the highest rate we've ever seen, and our pivot in strategy reflects this," hails VP/Strategic Partnerships & Development **EJ Bernas**. "We are highlighting Stephanie's evolution creatively by releasing music every 8-12 weeks." Quayle continues to build her résumé of brand partners with the addition of Lucchese, to be formally announced this summer.



Black River

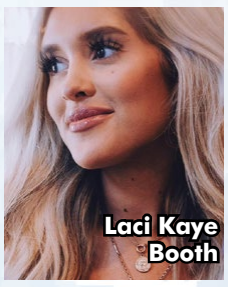
MaRynn Taylor moved to Nashville in 2019 to pursue music and stepped into an almost dreamlike scenario. She was standing in the rain — when doesn't it rain during *CMA Fest* — ready to go home when she was handed a flyer for Black River's *60-Second Spotlight.* As luck would have it, the talent opportunity was closed for the day, but as fate would have it, the executive staff enjoyed the conversation and invited her to sing. The first song she wrote and released last summer is a tribute to her father, "Dads And Daughters." Taylor released "I Know A Girl" in February and "Lies Of My Fears" arrived June 11.



As seen with "Half Of My Hometown" (f/Kenny Chesney), **Kelsea Ballerini**'s storytelling delivers modern twists on traditional country themes. "She remains an ambassador for the format as she continues to use her platform to support up-and-coming artists," points out SVP/Promotion **Mike Wilson**.

BMLG Records

Lady A's current single "Like A Lady" continues to climb the charts, and their latest collection of music, *What A Song Can Do Chapter 1*, was released June 25. Look for their tour of the same name to launch July 30. BMLGR is also gearing up for the launch of their newest artist, **Laci Kaye Booth**. Hailing from Livingston, TX, Booth grew up with country music in her blood playing around the state until 2019 when she went on *American Idol* and placed Top 5. After moving to Nashville to hone her writing skills, she was signed in 2020. Booth is currently in the studio with producer Dann Huff, will be releasing music later this summer and has touring plans for 2021.



Broken Bow



Lainey Wilson knows some things a man … and woman … oughta know. Called a "song every country fan needs to hear" (*Taste of Country*) and a "must listen" (*Rolling Stone*), "Things A Man Oughta Know" is climbing through the teens. And she's just getting started, according to VP/Promotion **Lee Adams**: "Lainey's work ethic is second to none. Her content is creative and continuous." With her signature "Bell Bottom Country" sound, Wilson's blend of traditional country with a modern-yet-retro flare can be found throughout her album, *Sayin' What I'm Thinkin'.* "Lainey proved early on that she connects and that she will be a major part of our format and its future," says Adams, who touts Wilson's streaming and consumption numbers as nearing 70 million on-demand streams and gold consumption. She's back on the road and will join Jason Aldean's *Back In The Saddle* tour in August.

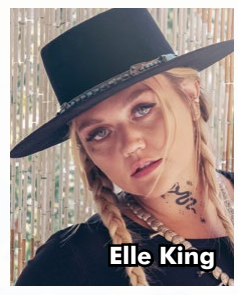
Capitol



Caylee Hammack is in the studio working on new music, according to VP/Promotion **Bobby Young**, who says "We're excited about getting her back out in front of programmers." Hammack is also a support act on Luke Bryan's *Proud To Be Right Here Tour*, kicking off in July.

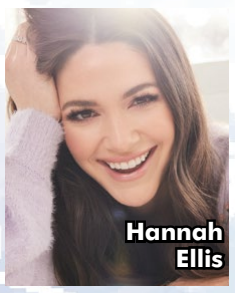
Columbia

After officially making her entrance in the format, **Elle King**'s "Drunk (And I Don't Wanna Go Home)" (w/ Miranda Lambert) is impacting Country radio now. The ACM and CMA award winning artist's musical style was deemed "a little bit country, a little bit rock n' roll" by *Rolling Stone* and "punkish country" by *Variety*. On the heels of an award-winning year, **Maren Morris** has been all over the airwaves while taking home Female Artist of the Year trophies from the most recent ACM and CMA Awards, in addition to Song and Single for "The Bones." She's currently ascending the chart with her collaboration with husband Ryan Hurd, "Chasing After You." "Maren is spending a good part of this summer writing and recording, and there's so much anticipation to hear what's coming next from this world-class entertainer," shares SVP/Promotion **Shane Allen**. After earning rave reviews on her 2020 debut album, *The Lemonade Stand*, **Tenille Townes** will have new music coming throughout the year. Her first release, "Girl Who Didn't Care," is available now.



Curb

"I am so excited to be talking about a female artist," exclaims SVP/Promotion **RJ Meacham**. "**Hannah Ellis** is our first new female act in a while, and trust me, the Curb team has big plans." He adds, "If you've had the chance to be around Hannah at all, you know she is the absolute total package and real deal. Her voice, her personality, her look — she has it all. Get ready for Hannah's new music coming very soon. And we will make sure that each of you have a chance to hang with and get to know this star ASAP!"



EMI Nashville

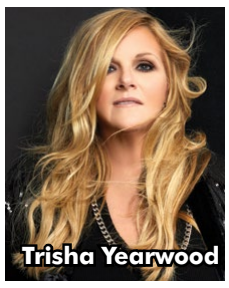
"Some of you were able to meet **Kylie Morgan** right as the pandemic began, and we are excited to get her back out on the road and continue what we started," says VP/Promotion **Jimmy Rector**. "The Oklahoma native released her first EP to DSPs June 11, and we look forward to bringing her music to radio."

GrassRoots Promotion

Actress **Veronika** from FX's *What We Do In The Shadows* is climbing the charts at Country radio with her

debut single, "Homesick." After going viral on TikTok performing a song she wrote about her bad taste in men, **Mary Heather Hickman** makes her debut at radio with "Treasure." "We are excited about these distinctive female voices and the stories they are telling," shares Managing Partner/Co-Owner **Nancy Tunick**. "We are a 100% female-owned company, and eight of our 12-member staff are female, including our accomplished VP/Promotion **Renee McClure**. We feel passionately about helping women contribute their unique perspective to the country music landscape."

Gwendolyn Records



This year marks the 30th anniversary of **Trisha Yearwood**'s self-titled debut album and record-breaking debut single "She's In Love With The Boy." To celebrate this milestone, Yearwood recorded a special new rendition that will be featured on her upcoming *Every Girl 2021 Deluxe Album* to be released this summer.

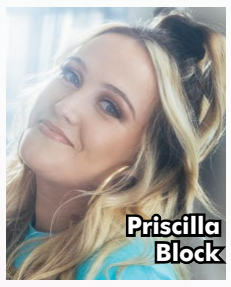
MCA

Kacey Musgraves' next album, which will be jointly released via Interscope and UMGN, is expected later this year. **Reba McEntire** contributed "Somehow You Do" to the motion picture *Four Good Days*, currently available on demand. This year marks several anniversaries in McEntire's catalog, as well, and those will be spotlighted at DSPs and retailers. Joint Interscope/UMGN artist **Kassi Ashton** has also been in the studio working on new music. Finally, MCA welcomes **Catie Offerman** to the roster. The Texas native is an accomplished fiddle player. Coupled with her abilities on guitar, she has a unique sound rooted in traditional country with thoughtful lyrics. Offerman is currently working on her debut album, and SVP/Promotion **Katie Dean** expects to introduce her to radio later this year.



Mercury

"The women of Mercury are coming strong with new music in the second half of 2021," says SVP/Promotion **Damon Moberly**. **Lauren Alaina** enlisted the help of Jon Pardi for current tempo jam "Getting Over Him," the single from her new studio album set for Q3 release. "Lauren Alaina is a staple of our playlist at KRTY/San Jose," says GM **Nate Deaton**. **Priscilla Block**, who KSCS & KPLX/Dallas PD **Mike Preston** calls "an emerging star," hit the scene in the middle of a pandemic but is now getting out on the road to meet programmers and fans as the debut single "Just About Over You" – from her self-titled EP — climbs the charts. Her full-length debut album will be released in the third quarter. **Maddie and Tae** are coming off a No. 1 ballad as the Mercury team brings their new single "Woman You Got!" for the summer. Additional tracks will follow in July and September leading up to the release of their next studio album.



Monument

In 2021, Monument shipped powerhouse vocalist and songwriter **Caitlyn Smith's** first single to Country radio, "I Can't" (f/Old Dominion). Getting creative on 2021's version of a radio tour meant renting out full venues in cities across the country for five or six people at a time to hear her sing. "Luckily, with an artist like Caitlyn Smith, whether over Zoom or in a 'socially distanced' theater, she's going to blow you away," says VP/Promotion **Drew Bland**. With new music coming from nearly all the label's artists through the end of the year, including Smith and newly signed sister-duo **Tigirlily**, Co-Pres. **Shane McAnally** teases, "The music Monument is getting ready to release is what the label was built on — creativity, innovation and true originality."



RCA



Miranda Lambert's "Settling Down" continues to resonate with listeners. SVP/Promotion **Dennis Reese** remarks, "We're going for No. 1 at the end of July, giving her back-to-back top-of-chart hits." He adds, "She's been writing and is in the studio and will have new music sooner than later." She's also featured on "Drunk (And I Don't Wanna Go Home)," Elle King's first single released to Country. Meanwhile, stop by Lambert's new Nashville cantina, Casa Rosa.

Riser House



"Speaking as one with too few X chromosomes (or one Y too many), I'm proud Riser House was co-founded and led by a woman," says SVP/Promotion **Bob Reeves**. **Meghan Patrick** released her *Heart On My Glass* LP June 25, and the woman who signed her, Pres. **Jennifer Johnson**, says, "She has a distinct voice, not only in music, but as an intelligent, opinionated woman with a grounded life perspective." Reeves and Johnson "can't wait" to introduce her one-on-one to radio and their listeners.

Sony Music Nashville

With more than 1.2 million TikTok followers, **Hannah Dasher** has built a dedicated fanbase with "just the right amount of leather and lace" (*Billboard*). Her latest release, "Left Right," sets the pace for her upcoming project *The Half Record* (arriving July 9), confirming her role as "the country-rock goddess country music needs" (*Taste of Country*). Says VP/A&R **Margaret Tomlin**, "With her bold lyrics and contagious personality, Hannah is carving a significant place for herself in country music." Rising country/Latin husband/wife team **Kat & Alex** made waves with the release of their debut track "How Many Times" and its accompanying Spanish version. The duo recently released "You And The Radio" and "Heartbreak Tour," which *The New York Times* called "an earnest power country slow-burner."



River House Artists/Sony Music Nashville newcomer **Georgia Webster** first gained attention when her song "Tell Your Mom" went viral on TikTok, picking up nearly three million views in a few days. Now, with her new track "Push And Pull" earning critical acclaim and more than 240,000 TikTok followers, Webster is gearing up for the July 16 release of her debut EP, *My First Goodbye*. "When Lynn Oliver-Cline brought us Georgia, we knew instantly we needed to partner with River House Artists, making her the first female signing with the joint-venture," notes SVP/A&R **Taylor Lindsey**.

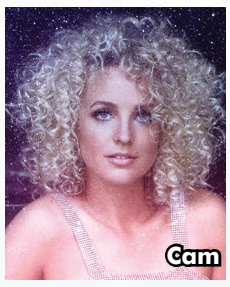
Stoney Creek

In their debut outing with "Met Me Now," sibling trio **Track45** (Jenna, Ben and KK Johnson) immediately caught radio's attention, nabbing the most-added position of the week with a sound described as "new old school" by songwriter/producer Ashley Gorley. "Track45 is fresh, young and old school – blended with their familial harmonies – it's a one-of-a-kind sound that is missing from our format," says VP/Promotion **Adrian Michaels**. While young, each sibling is a musician and earned publishing deals on their way to a record deal. Collective writing credits include Justin Timberlake, Charlie Puth, Dierks Bentley, Lee Brice, Weezer and Hardy.



Triple Tigers

Cam became the first solo female in 2021 to have the most-added record on impact with current single "Till There's Nothing Left" off her critically-acclaimed album *The Otherside*, released in October. *The New York Times* calls the track "an arena-country promise of uninhibited backseat passion." SVP **Kevin Herring** adds, "I don't think there's a better litmus test for a track than having almost 1,200 spins on The Highway, which helped drive more than 25 million streams and 3 million video views. Radio can be more confident than ever about the validity of this song and artist." Cam is "a global brand," as Herring puts it, with a massive following, and "Till There's Nothing Left" is a prime example of her captivating vocals and natural artistry.



Warner/WAR



Gabby Barrett continues leading the charge for the next wave of soon-to-be country music superstars. Her debut album made history, with her 5x platinum-certified debut single ("I Hope") hitting No. 1 on the airplay charts and its platinum-certified successor ("The Good Ones") following suit for three weeks. She has been nominated for and won a multitude of awards, including ACM New Female Artist of the Year, and has already topped one billion global career streams.

Warner/WEA

Ingrid Andress has had a big 2021: she was nominated for three Grammys and was the only country artist who earned a nod in the all-genre Best New Artist category. Her No. 1 debut "More Hearts Than Mine" has been certified platinum, and her current single "Lady Like" is Top 40 and climbing with nearly 100 million streams heading into June. This fall, Andress will get the opportunity to start where she left off before the pandemic: opening for Dan + Shay's arena tour beginning in September. *CMT Listen Up* and *Next Women of Country* duo **Walker County** are celebrating the radio release of their debut single, "Bits & Pieces." Lead vocalist Ivy and percussionist sister Sophie have been performing together for as long as they can remember – and have been on the road meeting radio. They will also open for Old Dominion this summer.



Warner/WMN



Robyn Ottolini signed with WMN in Oct. 2020, just weeks after her song "F-150" became a viral sensation. The post-breakup hit reached No. 4 on Spotify's US Viral 50 chart and No. 3 on *Rolling Stone*'s all-genre Trending 25 chart. By spring, it garnered more than 20 million streams globally. With numbers like that, "F-150" became the obvious choice for her debut Country radio single and was among the Top 5 most-added songs upon impact. As the world starts to open back up, Ottolini will hit the road this fall as direct support for Breland, performing songs from *The But I'm Not Always Sad Either* EP. **Ashley McBryde** earned Album of the Year nods at the ACM, CMA and Grammy Awards (country) for her sophomore record *Never Will* and was selected to co-host the *2020 CMT Awards* with Kane Brown. She kept the spirits of country music fans high throughout lockdown with her weekly quarantine content and the release of *Never Will: Live From A Distance*. McBryde is now back in the studio working on new music, and this summer she is out on her own headlining tour before joining the Luke Combs tour as direct support this fall.

Wheelhouse

Comprised of Naomi Cooke, Natalie Stovall and Jennifer Wayne, **Runaway June** are the "Next Hot Trend in Country Music" (*Billboard*). In the past few years, the trio has been nominated for New Vocal Duo or Group of The Year at the ACM Awards, selected for CRS *New Faces* Class of 2020, released their debut album to critical praise, toured the country on Carrie Underwood's *Cry Pretty Tour* and made history with single "Buy My Own Drinks," which marked the first time a female trio has broken into the Top 5 on the Mediabase/Country Aircheck chart since The Chicks in 2003. Runaway June are currently in the studio working on new music — slated to be shared during their sets on Luke Bryan's *Proud to Be Right Here 2021 Tour* this year.



White Mustang

Flagship artists **Presley & Taylor** will continue to grow their "unique blend of country vibes and God-given sibling harmonies" with more releases in the fall. New music is being finalized with producer/label head James Stroud and comes on the heels of their debut single, "Everybody Sees It," which garnered more than a million streams and two million video views. Their current single, "Don't Even Know Your Mama," is already showing faster growth. Head/Marketing **Pepper Meiler** says to keep an eye out for the "cinematic brilliance of director Gus Black" on the single's new video. **CAC**



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