

# TENILLE ARTS

- OVER 135 MILLION LIFETIME STREAMS
- CMT NEXT WOMEN OF COUNTRY
- CRS NEW FACES

## SOMEBODY LIKE THAT



**Jim Malito**

VP Promotion  
480-203-4808

[jim@19thandgrand.com](mailto:jim@19thandgrand.com)

**Suzanne Durham**

Regional Promotion Midwest  
615-828-9493

[suzanne@19thandgrand.com](mailto:suzanne@19thandgrand.com)

**Rick Young**

Regional Promotion West  
818-926-8189

[rick@19thandgrand.com](mailto:rick@19thandgrand.com)



**Anna Bea Major**

Promotion Coordinator  
615-584-3771

[annabea@19thandgrand.com](mailto:annabea@19thandgrand.com)

**Dave Collins**

National Director  
480-223-8337

[dave@19thandgrand.com](mailto:dave@19thandgrand.com)

**Kellie Longworth**

Regional Promotion Southwest  
937-232-0574

[kellie@19thandgrand.com](mailto:kellie@19thandgrand.com)

**Jim Dandy**

Regional Promotion Southeast  
813-422-1947

[dandy@19thandgrand.com](mailto:dandy@19thandgrand.com)

NEW FACES

# Faces for Video

Five Artists Celebrate A Virtual First



## Tenille Arts

19th & Grand

**Learning how to slow down.** That's what 2020 was. You don't need to make your career happen every single day ... you can take a couple of days here and there for yourself to focus on the things that really matter: family and friends. It was a challenge being off the road and learning how to do that.

**I was lucky, because** during the first part of quarantine, I had pretty much every radio station asking me to take over their Facebook or Instagram to go live and meet with their listeners. I got to stay connected that way.

**I got creative in making music,** because I was writing a *ton* over Zoom. My producer and I would be on Zoom – using a link called Audiomovers and listening to the musicians recording in their home studios. I recorded five or six new songs completely distanced from people. It's still not my favorite way, but once you get over the hurdle of not being able to sing together and talking over each other, you get used to it and learn to make the best of it. It was great to be able to stay creative and continue making music during the weirdest time in our lives.

**I love CRS,** getting to chat with all of the stations. It's a mini radio tour all in one room. And I got to meet some amazing artists – there's Keith Urban walking around or Blake Shelton.

It's really, really cool to have all of the artists, many of whom are my idols, in one room.

**A lot of people have shared** advice with me, but one of my favorites about the music industry is ... nobody really knows what they're doing. That gave me so much comfort. It's art, it's music, people are going to like it, people are not going to like it. You have to stay true to who you are and get too caught up in the trends of what's popular in music right now. You have to stick true to yourself.

**My manager got my publisher** and label on the phone and told me I was a New Face. This is the highlight of 2020, ending the year with such exciting news and then knowing that coming into 2021, we have all this momentum. We get to be in front of so many important people who are watching the *New Faces* show. I'm working on something interactive for them.

**Radio can expect a new single** at some point – super excited about how well "Somebody Like That" is doing – but I know I'm going to have to put out another single soon. I *think* we've picked a song I wrote in quarantine, so it wouldn't have happened if 2020 wasn't the way that it was. I've got five or six songs, but I'm not sure if we'll promote them all as singles or as a project. Have to wait and see.

## Travis Denning

Mercury

**I've figured out the exact balance** I like between being home and traveling. It's been rough not being on the road. A lot of my personality is loving the journey and the constant new experiences touring brings, but on the flip side, I've gained a lot of perspective on the things that made me fall in love with country music in the first place – the outdoors, family and home. When things get back to normal, I'll know exactly where I want to balance it all to stay creative and excited.

**It's been a huge test** on how to adapt when things change, but my team and I got creative this year. Virtual concerts, Zoom hangs with fans, IG Q&A – it's been fun to find new ways to connect with fans.

**Great friends and supporters** at Country radio and streaming services helped promote the EP during a crazy time. A big part of the promotion was word-of-mouth and fans being excited for new music. We couldn't play shows or do conventional interviews, so in a way, we had to throw it out there and hope for the best.

**The silver lining has been** doing the things I miss the most on the road: fishing, spending time with my girlfriend and watching my nieces and nephew grow up. I love

touring and traveling the world, but it's easy to let time fly by in the grind of things. This has helped me find the middle ground.

**The first time I played the UMG luncheon** at the Ryman was a moment I'll never forget. I played my first single, "David Ashley Parker From Powder Springs," and the crowd laughed and loved it. It was an amazing feeling.

**Damon Moberly called my manager** about New Faces, and I just happened to be sitting there when he told her. I definitely shouted some happy obscenities. It's been one of the biggest goals I've had, and it's a huge honor. I'm such a fan of everyone else on the show and am excited to be on it.

**I love and feed off of live energy,** so missing that during the New Faces show will be different, but it'll be a great opportunity for everyone to try something new and show who we are individually.

**In 2021, Country radio can** expect new music and (hopefully) some cold drinks and catching up when this pandemic is over. I can't tell you how much I've missed seeing my friends in radio across the country, and I hope they feel that during the New Faces show.



## Hardy

Big Loud

**I grew a lot in 2020.** With so much time at home, everyone got to dive deep creatively and personally. This time period of isolation/quarantine just reiterated to me that my friends, family and time together with those people is most important. Professionally, I also put out my debut album in 2020, so I learned a lot through that process about myself as an artist and what it takes to put out a record.

**Between promoting my second single** and putting out my record, we *had* to get creative. We did the livestream thing a few times, and figured out production stuff with strict COVID protocols for video shoots and content. We launched *The Hardy Show* late last year to give a unique look at my life off and on the road and the things I enjoy doing. We've made lemonade every step of the way, and I had one of the best years of my career ever despite it all, which I'm very thankful for.

**To promote my single and album,** we Zoomed ... like lots and lots of Zoom. We also tried to get creative with socials and digital, creating new, safe content and still being authentic with who I am as an artist. It was challenging at times, but again, I love what we ended up creating and what this year produced.

**I'm only writing for other people** for a while. That's what I told my team after I finished writing for my record – unless there's something really, really special. I've taken a lot of this time to write with some people I've never gotten to write with before – both veterans and brand new songwriters in town, as well as some artists that I'm a huge fan of. It's been a blast. And, of course, getting to spend time with my family, my girlfriend and her family has been a huge blessing. I never would have had this time in a regular year.



**My favorite CRS memory** is waking up in my hotel room at the Omni at 5am and answering the ringing hotel room phone. "Hey, tell her I know you" is all the voice said. It was Morgan Wallen, and he had to crash in my room, but the front desk lady had to confirm that we knew each other to let him up the elevator. Apparently, he had been calling for quite some time. The next day he had a full day of interviews, etc. and he had to borrow all my clothes. So, if anybody has a picture of Morgan from CRS in a vest with a black and blue checkered shirt and a black rope hat, those were my clothes.

**I was blown away** when I found out about *New Faces*. So stoked. Some artists I absolutely love got their start with and really broke out through the show, so to be chosen as a part of that is an honor and extremely exciting.

**Like every other show** these past 11 months, it will be a huge bummer not to perform live and in person for these folks. The energy in the room when you play a show is unbeatable, and you can't replicate that. I'm still really excited to play our set, to get my band together again and get show ready. It will be one of the first times I'm playing cuts from my new record for an audience, so I'm really looking forward to it.

**This year is going to be big!** My next single, "Give Heaven Some Hell," launched at radio in late January, and it's maybe my favorite of the songs I've sent to radio so far. I'm excited to hear what people think about it. I've had a lot of fans reach out and tell me that the song means a lot to them and helped them cope with loss, so I hope that even more people get to hear it and that, maybe, it will do something for them, too. I got into music to write and sing songs like this, so I can't wait to see what happens.



## Matt Stell

Records/Arista

**I learned a lot in 2020,** but probably the biggest lesson is to make sure not to take anything for granted. I know that's kind of a cliché, but it's so true. Playing live music and being in crowds is such a blessing, and I'm going to make sure and treat it as such when we're able to do those things again.

**My team and I tried** to stay as creative as possible. For me, that meant a lot of songwriting via Zoom, as well as livestreaming. We performed some full concerts that were streamed, as well. We also shot a music video that featured me playing 13 characters so we could follow the COVID-19 rules.

**Luckily, a lot of stations** and media outlets have embraced the livestream model, so we're able to do some of that when promoting new music, but it's not the same. At the end of the day, you just hope songs get their chance to be heard and let the chips fall where they may. We're very lucky to have the tech to get music out there, even in these strange times.

**The biggest silver lining** has definitely been the extra time to write songs. The music that comes out of this time will be very strong because of the extra time spent writing.

**I like to joke that I ate every meal** during my first CRS at Bar Lines in the Omni. It was my stomping

grounds, for sure. I met a lot of Country radio and music business folks there. I think the reason anyone gets into the music business – be it artists, writers, on-air personalities, PDs and the like – is because they have a passion for music, so meeting people with a similar passion makes for easy conversations and quick friendships.

**I found out from my manager** that I had been chosen for *New Faces*, and I was beyond excited. Country radio means so much to me. It's how I first heard the music of my heroes. Fast forward, and Country radio changed my life again by believing in my music. It means the world to me to be one of the *New Faces* artists.

**The main con with CRS** and the *New Faces* show being virtual is that we can't all be in the same room rocking out. Hopefully sooner than later, we can safely return to some kind of normalcy where live music is back in a big way. The biggest pro is that we have the tech that gives us the option to do it. I don't know what we would've done a couple of decades ago.

**The Year of the Mule.** That's what my team and I are calling 2021 because we are going to grind every chance we get. We can't wait to get back at it when the time is right. You can expect us to be as close to everywhere as we can be, all the time.

## Ashley McBryde

Warner/WMN

**Oh boy.** What an eye-opener 2020 turned out to be. I learned that while I identify to the outside world as a songwriter and an entertainer, I also self-identify that way. The feeling of losing one's identity isn't one I would wish on any person ever. Once that feeling sets in, I found out just how lazy I truly can be. But then my senses returned to me, and my bootstraps invited me to pull myself back up. Even though 2020 showed me how weak I can be, it also illuminated how strong I can be and how much bounce-back I have.

**Releasing a record** at the start of a pandemic was pretty interesting. Unable to tour, of course, we tried to keep fans and new listeners within reach by doing weekly (and sometimes multiple per week) livestreams. Inviting fans into my living room like so many other artists was fun and a good way to stay in touch. We also changed up the merch side of things in an effort to keep fresh conversations with fans and give them and us something to look forward to. This was a time I had to really put all of my trust in my team in every area – and I gotta say, they are an impressive group of folks.

**We had some TV opportunities,** and those had to be safely pre-taped, but we were happy to do that. Beyond that, this is when you trust your radio promo team to execute on a high level. I adore my radio team. Getting a single

into the Top 10 during a pandemic is no joke. I love those guys and gals.

**I really love the chaos** of CRS. I love the sense of go, go, go – jump on stage, perform, get to the next thing and go, go, go. I even loved playing to a hotel room stuffed full of folks. I'm the same way during *CMA Fest* and other fests. I love that kind of thing.

**I got a text from Anna Cage,** my National at Warner, about *New Faces* first. I was tickled! I love everybody in this class. I'm stoked to perform and just rock the shit out of CRS this year.

**A major con of CRS** going virtual is not performing for a live audience. The jitters and the energy that come from that is irreplaceable. I miss it so much. I reckon an advantage would be that since it's filmed, if something goes wrong, we can do another take. Even that feels a little like cheating to me. If an amp blows up and we have to think on our feet, I wanna *do* that. I want to recover and make the best of it. This year, though, we're gonna make the best of being virtual and be thankful we get to perform and do it in a way that's safe for everyone.

**I'm gonna be in there like** hair in a biscuit in 2021! We have singles to work and – \*wink wink\* – maybe some new music to rehearse. **CAC**

