

PR Analysis of the Nashville
Music Industry
by Olivia Goodfellow

PR AND THE NASHVILLE

MUSIC

INDUSTRY

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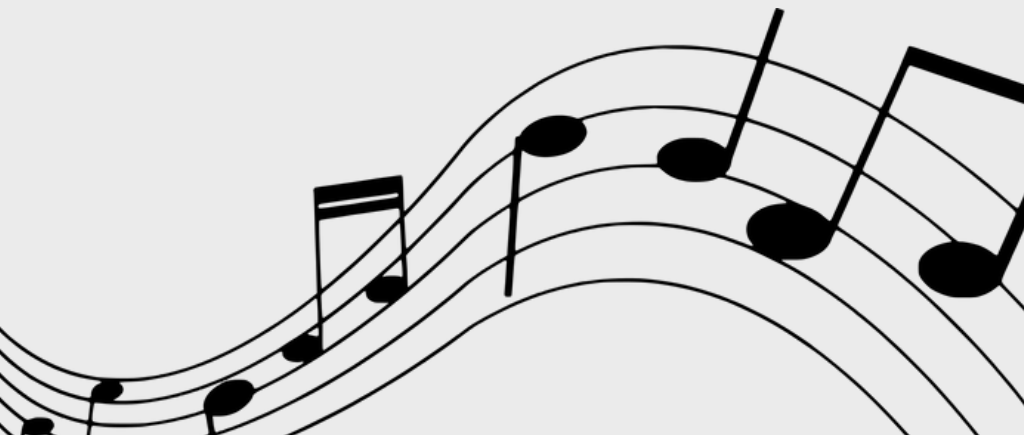
INTRODUCTION

What does it take to be successful?

Many young artists ask themselves this question over and over again in their musical journey.

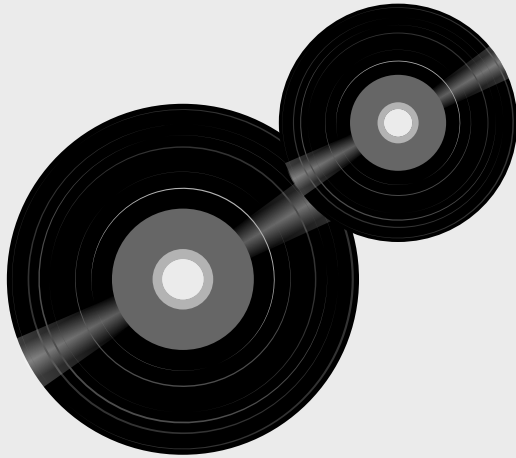
Is it still beneficial to take in a cassette tape into a record label on music row and hope for the best? Probably not. My name is Olivia and I want to help answer some of these questions that so many people have. I am here to create a public relations analysis of what it takes in 2024 to become a Nashville country star (and many tips that can apply to music in general).

So, let's say you come to me and ask me to help you to get from a closet country singer to headliner. In this booklet, I will include the information I found useful in finding the best way to start a music career.



First, lets highlight a few different artists, big and small, and see what they did..

WELL-KNOWN ARTISTS





Let's talk for a few minutes about country phenomenon **Lainey Wilson**. People are calling her the Dolly Parton of the younger generation. The question is... how did she get there?

First, she started creating music. Whether you are 12 like Lainey was, or you are 40 years old, the first step is to start making music. It may start with practicing the guitar every day for 5 minutes or writing full songs every day, you have to start somewhere.

Eventually, after years of working hard to create new music, Lainey landed her first number 1 hit and platinum record with "Things A Man Oughta Know" and has since had 7 number 1 hits.

What do we know about Lainey Wilson?

Industry Position

- Collaborations with big artists like Post Malone, Jelly Roll, Miranda Lambert, Hardy, Cole Swindell, etc.
- Signed with BBR music group
- Acted in season 5 of “Yellowstone”
- Won a Grammy for “Bell Bottom Country”
- Won multiple ACM and CMA awards
- Induction to the Grand Ole Opry

Audience

- Large audience of women, both young and old
- Instagram, Tiktok, Youtube
- Multi-generational, fun for grandparents and grandchildren to go to her show and listen to her together.

Self-Promotion

- Social media
 - Using nostalgic posts
 - Posts about attire
 - Story telling and authenticity
- Local gigs, starting in bars around Louisiana and Tennessee.

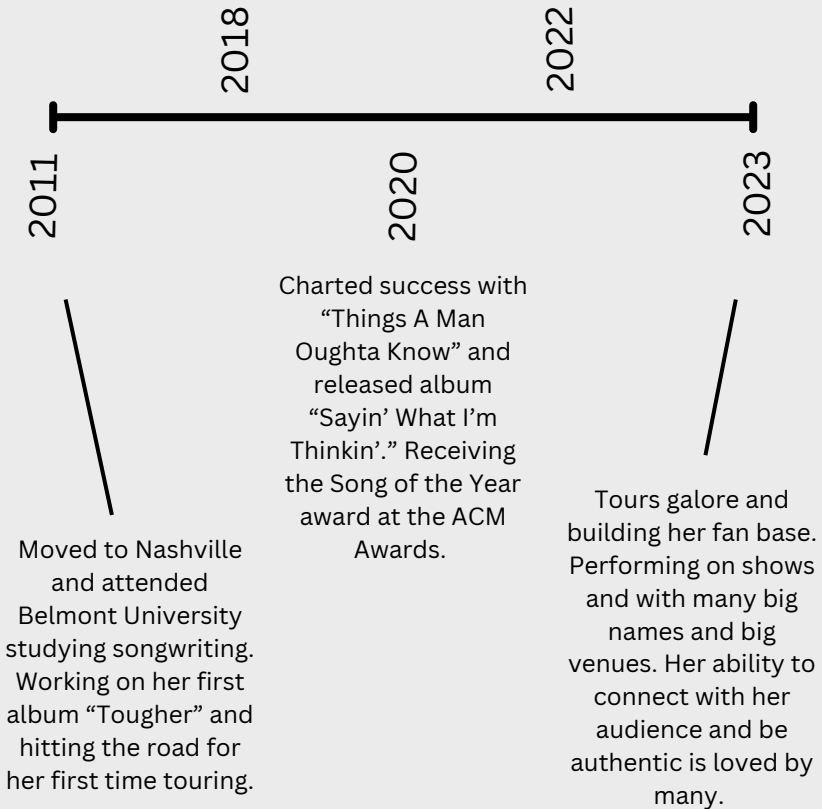
Record Labels

- Signed with BBR Music in 2018.
 - Receiving huge support in marketing and production.
 - Helping with breakout from “Things A Man Oughta Know” in 2019.
 - Broadened exposure on Spotify and Apple Music
 - Now, in 2024, with over 9.6M monthly listeners on Spotify.
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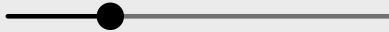
TIMELINE

Signing with Broken Bow Records, who helped her to release her first EP and established her as a rising artist. Now, she has the help of a record label behind her.

Gained role on the popular TV show, “Yellowstone” helping to expand her fan base. Also releasing a new album, and earning 6 more CMA nominations.



MODERATELY KNOWN ARTISTS





Have you ever heard of rising star **Avery Anna**? If yes, awesome! If not, don't worry, a lot of people haven't. Yet. At only 20 years old, Avery Anna is just starting off. So what is she doing to become successful?

Like many other people, Avery Anna has been creating music since she was young. Whether it was performing in the bathtub for the best acoustics, at a church event, or on stage at the Grand Ole Opry, Avery loves to perform.

Raised in Arizona, Avery decided to make the news to Nashville at the young age of 17. Now, let's take a look at how she did there.

What do we know about Avery Anna?

Industry Position

- Signed with Warner Music Nashville.
- Performances at events like CMT Music Awards
- Collaborations with artist like Jenna Raine, Sam Barber, Adrien Nunez, Dylan Marlowe, Parmalee, and the love junkies.
- Gold and platinum certifications for viral hit “Narcissist.”

Audience

- Both classical and modern country fans, with a mix of rock fans in there as well.
- Young girls who can relate to her stage of life.
- With emotional songs like many of hers are, she strikes people going through heartbreak and self-discovery.
- TikTok and instagram users.

Self-Promotion

- Avery became successful first on TikTok.
 - Recording videos in her bathroom and going viral
 - She was viewed as approachable and very authentic
- Uses Instagram and YouTube now.
- Collaborates with other artists to be able to expand her audience.
- Participating in trends, and continuing to create videos that get a high viewing on her profile.
 - Behind the scenes
 - Comedy

Record Labels

- Warner Music Nashville provided support for with promoting her EP, tours, etc.
 - Helped her to find other people to collaborate (Parmalee).
-

TIMELINE

Released her debut single “Narcissist” and that went viral with Sirius XM topping in The Highways’s Hot 20 Countdown. Debuted on the Grand Ole Opry stage.

Released her debut album “Breakup Over Breakfast” and began her first tour, selling out in many small venues and performing on late night shows and at the Grand Ole Opry many times.

2020

2022

2023

2024

Began by posting videos on TikTok in her bathroom and gaining a following on social media platforms with covers.

Released her first EP with very emotional and personal songs that were relatable for her audience. Named an Artist to Watch from Amazon, Pandora, Spotify, etc.

LESSER-KNOWN ARTISTS





Everyone has to start somewhere, right? After artist **Katie June** started posting on social media and creating music back in 2023, she has been able to gain a following of 600 on Instagram and over 1,000 likes on TikTok.

Although she isn't huge right now, who is to say she won't be someday? This year, she has posted 3 singles and used social media to post covers and participate in trends in order to gain a following. For someone who only started posting around a year ago, she is making headway for sure. So what are her next steps?

What do we know about Katie June?

Audience

- Katie June has a mix of people who are following her both male and female.
- From the Instagram posts, it appears like she is aiming for a female audience with music that everyone can relate to.

Self-Promotion

- Instagram, TikTok, YouTube and Facebook.
- Creating content every few days that she shares across different platforms.
 - Participating in trends

ARTIST INTERVIEWS & QUOTES

Jaden Hamilton

“I mean, the biggest fastest way to get to the top is always social media. Thats how it happened for me... I was posting random videos all the time on TikTok and instagram and then I got a publishing deal.”



Andrea Alonso



“Once I started talking to people in Nashville and I started talking to people around here (Idaho) who are musicians, it made a huge difference because you are all sharing the same goal, and it puts things into perspective that you aren’t alone. These people want to see me win and I want to see them win.”

“In 2019, when I graduated, I was so excited to pursue music and play shows down on Broadway in Nashville ... then COVID happened... I was like, “Well, all there is to do is social media,” so I popped on TikTok and started posting videos.

It was one of those weird anomalies where my very first video went viral... The next thing you know, it was at 2.3 million views. I spent the entirety of the pandemic learning the platform and how to go live, when to post, what to post, and how to post. I used the pandemic and made something positive out of it.”

-Ashley Cooke (2.2M monthly listeners)





“When I picked up guitar, it wasn’t like, ‘OK, I’m going to be Kenny Chesney.’ It was like, ‘I want to play a chord,’ and then it was like, ‘I want to play another one, then play a song, then sing while playing the song.’”

-Luke Combs (26.4M monthly listeners)

PATTERNS



So, what are some things that all of these artists have in common?

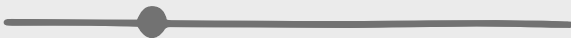
1. Creating music consistently
 - a. Independent Releases with things like singles and EP's
 - b. Writing music often in order to work towards getting a publishing deal.
2. Authenticity and Relatability
 - a. Many successful artists have relatable music as well as a relatable online presence that helps other people to feel like they know them.
3. Strong Social Media Presence
 - a. Posting consistently and often.
4. Collaboration/Networking
 - a. Meet new people - whether it be from facebook groups, gigs, or just research in free time, find people with shared interests and don't be afraid to reach out.
5. Creating Your Brand
 - a. Color schemes, the genre of music they write, their aesthetic and look.

TIMELINE

It would be unfair of me to say that if you start now, you will be famous within the next 5 years. There is really no timeline when it comes to success in the entertainment industry. That is what is so hard about it. When you go to medical school and spend a decade of your life learning anesthesia, the chances of you getting a job and being paid well for the rest of your career are pretty high. With music, there is no guarantee.

If that is a gamble that you are up for though, this is what I have to say: start now. Make weekly goals for yourself. Write a song this week, reach out to local restaurants around you. Next week, practice guitar for 20 minutes a day. One of these days, the chances of something you created getting heard is pretty high if you continue to create consistent content and put yourself out there.

“Success loves effort.”



COMMUNICATION STRATEGIES

Find your target audience, and create content and a brand that they can find relatable.

When you have a consistent brand identity, this helps the audience to remember you and feel inclined to share you. It is important to find your unique style and create a brand. Use things like colors, values, music styles, clothing, etc. in order to help people understand you.

Engage with people on social media and do it authentically.

People want to feel a connection to you. They are more likely to share and save your content when they feel like they can relate to you somehow. As you remain more down to earth, posting fans stories, writing emotional music, and helping those around you feel included in your work, you are more likely to become successful.

Network with those around you.

Collaboration and networking can increase your credibility and your exposure. Networking can also help you to meet people who know more than you and who are willing to help you out with some things that they have learned. When you keep an open mind and reach out to people, even when it may seem intimidating, it's truly amazing what other people can do to help you.





CONCLUSION

You may be thinking to yourself right about now “But Olivia, what if I am not talented enough?” or “this sounds like a lot of work. I don’t even know where to start.” To that I will just quote G.K. Nielson, "Successful people are not gifted; they just work hard, then succeed on purpose."

Writing a good song comes with many many failed attempts and a lot of collaboration with artists who are better than you. Stay humble and allow yourself to be teachable, and one day you could very well be someone who is teaching those around you.

I believe in you. With social media these days -- becoming a star, although it takes a lot of work, is not impossible. Right now, while you are thinking about it, go take that next step that you have been procrastinating for a while. You got this.

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