

MEDIA ADVISORY

Contact: Audrey Pick

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Homegrown Records to host “Day of Music” event for the Big Brothers Big Sisters of Middle Tennessee

- What:** Homegrown Records and its artists will host members of the Big Brothers Big Sisters of Middle Tennessee to attend an educational, fun, opportunity to explore their passions with music.
- When:** Saturday, March 20, 2021 11 a.m. to 4 p.m.
- Where:** Homegrown Records Office
2233 Broadway Ave. Nashville, TN 37202
- Who:** **John Burt**, CEO of Homegrown Records
Caroline Byrne: Vice president of Homegrown Records
Various artists signed to the label
- Why:** Homegrown Records has a passion for enriching youth and encouraging them to explore their passions for music and the arts. Many children of Big Brothers Big Sisters of Middle Tennessee do not have the opportunity to explore passions for music. This event will help expose them to those possible passions, as well as serve as a day of special fun. This event will allow Homegrown Records to uplift the community through youth.
- Media Info:** Photographers and reporters are welcome. No photos are to be taken or shared of children whose guardians have not consented. Please arrive one-hour prior for setup.
- Background:** Homegrown Records is Nashville’s hub for country and country pop talent. Since 1982, the label has provided full recording, production, publicist, and management services. At any given time, our team is working with over 50 artists. Homegrown records strives to nurture artists’ creativity and talent while helping them evolve in the everchanging music industry. Homegrown Records has a strong passion for supporting their local youth and community.

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FOR IMMEDIATE RELEASE:

Homegrown Records Artists Choosing to Tour Post Vaccination Rollout

NASHVILLE Mar. 16, 2021 8 a.m.- COVID-19 has caused a large pause in the music industry over the last year. However, five Homegrown Records signed artists have chosen to go on Summer 2021 tours as vaccines have been rolling out nationwide.

A few days ago, marked the one-year anniversary of COVID-19 being declared a national emergency in the United States. The nation has braced shutdowns, unemployment, orders to stay home and much more. The one-year mark of life with COVID-19 has left many wondering when life can become “normal” again.

The vaccine rollouts have offered a sense of hope for many Americans. Long awaited hugs from loved ones outside of the home and happy hour with old friends will soon be a reality. Furthermore, the long-awaited joy of live music.

While the COVID-19 vaccines could potentially make it safe for full capacity crowds to start to gather, Homegrown Records has restrictions in place to ensure the safety of attendees and artists alike. All tour venues must be outdoor, half capacity, with mask enforcement.

In the past, tour events have been fully planned long before the tour rolls around. This summer, Homegrown Records is less worried about planning in advance, but keeping COVID-19 numbers and vaccination rates as the number one priority.

Vice president of Homegrown Records, Caroline Byrne, is the head of a small task force within the company that focuses on all COVID-19 updates.

“The last year has taught us all to be prepared to change plans due to vast number of unknowns related to the virus. Having a task force on hand is the best way to monitor changes and prepare for changes. The projection to have vaccines widely available for all ages by late spring is our best-case scenario,” reports Caroline Byrne.

At this time, it is undecided if it will be required for all attendees to be fully vaccinated.

Task force member Charlie Smith says, “Ideally, it would be preferred for all attendees to have proof of vaccination for optimal safety. However, we may run into some political issues with

that depending on different states. Before we make a full decision on the matter, we are monitoring vaccination numbers.”

“While we are so excited to offer an opportunity for the music community to be together again, it serves a larger purpose. This decision is about more than artists and fans, we hope to help cities whose economies have suffered from the pandemic get venue employees, hotel employees, and local businesses back to work,” said John Burt, CEO of Homegrown Records.

For the economies of the cities on the tours, Homegrown records will attach a list of local businesses attendees can plan to visit on their trip to their ticket confirmation.

The owner of Swett’s, a popular family-owned restaurant in Nashville, expressed their gratitude local business communities will be for these opportunities. “It has been a hard year, for all local businesses country wide. While the community is strong, some great places that have been loyal for 40 years have been forced to close. Having big companies and events support us, means the world,” Mike Swett, owner of Swett’s.

Lindsey Turner, Emma Day, Paul Homer, Houston Jones, and Gemma Grey are the only five artists planning to tour as of now, but there may be more to come.

Gemma Grey said, “The decision to tour again was not easy. I, and all the other artists choosing to tour were worried about our tours being disrespectful to the healthcare community and lives lost. However, I think that using my platform to encourage people to get vaccinated so we can start to reacclimate back to life before COVID-19 is a way to help.”

The challenges the pandemic has presented in many lives will soon be a memory of the past, and we hope to share the love and joy of live music together again.

Homegrown Records ensures that safety of all involved in tours are the number one priority. To keep updated as plans become concrete, please follow @hgrecords on Twitter, Instagram, and Facebook.

For your local business to be listed with ticket purchases please email tourlocal2021@gmail.com



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FOR IMMEDIATE RELEASE

Lindsey Turner Will Keep Record Deal Following Use of Racial Slur

Mar 1, 2021 8 a.m.- A video has recently emerged of Lindsey Turner singing along to popular song, "Rockstar" by artist Da Baby and failing to skip over the racial slur that appears in the song. While Turner is being removed from most radio stations across the country and been uninvited to the Country Music Awards, Homegrown Records is allowing her to keep her record deal as long as she participates in character development courses with education about racism from figures in the BIPOC community.

Turner released her own written statement on all forms of social media, "To all the people I have let down, I cannot offer a sincere enough apology for the way my actions have made my fans, family, and most importantly, members of the BIPOC community feel. I do not and will not ever condone racism, and now is my time to learn from people in the BIPOC community about how to better myself through knowledge of history and their experiences. This is the first step in a long journey of learning, and I will be sharing my journey publicly to help advocate for a better world and fight against racism."

Homegrown Records is taking a rare approach to help better advocate for artists and public figures when their personal actions tarnish their reputations. The label believes that if an artist is willing to comply and understand the issue at hand, they can take part in character development courses and gain a further knowledge and understanding from figures in the communities they have offended.

"I believe we are all still learning, myself included, to open our minds and understand how to be more inclusive, understanding, and sympathetic towards all kinds of diversities. Therefor, I hope to help those who are willing to learn start their journey and encourage others to do the same. I do not just strive to make great artists, I strive to make good people who want to influence others to be good people," said John Burt, CEO of Homegrown Records.

Homegrown Records encourages to any members of the BIPOC community to give feedback or offer help in character development courses. The goal of this program is to help influential people influence others to be inclusive members of their communities.

Backgrounder

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Homegrown Records

Artists Scandals and Scrutiny

Introduction

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The Issue: Artist Scandal and Scrutiny

With the rise of social media and high- volume traditional media reporting, a plethora of artists find themselves emerged into scandal. While an artist is responsible for their actions both on and off the stage, scandal is occurring from the actions of artists before fame. The ability for millions of social media users to find fault in an artist's past or current actions and display it to the world, has caused an uprise of scandal for many artists.

Key Players

- Artists
- Publicists
- Record Labels
- Fan Bases

Timeline of Events

- **2017:** John Lennon Previous Abuse Confession Resurfaces
- **2019:** Katy Perry Unwanted Touching Allegations
- **2020:** Doja Cat Alleged Past Racist Remarks Online
- **2020:** Lana Del Ray: Racist and Sexist Allegations
- **2020:** Lea Michele Bully Accusations
- **2020:** Morgan Wallen Parties During COVID-19 Pandemic
- **2021:** Morgan Wallen Uses Racial Slur

Possible Solutions

- Full artists transparency before signing, with possible workshops and learning opportunities to strengthen character.
- A mandatory workshop before a new artist can sign to discuss how to appropriately handle their platform and be a person in the public eye.
- Starting a conversation in the industry and within the public about cancel culture.
- Having a strict policy that does not condemn racism, sexism, assault, abuse, etc.

Summary

In the digital age, there is little to no sense of privacy for artists. Additionally, there is not protection over mistakes they made in their youth, under the influence, prior to proper education on an issue, etc. While Cancel Culture can seem itself toxic to those in the spotlight, Homegrown Records believes that working on the character of an artist before they can fall victim to a scandal is the best way to prevent such. If such an event is unable to be preventing, Homegrown Records has an approach to help rebuild character of an artist and salvage their reputation.

Sources

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