



Your Monthly
Music Forecast!

*Where Is My Mind:
Mental Health &
The Music Industry*

PRETTYMUCH
Regard
DAX
CAAMP
...and more!



memBrain

STORM REPORT

ISSUE NO. 66
MARCH 2020



TABLE OF CONTENTS

4 EYE OF THE STORM

*Where Is My Mind: Mental Health
& The Music Industry*

7 STORM TRACKER

*Billie Eilish, Sam Hunt, Dua Lipa,
X Ambassadors*

8 STORM FORECAST

*STORM Shelter: Women in Music 2020
iHeartRadio Music Awards, and more*

9 STORM WARNING

*Our signature countdown of 20
buzzworthy bands and artists on our radar.*

On the Cover:

D Smoke (STORM 65). Photo by Marlin Munoz ©2019

ABOUT THE STORM REPORT

STORM = STRATEGIC TRACKING OF RELEVANT MEDIA

The STORM Report is a compilation of up-and-coming bands and artists who are worth watching. Only those showing the most promising potential for future commercial success make it onto our monthly list.

How do we know?

Through correspondence with industry insiders and our own ravenous media consumption, we spend our month gathering names of artists who are “bubbling under”. We then extensively vet this information, analyzing an artist’s print & digital media coverage, social media growth, sales chart statistics, and various other checks and balances to ensure that our list represents the cream of the crop.

Why do we do it?

Music is the best way to sell products because it creates such a powerful emotional connection with an audience. The STORM Report provides our clients with a tool to harness the music that will be the most relevant to audiences in the near future, thereby becoming very useful for the enhancement of products, promotions, and platforms.

A LETTER FROM THE EDITOR

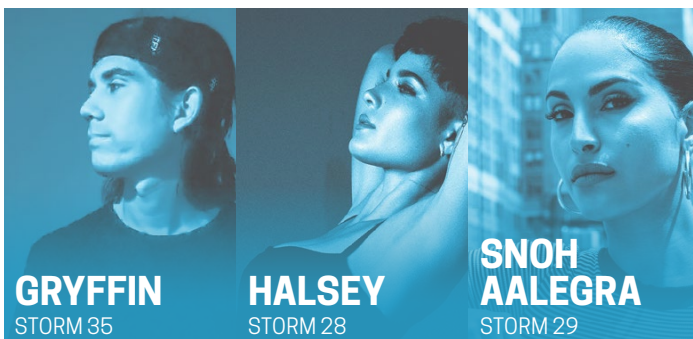
In the midst of one of the most frightening viral outbreaks of the past 50 years, this month’s issue tackles another epidemic that is close to many of us working in the music industry—mental illness. More than ever, artists are speaking out about their personal battles and leading conversations surrounding mental healthcare. 2020 is clearly the year of artists supporting artists. From the lack of affordable health care to substance abuse to the pressures of trying to make ends meet in the era of minuscule streaming revenues, artists are far more at risk of developing mental illness. Yet, music has the power to bring such joy to us. Robert Browning said, “He who hears music feels his solitude peopled at once.” Here’s to supporting musicians and raising awareness for this growing issue, in 2020 and beyond.

Regards,



Jennifer Sullivan
President, memBrain
Editor-in-Chief, The STORM Report

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*Demi Lovato performing "Anyone"
at the 62nd Grammy Awards,
Photo by Matt Sayles, AP*

“Music can change the world because it can change people.”
— Bono

Where Is My Mind: Mental Health & The Music Industry

By Jennifer Sullivan

The positive impact that music has on our mental health has been hailed for thousands of years. In every era of human history and in every society around the globe, music has allowed people to express their feelings and communicate with others. Ancient philosophers from Plato to Confucius and the kings of Israel sang the praises of music and used it to help soothe stress. Military bands use music to build confidence and courage. Sporting events provide music to rouse enthusiasm. Modern research supports conventional wisdom that music benefits mood and confidence, and even health. Studies have shown that listening to music can slow heart rate, lower blood pressure, and reduce levels of stress hormones.

And yet mental health in the music industry has long been an issue in need of serious review. Charlie Parker. Janis Joplin. Kurt Cobain. Amy Winehouse. Chester Bennington. Avicci. Every generation has its share of musicians who've battled and lost their battle with addiction and mental illness. Researchers **have suggested** that perhaps the issue is actually a predisposition for artists and creative people. The limbic system that controls negative emotion tends to be more heavily located on the right side of the brain—and so “right-brained” people like artists tend to tap into the side of the brain that creates more negative emotions.

In 2014, serious discussion about how the industry deals with mental health was sparked by a detailed survey published by [Help Musicians](#), the leading independent UK music charity. In that survey, it was found that 60% of musicians had struggled with their mental health, whereas the overall figure in the UK is 25%. In that same study, 68% said they struggled with loneliness or separation from family and friends, and 75% of musicians said they had experienced performance anxiety.

In a [recent report](#) from The Music Industry Research Association (MIRA), 50% of musicians reported battling symptoms of depression, compared with less than 25% of the general adult population. Nearly 12% reported having suicidal thoughts—nearly four times the general population.

According to a 2019 study published by Swedish digital-distribution platform Record Union, [73% of independent musicians](#) have battled stress, anxiety, and depression. The study showed that there were three primary drivers for mental health issues in musicians: financial instability, the pressure to please fans, and substance abuse. And perhaps no place is more dangerous for all of these drivers than on the road—on tour.

As album sales continue to fall and record labels and digital distributors gobble up the majority of streaming revenue, artists essentially have no choice but to tour more and more. For many, the contrast between the highs of a successful show and the anti-climactic low that often follows can be hard to adjust to, a phenomenon that has been clinically termed post-performance depression (PPD). Indeed, the classic image of a touring musician would seem counterintuitive to all we know about well-being: drinking in moderation, avoiding drugs, getting sufficient amounts of sleep, and having a support base of close friends and family nearby. It's no surprise that some musicians struggle.

In 1989, The Recording Academy launched [MusiCares](#) to lend medical and financial help, realizing that they needed to invest

in the future of music. Since its inception, MusiCares has provided life-changing aid to tens of thousands of creative people. For music creators, this issue of gaining physical and financial access to mental healthcare can often be compounded by a lack of insurance, a rising concern in the U.S. in particular. The Recording Academy underwrites all of MusiCares administrative and operational expenses, but MusiCares relies heavily on individual donations and brand partnerships to fund its programs—including fundraiser events throughout the year. It's Dolly Parton tribute in 2019 brought in a reported \$6.7M to the organization with Dolly quipping to the crowd, "We hillbillies need MusiCares too. We may not have sex, drugs, and rock & roll, but two out of three ain't bad!"

In the wake of this growing mental-health crisis, the music industry is taking action like never before, bringing in brand partnerships and relying on artists to help spread the word. There are new initiatives popping up from both corporate giants and grassroots organizations, festivals and benefits being planned to raise awareness of mental health, and efforts by record labels and artists to destigmatize mental illness.

In 2016, [Sony Music UK](#) became the first music company to partner with a mental health charity (MIND), and has made several commitments to supporting its staff, from offering them opportunities to take part in "mental health first aid" training or office activities in the office such as yoga and body acceptance discussions, to hosting a "Mental Health & Music" panel discussion at its company HQ in London.

[Backline](#), an organization that is self-described as a music industry mental health task force, is comprised of more than 40 music-industry vets dedicated to connecting musicians and anyone in their orbit (including roadies and sound engineers to agents and family members) with mental-health resources. Backline as a clearinghouse for long-running mental-health resources like MusiCares, [Sweet Relief Musicians Fund](#) (founded in 1993 to help artists pay for living expenses),

and [HAAM](#) (which has been helping Austin-based musicians access affordable health care for 15 years). Backline's case managers have a one-on-one conversation with everyone who submits a form on its website, then pairs individuals with the appropriate resources—be it a therapist, life coach, support group, or AA meeting. And remarkably, Backline's services are free.

2019 marked a turning point for mental health in the music industry with the introduction of a slew of new music-focused mental health initiatives. On October 10, 2019—World Mental Health Day—Live Nation announced it was backing a new nonprofit called [Tour Support](#), which gives artists, crew members, and vendors on a given tour 24/7 access to a therapist via phone or online. Live Nation also recently funded an industry guide to mental-health best practices published by the [Music Industry Therapist Collective](#).

Trade associations and performance-rights organizations also joined the cause. The Association for Electronic Music released a [mental-health guide](#) for people working in the electronic-music industry. It explains how to identify conditions like depression, burnout, and imposter syndrome, and goes deep on coping strategies for managers and artists, who tend to tour heavily.

In December 2019, the American Society of Composers, Authors and Publishers (ASCAP) debuted a wellness program called [TuneUp](#) in response to a survey that found musicians are 31 percent more likely than the general population to say their health and wellness majorly impact their careers. ASCAP is launching recovery-support groups in several cities and online, plus offering discounts to its 725,000 members on fitness, nutrition, and mindfulness services. (First up in 2020: a group meditation in New York.)

On the event side, multiple festivals designed to raise awareness of mental-health issues are continuing to grow in popularity. [Sound Mind 2020](#), a mental-health benefit concert that debuted last year in Brooklyn, will run from May 7-9, 2020

(lineup TBA). On May 9, 2020, Kevin Lyman (producer of Warped Tour) will launch **320 Fest**, an event he created with Talinda Bennington, Chester's widow, which will feature free daytime performances by musicians and comedians and panel discussions—including one moderated by Bennington—on mental health and addiction. The festival will culminate in a benefit concert at the Microsoft Theater. There's also **Recovery Fest in Nashville**, an event dedicated to increasing attention around mental illness and addiction, slated for Fall 2020.

Various professional health organizations and hospitals are also independently driving the research and treatment of mental health in the music industry. UK-based **Key Changes** was set up in 1997 by a group of patients at Highgate Mental Health Centre in North London to provide music activities on the wards. Today, Key Changes works with musicians who are experiencing mental health problems in order to support their recovery via songwriting, production and recording sessions, as well as live performances, marketing promotion and business advice. Support is also provided for artists to access its psychological therapies and help with problems like addiction and debt.

The **Tour Health Research Initiative**, the first ever comprehensive scientific study of health and mental health among touring professionals, was created by a team of psychologists, researchers, and touring professionals who work closely

with and are studying promoting the well-being of touring personnel. With the results of the survey (set to end as of May 2020), the goal will be to gather data on the mental health problems that artists and crew members face and use it for scientific research on the most effective interventions and treatments.

Popular artists speaking publicly about their own challenges has helped to destigmatize mental illness for other musicians and fans alike. The Beach Boys' **Brian Wilson**, who was only 25 when he first began hearing voices, and has very publicly struggled with depression and schizoaffective disorder, certainly gives the lie to this, when he revealed that it wasn't until he started taking medication at 40 that he was able to start playing music consistently.

Musicians from **Bruce Springsteen** and **Justin Bieber** to **Lizzo** and **Demi Lovato** are increasingly opening up about their own mental-health struggles. Last year, Sully Erna of Godsmack debuted the **Scars Foundation**, a nonprofit dedicated to mental-health education; veteran jam band Widespread Panic held a ticket raffle that brought in \$100,000 for a suicide-prevention organization called **Nuci's Space**; and Billie Eilish **starred in a PSA** to share her battles with depression and urge those who are struggling to ask for help.

As well as artists who speak publicly about these issues, there are a number who address it via their music. In 2017,

Logic released his Grammy-nominated collaboration with Alessia Cara and Khalid, "**1-800-273-8255**," the phone number for the American National Suicide Prevention Lifeline (NSPL), which addresses feelings of severe depression and suicidal thoughts. According to the NSPL, in the three weeks that followed the track's release, calls to their helpline rose by 27%, while website visits jumped from 300K to 400K over the following months.

Grime MC **Stormzy** has won universal praise for speaking openly about self-doubt and the pain of depression in his track "**Lay Me Bare**," demonstrating to fans and other artists that anyone can be affected—even confident, talented stars.

The ancient Greeks put one god, Apollo, in charge of both medicine and music. Today's doctors tell us that music can enhance the function of neural networks, slow the heart rate, lower blood pressure, reduce levels of stress hormones, and provide some relief to patients undergoing surgery, as well as heart attack and stroke victims. And in the days when Apollo reigned, Plato explained that "Music is a moral law. It gives soul to the universe, wings to the imagination, and charm and gaiety to life and to everything else."

So here's to better living through music—and to our beloved musicians thriving and finding help where they need it.



STORM TRACKER

Tracking Our STORM Report Alumni!



BILLIE EILISH

(STORM No. 41)

Billie Eilish continues to have a whirlwind start to the year. The 18-year old is the second artist to ever sweep the Grammys, including winning album, record and song of the year, and best new artist. She recently performed a rendition of the Beatles' classic, "Yesterday," for the Oscars. We're excited on what's to come for Eilish as she is working on her second album.



DUA LIPA

(STORM No. 39)

English pop singer **Dua Lipa** just scored her second top 10 hit on the US Billboard Hot 100 for her single, "Don't Start Now." The song is featured in her upcoming album, *Future Nostalgia*, which releases in April. Shortly after the release of the album that is a "nostalgic" pop record that "feels like a dancercise class," Dua Lipa will kick off her world tour.



SAM HUNT

(STORM No. 26)

After six years, **Sam Hunt** is set to release his sophomore album, *Southside*, in April. This album is his first full-length project since 2014's *Montevallo*. You can also catch Hunt on The Southside Summer Tour 2020 starting in May.



X AMBASSADORS

(STORM No. 15)

Currently on tour in Australia, New Zealand, and Europe, **X Ambassadors** will release their new EP, *Belong*, in March. The band has been collaborating with some top names and more recently wrote and produced three songs on Lizzo's (STORM No. 45) Grammy-nominated album *Cuz I Love You*, including the song "Jerome," which won a Grammy for Best Traditional R&B Performance.

STORM FORECAST

Events And Happenings For Your Radar

iHEARTRADIO MUSIC AWARDS

March 29, Shrine Auditorium and Expo Hall

This year, Billie Eilish and Shawn Mendes lead the pack with seven nominations each. The show, hosted by Usher, will feature performances by Justin Bieber, Halsey (STORM No. 28) and Lizzo (STORM No. 45).

STORM SHELTER: WOMEN IN MUSIC 2020

March 26, Soho House West Hollywood

The American entertainment industry is in the middle of an ongoing reckoning against high-profile abusers, the pay gap and lack of representation. Women are underrepresented in creative roles across the music industry, and just under 3% of producers are women. Still, female GRAMMY nominees have increased over time—with only 7.9% female nominees in 2013 increasing to 20.5% female nominees in 2020. memBrain's next STORM Shelter will bring together prominent women in the music industry to discuss their diverse careers as well as their views on the changing face of the music industry. Their unique stories will cover a variety of fields in music and the discussion will provide advice for how to achieve and sustain success in the music industry, regardless of gender.

A MENTAL HEALTH-FOCUSED FESTIVAL

May 9, L.A. Live









































The 320 Festival, put together by Kevin Lyman of Warped Tours and Talinda Bennington-Friedman, widow of Linkin Park's Chester Bennington, aims to bring awareness to mental health through film screenings, musical performances, kids activities, and panel discussions. The event is free and open to the public. Following the festival will be a benefit concert at the Novo, with all proceeds getting donated to non-profits participating in the festival.

TRIBECA FILM FESTIVAL

April 15-26, New York City

Beyond independent films, the festival has grown to also cover TV, virtual reality, digital content, music and gaming. For the first time this year feature films selected for the festival are eligible for the Film Independent Spirit Awards.



RANK	ARTIST	AUDIO/VIDEO		LABEL	TARGET DEMO	SCORE
1	PRETTYMUCH			Columbia Records	High Schoolers, 20-somethings, Young Adults	39
2	REGARD			LEAF Music	High Schoolers, 20-somethings, Young Adults, 30-somethings	34
3	DAX			Living Legends Entertainment	High Schoolers, 20-somethings, Young Adults, 30-somethings	33
4	CAAMP			Mom + Pop Music	20-somethings, Young Adults, 30-somethings	32
5	ORVILLE PECK			SubPop Records	20-somethings, Young Adults, 30-somethings	31
6	YOLA			Easy Eye Sound	20-somethings, Young Adults, 30-somethings	31
7	JOY CROOKES			Insanity Records	Young Adults, 30-somethings	28
8	JACK RIVER			Nettwerk Records	20-somethings, Young Adults, 30-somethings	27
9	BRYNN CARTELLI			Elektra	High Schoolers, 20-somethings, Young Adults	26
10	CAROLINE ROSE			New West	High Schoolers, 20-somethings, Young Adults	23
11	OVERCOATS			Loma Vista Recordings	20-somethings, Young Adults, 30-somethings	23
12	TSHA			Counter Records (Ninja Tune)	20-somethings, Young Adults, 30-somethings	22
13	79.5			Big Crown Records	20-somethings, Young Adults, 30-somethings	19
14	SHOPPING			FatCat Records	Young Adults, 30-somethings	18
15	POM POM SQUAD			JV Records	20-somethings, Young Adults, 30-somethings	16
16	YAWNERS			La Castanya	20-somethings, Young Adults, 30-somethings	16
17	LEY LINE			Independent	20-somethings, Young Adults, 30-somethings	15
18	ELLEATOR			Arts & Crafts	20-somethings, Young Adults, 30-somethings	15
19	CUFFED UP			Unsigned	20-somethings, Young Adults, 30-somethings	14
20	JORDANN			Independent	20-somethings, Young Adults, 30-somethings	11

STORM WARNING

The 20 Artists On Our Radar

Listen to STORM REPORT artists on:



Watch STORM REPORT artists on:



STORM has a new formula!

Artists are now given a score out of 100 that takes several factors of music success into account, including streaming, social media influence, and industry support.

Click on the **Spotify** and **YouTube** icons next to each artist on the chart for featured audio tracks and video performances.

Also, check out our comprehensive **Spotify playlist** and **YouTube playlist** by clicking on the buttons above.

SYMBOL KEY



Twitter



Facebook



Instagram



Spotify



YouTube



Genre



Similar Artists



1 PRETTYMUCH

🐦 192K 📺 111.6K 📷 922K 🎧 Pop 🎵 Why Don't We, BTS


Formed in 2016, PRETTYMUCH is an American-Canadian pop boy band consisting of Brandon Arreaga, Edwin Honoret, Austin Porter, Nick Mara, and Zion Kuwonu. The members of PRETTYMUCH were pursuing solo career until Simon Cowell merged them into a group. The group has gained attention on social media with their cover songs and dancing videos. They released their debut single, "Would You Mind," in July 2017 which charted on Billboard's Mainstream Top 40 charts. Most recently, PRETTYMUCH released their four-track project in November 2019, *INTL:EP*, where the band partners with a different artist from another market. Photo by Photo by Joshua & Jackson Stewart ©2020

Widely known by his professional name, Regard, Dardan Aliu is a Kosovo-based DJ, producer, and artist. Regard's career began in 2008 when he became a pioneer in the dance scene in the Balkans; later switching to Deep House. After going viral on Tik Tok, Spotify & Apple Music in 2019, Regard is ready to take over the modern global music landscape. Photo provided by Management ©2019

🐦 1K 📺 46.7K 📷 47.2K 🎧 Deep House, Electro House 🎵 Tiesto, Avicci

2 REGARD





"...his versatile, dextrous lyricism is undeniably impressive, even catching the attention of rap heavyweights like OT Genesis and Hopsin..."

—Complex

3 DAX

📺 94K 📺 16.7K 📺 875K

🔊 Hip-Hop

© A\$AP Rocky, Mac Miller

Rising hip-hop artist Daniel Nwosu Jr., who goes by DAX, is taking the music industry by storm. The Nigerian-Canadian rapper who went viral in 2017 on YouTube with the official music video of his song "Cash Me Outside", headlined his first tour last fall for his debut EP, *It's Different Now*. In his spare time, DAX works on his poetry and motivational speaking gigs.

Photo by Luis Stimvilate ©2020



CASSANDRA'S
TOP PICK!

4 CAAMP

📧 6.7K 📺 16.7K 📷 54.3K 🗣️ Folk 🎵 Mumford & Sons, The Lumineers

CAAMP is a folk trio from Athens, Ohio. The band was started by boyhood friends Evan Westfall and Taylor Meier. Since independently releasing their self-titled first record in 2016, the two have climbed Spotify charts, headlined in the United States, and added a bass-playing buddy, Matt Vinson. CAAMP released their latest album, *By and By*, last year and made their debut on the Billboard Emerging Artists chart. Photo by Elli-Lauren ©2020

Canadian country musician Orville Peck has been stirring up a lot of buzz since the release of his self-produced debut album, *Pony*, in March 2019. Most recently, Peck was selected by Apple Music for its Up Next initiative, focused on showcasing new and emerging artists from around the world. The masked country star will embark on his extensive U.S. tour this Spring. Photo by Carlos Santolalla ©2020

📧 32.4K 📺 19.5K 📷 178K 🗣️ Country 🎵 Elvis Presley, Chris Isaak

5 ORVILLE PECK

ROBERT'S
TOP PICK!

"Orville Peck,
the Masked
Man Our Yee-haw
Moment Deserves"

—The New Yorker

6

YOLA

10.5K 16.7K 398K

Americana, Soul Music

© Etta James, Cass Elliott

"Yola has
elevated country-
soul with a voice
that's supple, robust
and majestic."

—LA Weekly

JENNIFER'S
TOP PICK!

Yola is a British musician, singer and songwriter. Formerly the lead singer of the band Phantom Limb, Yola released her first album, *Walk Through Fire*, in February 2019. Yola has caught the attention of artists like Elton John and was nominated for four Grammys, including Best New Artist. She's currently on her "Walk Through Fire" world tour and will join Chris Stapleton on his All American Road Show tour.

Photo by Alysse Gafkjen ©2019



MAYA'S
TOP PICK!

7 JOY CROOKES

🐦 9.6K 📺 10.7K 📷 145K

🔊 Neo Soul

© Amy Winehouse, Corinne Bailey Rae

Bangladeshi-Irish Londoner Joy Crookes incorporates details about relationships, self-reliance, her culture, her South London roots and identity in her music. Crookes released her latest EP, *Perception*, in May 2019 and was nominated for the Rising Star Award at the 2020 Brit Awards.

Photo by Frank Fieber ©2020



8

JACK RIVER

📺 2K 📺 17.1K 📺 42.6K

🔊 Alt-Pop 📀 Gwen Stefani, Liz Phair

Alt-pop singer-songwriter, producer and multi-instrumentalist Holly Rankin, who goes by the name Jack River, released her debut album *Sugar Mountain* in the Summer of 2018. The album peaked at No.11 on the ARIA Albums Chart and received three nominations at the ARIA Music Awards of 2018: Breakthrough Artist, Best Pop Release and Engineer of the Year. Last fall, she released the single "Later Flight" and dropped her new EP *Stranger Heart* in February 2020.

Photo by Daphne Nguyen ©2020

"Don't be confused. Jack River isn't your typical indie artist. She's so much more."

—Billboard

9 BRYNN CARTELLI

📺 39.7K 📺 33.5K 📺 215K

🔊 Pop, Soul

🎧 Carrie Underwood, Kelly Clarkson

At age fifteen, Brynn Cartelli was crowned the winner of Season 14 of *The Voice*, making her the youngest champion in the history of the competition. Since winning *The Voice*, Cartelli – now sixteen years old—has been nominated for a People’s Choice Award and has appeared on the *TODAY Show*, Macy’s Thanksgiving Day Parade, Radio Disney Music Awards, Fenway Park and *The Kelly Clarkson Show*. Last year, the young artist released her self-penned track “Grow Young (Version 1)” and holiday cover of “Have Yourself A Merry Little Christmas.” In addition to opening for Maroon 5, Cartelli also was on the entire Kelly Clarkson “Meaning Of Life” tour. She’s currently working on her much anticipated debut album. Photo by Jimmy Fontaine ©2019



10 CAROLINE ROSE

🐦 5.9K 📺 14.4K 📷 22.7K 🎧 Pop-Rock 🎯 Soccer Mommy, Angel Olsen

Caroline Rose began writing songs and poems at the age of 13. The singer-songwriter has evolved since her first album release, *America Religious*, in 2012. Her first album blended American folk music, country, and rock styles, whereas her most recent album, *Superstar*, blends pop and alternative rock elements. Rose is set to release *Superstar* and go on her spring tour in March 2020. Photo by Cara Robbins ©2020



11 OVERCOATS

🐦 2.4K 📺 8.6K 📷 16.6K

🎧 Electropop

🎯 Tegan and Sara, Lucius

Overcoats, the electronic-pop duo consisting of Hana Elion and JJ Mitchell, started making music together in college. Since forming in 2015, they have quietly molded provocative pop into power. Overcoats released their acclaimed debut album *YOUNG* in 2017. This March 2020, Overcoat's will release their next album, *The Fight*, a ten-song battle cry. They are currently touring through North America with Cold War Kids and will begin their headline US tour in April.

Photo by Shervin Lainez ©2019



12 TSHA

1.6K 1K 11.6K

🔊 Dance, Electronic

© Floating Points, Bonobo

Producer TSHA is coming up fast. Entirely self-taught, she released her debut EP *Dawn* in 2018, setting out her stall as an artist with an ear for warm, groove-laden basslines and bright, melodic hooks. Her follow-up single “Sacred”—released in 2019—immediately caught the ear of Simon Green aka Bonobo, who included it on his “fabric presents” compilation album, with TSHA also finding a fan in George FitzGerald who supported ‘Sacred’ on his BBC R1 Residency show. Photo by Kiran Gidda ©2019





13 79.5

🐦 447 📺 2.9K 📺 8.4K 🎧 Soul, Psychedelic, Picnic 🎧 DJ Spinna, Neneh Cherry

Founded by singer-songwriter Kate Mattison in 2010, Brooklyn band 79.5 is hard to categorize within a genre, but easy to love. The seven-piece band, whose name alludes to the distinct tunes of a low dial FM radio station, pulls from all genres and blends them together—whether it's disco to the beat of modern house; it's a Supremes cover of a Cardi B banger; it's Roland Kirk playing jazz through one saxophone, funk through another. Ultimately, 79.5 is an experience, so much so that *The New Yorker* has written them up twice on the merit of their live sets alone. Photo by Rosie Cohe ©2020

Shopping is a British post-punk trio that was formed in 2012. Comprised of guitarist Rachel Aggs, drummer Andrew Milk, and bassist Billy Easter, Shopping has over three acclaimed albums: self-released debut *Consumer Complaints* [2013], a short-run, DIY-distributed release that sold out in a matter of months and was subsequently reissued by FatCat; *Why Choose* [2015, FatCat], which saw the band touring the States for the first time; and *The Official Body* [2018, FatCat]—produced by indie pop legend Edwyn Collins—which bagged the threesome a main stage slot at San Francisco Pride 2018 and a coveted publishing deal with Sub Pop. Shopping just released their latest album, *All or Nothing*, in February 2020. Photo by Matt Draper ©2020

🐦 7.9K 📺 13K 📺 4.9K 🎧 Post-Punk 🎧 Slits, Kaiser Chiefs

14 SHOPPING



15


POM POM SQUAD

1K 1.1K 4K Rock L7, Hole

Fronted by vocalist and guitarist Mia Berrin, Pom Pom Squad unites punk inclinations with a raw, visceral vulnerability. Alongside Berrin, Pom Pom Squad features bassist Mari Alé Figeman, and drummer Shelby Keller. The Brooklyn-based band first released the EP, *Hate It Here*, in 2017. This past fall they released their sophomore album, *Ow* and are currently on tour.

Photo by Michelle Lobianco ©2019





"Singer-songwriter Elena Nieto stands astride Yawners' bright, brooding anthems with a star's charisma and the dexterity of a guitar hero."

—NPR

16 YAWNERS

🐦 731 📘 2.4K 📷 4.4K 🎧 Pop 🎵 The Breeders, Japandroids

Yawners are the Madrid-based power pop duo of Elena Nieto and Martín Muñoz. Founded by Nieto in her home town of Salamanca and persisting through a move to Germany before finding its current form with Muñoz in Madrid, Yawners have established themselves at the forefront of the blossoming Spanish guitar pop scene. Following a series of early singles that have earned critical praise and comparisons to acts like Swearin', Husker Du, and Blink-182 in their home country, Yawners debut LP, *Just Calm Down*, released via La Castanya on March 22, 2019. Photo by Sharon López ©2019

🐦 72 📘 3.2K 📷 4.1K 🎧 World Folk, Soul 🎵 Erykah Badu, Ani DiFranco

Multilingual group Ley Line is the musical merging of two duos. Austinites Kate Robberson and Emilie Basez met twin sisters Madeleine and Lydia Froncek at the Telluride Bluegrass Festival in 2013. Since reuniting in Austin in 2016, the band has created a global soundscape; blending influences from Brazil, Latin America and West Africa. Ley Line is working on their upcoming album, *We Saw Blue*, and is currently on tour. Photo by White Light Exposure ©2019



17 LEY LINE






18 ELLEVATOR

 4.8K  2.7K  6.4K  Rock, Alternative  Metric, Silversun Pickups

Good music seems instantaneous: a decisive rush of expression and dopamine. Hamilton, Ontario's Ellevator captures that direct hit of immediacy, with a closer listen revealing the meticulous design of their muscular pop songs. Frontwoman Nabi Sue Bersche delivers raw lyricism with quiet power. Her nimble melodies anchor the electric hooks and cinematic timbres Ellevator has refined on countless stages. Their striking self-titled debut EP—recorded in Hamilton with Michael Keire (Arkells, The Dirty Nil, Wildlife)—was released in the Spring of 2018. New music is slated for release in 2020. Photo by Vanessa Heins ©2019



19 CUFFED UP

 126  367  1.2K  Sad Punk  Sonic Youth, IDLES

Los Angeles-based band, Cuffed Up, was formed through a chance encounter at Shab Ferdowsi's Sunday Brunch (Blushh) where Sapphire Jewell and Ralph Torrefranca first met about their love for the UK punk scene. A few months later, Cuffed Up became a real passion project that has turned into a full time band with Joe Liptock and Vic Ordonez joining on. Cuffed Up released their latest single, "French Exit," in January and released their debut EP late February. Photo by Justin Cook ©2019



20 JORDANN

📺 N/A 📺 2.9K 📺 19.8K

🔊 Bedroom Pop

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JORDANN, a self-produced Montreal artist, received a classical music education in his youth. He parlayed that foundation into a series of successful singles in collaboration with Men I Trust's Dragos Chiriac, building an international fan base for JORDANN's nostalgic, bedroom pop sound. JORDANN just released his highly anticipated EP *Connecting Visitors to Fun* in February 2020. It's a 6-song effort exuding dreamy intimacy with its reverberating vocals, analog synths, dancy basslines, and rhythmic guitars.

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