

Your Monthly
Music Forecast!

**Behind the Music:
The Art & Rise of Television
Music Supervisors**

Duke & Jones

LF SYSTEM

Nea

Denise Julia

...and more!

 memBrain

STORM REPORT

ISSUE NO. 81
JULY/AUGUST 2022

TABLE OF CONTENTS

4 EYE OF THE STORM

Behind the Music: The Art & Rise of Television Music Supervisors

7 STORM TRACKER

Charlie Puth, REZZ, and Lizzo

8 STORM FORECAST

Primavera Sound Los Angeles, Billboard Latin Music Awards, SS23 New York Fashion Week and more!

9 STORM WARNING

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

PLAYLISTS

Check out this issue's carefully curated playlists by clicking below:



ON THE COVER

Joji. Photo by Jeaneen Lund ©2022

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.

How do we rank?

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.

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.

LETTER FROM THE EDITOR

Music has the ability to evoke powerful emotional responses in listeners, making it one of the most pleasurable activities with which people engage. One of my favorite things to do is to help our brand clients to identify music for commercial campaigns and content production. From creating an emotional connection to a brand through the license of a familiar song or telling a story through the lyrics of an entirely new track, synching the right song for the moment is always exciting—and not as simple of a process as some might assume. Navigating creative ideas, budgets, timelines, and talent is not only complicated, but also time consuming.

We decided to dedicate this month's "Eye of the STORM" article to the role of music supervisors, those often-unsung heroes who lead all aspects of music in a production. In light of the recent EMMY Award nominations, we are shining a well-deserved spotlight on the talented television music supervisors for music-driven shows like "Stranger Things" and "Euphoria," and exploring how this artform is rapidly becoming one of the most important roles in any production. Join memBrain as we take you "behind the music" of some of your favorite shows—and tune in to the 74th Primetime Emmy Awards on September 12th to see who takes home the statue for "Outstanding Music Supervision" for 2022!

Enjoy!



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

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EYE OF THE STORM

Emmy nominated music supervisor, Nora Felder (*Stranger Things*). Source: IMDB



Behind the Music

The Art & Rise of Television Music Supervisors

By Grace Slansky and Jennifer Sullivan

Keeep running up that hill... Are you thinking about *Stranger Things*? If you're not, you're one of the few who hasn't made a lasting connection between the expertly placed Kate Bush song and the thrilling fourth season of the Netflix series. While it's historically not been at the center of the entertainment conversation, the music soundtrack to our favorite TV shows, movies, and games is often the reason that those content creations have a lasting impression. When it comes to our taste in music, many of us owe a debt to what has become known as "music supervisors," the mostly unknown figures responsible for selecting and securing tracks to support a story's narrative.

Rewind: The History of Music Supervision

Hollywood started using the official title "music supervisor" in the 1950s, when Universal Pictures producer Joseph Gershenson took that credit on *Abbott and Costello Meet the Invisible Man*. Music either created or curated for the big screen, movie soundtracks, have become even more timeless than the films themselves. We can't imagine *2001: A Space Odyssey* without

Strauss' "Also Sprach Zarathustra," *The Bodyguard* without "I Will Always Love You," *Top Gun* without "Danger Zone," or Johnny getting Baby out of the corner at the end of *Dirty Dancing* without "(I've Had) The Time of My Life."

Just like on the big screen, music on television has become essential. Jingles and original theme songs became synonymous with television shows like *The Jeffersons*, *The Golden Girls*, and *Cheers* in the 1970s and 80s. By the 1990s and early 2000s, television shows began to be known for their soundtracks. HBO's *The Sopranos* leveraged music by Journey, Jefferson Airplane, and of course, Bruce Springsteen to build the world of Tony Soprano. Network shows, likewise, became launching pads for emerging bands and artists thanks to music supervisors like **John McCullough** (*Party of Five*, *Dawson's Creek*, *Charmed*), **Jennifer Pyken** (*Felicity*, *Alias*, *Smallville*, *One Tree Hill*), and **Alexandra Patsavas** (*The O.C.*, *Chuck*, *Grey's Anatomy*, *Gossip Girl*). Unlike securing music for a feature film which typically has around 15-20 tracks, music supervisors for television need to secure music for each episode quickly and with much smaller budgets.

Music supervision is still an emerging field in the music industry and one of the most misunderstood. Perhaps the largest misconception is that a music supervisor simply creates playlists. The Guild of Music Supervisors, an organization dedicated to promoting awareness and understanding of the position within the film industry, was only just founded in 2010.

By definition, a music supervisor oversees all aspects of music in a project. In fact, the music supervisor role is essentially the head of the music department for a production, meaning that one must not only have a wide knowledge of music and music history, but also hold a deep understanding of licensing and creative rights. Music supervisors are challenged to not only put together a cohesive soundtrack that everyone is happy about, but also within the production budget. Hiring a knowledgeable music supervisor also generally saves money as they know how to handle licensing personalities and have forged deep relationships with managers, record labels, and publishers.

As media becomes more immersive and multi-sensory, music supervisors now have a leading role when it comes to building community, working from behind the scenes to create a lasting emotional connection. These creative professionals are responsible for curating our auditory associations with beloved characters and worlds, stimulating our senses and inspiring our playlists, yet they rarely get the recognition they deserve as curators of culture.

Until now.

Today's Top Television Music Supervisors

Earlier this month, Emmy nominations were announced and major music supervisors from last year's television whirlwind are getting some well-deserved recognition. Coming as a surprise to no one, **Nora Felder**, the all-star responsible for Kate Bush's latest resurgence, has been nominated for *Stranger Things*. This is her fourth nomination for the show, meaning each season, her stellar work has garnered recognition. Season four has seen some other notable music choices, namely the use of "Master of Puppets." Following the July 1st release of the last two episodes of the season, the 1986 song spiked on streaming services, with daily on-demand U.S. audio streams growing nearly 400% in the first few days of the month compared to its June streaming totals, according to Luminate.

Felder, whose previous work includes *What We Do In The Shadows*, *Californication*, and *Better Things*, believes surges like this represent the staying power of music, proving that talented songwriters can transcend generations and musical trends. While she anticipated that throwbacks used in the show would trend again, the overwhelming response is a shock. When asked about it, Felder has said, "This is truly an exciting moment in music history proving what I've always believed, that timeless music and songs can and should live on forever."

An incredibly successful music supervisory duo, **Jen Malone and Adam Leber**, have been nominated again this year for *Euphoria*, demonstrating the power of collaboration on multiple levels. Malone has seen a meteoric rise as of late, with Showtime's *Yellowjackets*, Paramount+'s *The Offer*, and *Atlanta*, which is not to say that she's new to the scene, but rather to emphasize how in tune she is with the needs and interests of today's consumers. With her help, *Euphoria* has become a social-media phenomenon, trending on a weekly basis with viewers eagerly identifying new songs and adding them to their playlists. The show itself provides virtually no genre or decade restrictions, providing the supervisors with a freedom that one might find daunting if they weren't so professional. Hand in hand with American talent manager, entrepreneur, and investor Adam Leber, Malone has shaped the cultural zeitgeist. The pair were previously nominated for an Emmy for season 1, and have continued the standard of work, earning them this second opportunity.

Superstar Music Supervisor **Robin Urdang** has already won three Emmys for her work on *The Marvelous Mrs. Maisel* and she's back with her fourth nomination for the show. With music so central to the plot and establishing the era, she has been an integral part of its evolution, seeing it through from purely score and source to heavily featured on-camera music. With over 30 years of credits including *Burn Notice*, *Younger*, *Nomadland*, *Gilmore Girls: A Year in the Life*, and *Call Me by Your Name*, she is undeniably a pro, but she still maintains a grounded influence and ear to the ground attitude developed from her years working in bars. Her nuanced attitude is evident in her work. "I always feel like it should allow people to feel what they want to feel, and not push them or make them feel something." She goes on to say, "When music is used right, sometimes you don't even notice it and sometimes you love it. It makes you feel. It's another character."

Thomas Golubić has put the soundtrack of *Better Call Saul* on the map, earning him yet another Emmy nomination. The soundtrack features an eclectic mix spanning decades with tracks by Nancy Sinatra, Burl Ives, Dave Porter, Rick Springfield, Pixies, The Breeders, BADBADNOTGOOD (Storm #22), and more. Golubić, DJ and twice Grammy-nominated record producer has previously worked on *Breaking Bad*, *The Walking Dead*, *Grace and Frankie*, and *Six Feet Under* among many other film and television projects. In 2017 Thomas became the president of the Guild of Music Supervisors, meaning he is not only a working stable, he is an integral part of the music supervisor community.

Ozark also turned heads, or rather ears this year, with **Gabe Hilfer** leading the charge. With previous work including *Suicide Squad*, *Black-ish*, and *Sausage Party*, he is capable of impressive range. Music was indispensable in setting the tone for *Ozark*, bringing complexity and layers to a dark world. Hilfer considered the music an exclamation point, ensuring that each choice was deliberate and intentional. While the sheer number of songs used might not be the most impressive, the lasting impression from them certainly is.

Rounding out the nominations, **Janet Lopez** is being recognized for her balanced and intriguing work on *The White Lotus*. Toeing the line between light-hearted enjoyment and moments of sheer suspense, Lopez's music choices created a world that people could not stop talking about. Bringing her experience from shows like *The Twilight Zone*, *The Nevers*, and *Utopia*, Lopez brought audiences to a far-off place, while managing to stay very tethered to our reality.

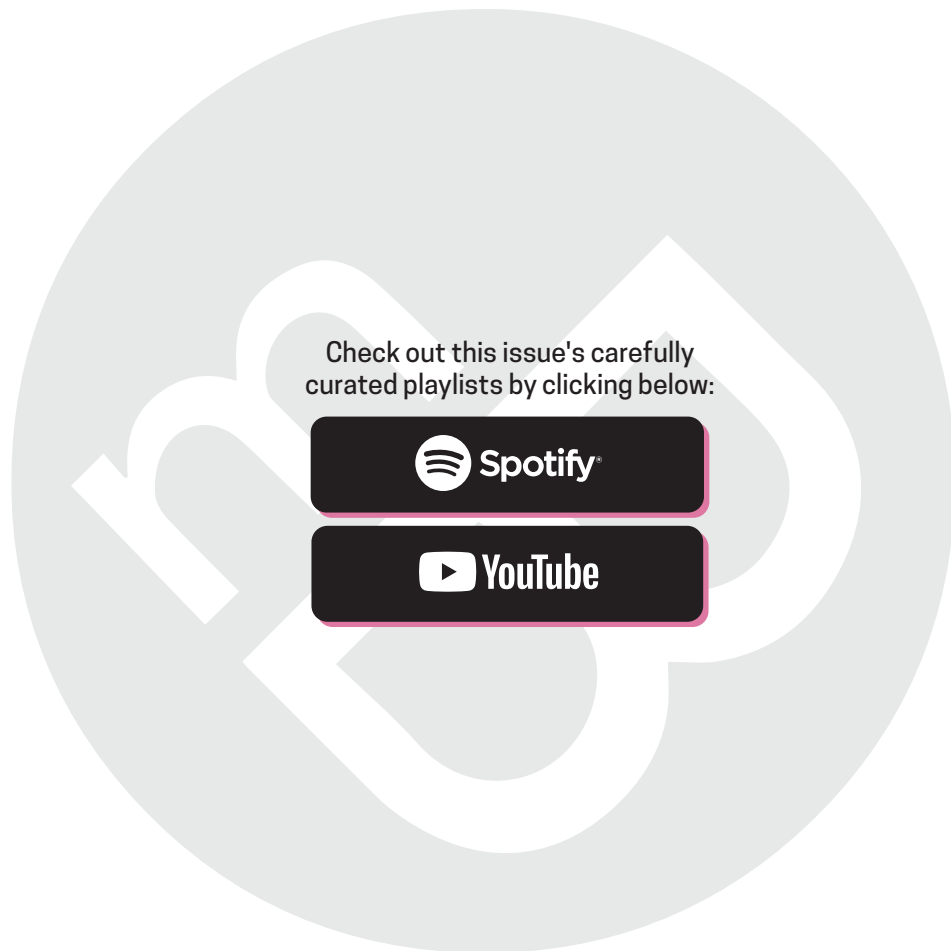
Of course, the exciting players in the space are certainly not limited to this year's Emmy nominees. The world of music supervisors is rich and constantly changing. People like **Samuel Diaz** (*NCIS*, *Blue Bloods*, *Star Trek: Picard*), **Matt Biffia** (*Sex Education*, *Hacks*), and the incredible duo of **Christa Miller** and **Tony Von Perwieux**, who curate music for *Ted Lasso*, have also done their part to remind audiences of old songs and introduce them to new ones.

Credit Where Credit is Due

In June, NPR reported that music supervisors are looking to unionize with the International Alliance of Theatrical Stage Employees, or IATSE. Like many workers across many

industries, music supervisors started talking seriously about unionizing at the onset of the pandemic. According to IATSE, 75% of an estimated 500 music supervisors have now signed authorization cards to join the union. This is largely because most music supervisors are considered independent contractors and ineligible for unemployment payments. The union says music supervisors want to standardize pay rates in order to tackle discrimination and disparities; gain access to healthcare and retirement plans; and negotiate with the Alliance of Motion Picture and Television Producers, which has not voluntarily recognized the union.

It is clear that music supervisors are striving for credit where credit is due in an industry where behind the scenes creators are finally starting to be recognized. While not often glamorized or publicly recognized for their work, music supervisors have become a make-it-or-break-it force when it comes to what we experience on the small screen—bringing the cinematic experience home. With the ability to bring new life to an old song, help indie artists find new audiences, and create a moment that will last forever in the hearts and minds of fans, these multi-talented maestros are growing in prominence and are a force on the pop culture landscape.



STORM TRACKER

Tracking Our STORM Report Alumni!



CHARLIE PUTH

(STORM No. 26)

Singer-songwriter **Charlie Puth** (STORM #26) is gearing up to release his third studio album, *CHARLIE* and dropped not only its respective artwork via Instagram, but also its release date, along with a message regarding its creation. He has released three songs from his upcoming project—"Light Switch," "That's Hilarious," and most recently, "Left and Right" featuring Jung Kook of BTS.



REZZ

(STORM No. 40)

Canadian DJ and producer **REZZ** (STORM #40) has revealed the development of a brand new record label which she will helm. The announcement arrives in the wake of the release of REZZ's stunning new album *Spiral* and a massive North American tour. The track "Taste of You" from that album already has 16M streams on Spotify with no signs of slowing down. Catch Rezz on tour at Lollapalooza, Moonrise Festival 2022, and as a headliner at Red Rocks Amphitheatre for 3 nights this October.



LIZZO

(STORM No. 45)

Singer, rapper, and songwriter **Lizzo** (STORM #45) recently announced her intergalactic "Lizzoverse" light show for her new album *Special*. This was an immersive cosmic light show experience set to her second studio album that was just released on July 15th. The audiovisual planetarium spectacle was held in New York City's Cipriani 25 Broadway. This new album feels incredibly personal to Lizzo and is a spectacular follow-up to her hit 2019 album, "Cuz I Love You." Rolling Stone has hailed this new album as "the best music she's ever made." We agree!

STORM FORECAST

Events And Happenings For Your Radar

PRIMAVERA SOUND LOS ANGELES

September 12-18 (Los Angeles, CA)

The long-running Spanish festival, which has been held in Barcelona since 2001, will make its U.S. debut September 12-18, 2022 at the L.A. State Historic State Park. Nine Inch Nails, Arctic Monkeys and Lorde are set to headline the inaugural Primavera Sound Los Angeles. Also, don't forget to catch some of our alumni that will be performing as well: Clairo, Shygirl, Tierra Whack, and many more.

SS23 NEW YORK FASHION WEEK

September 9-14 (Manhattan, NY)

New York Fashion Week, is a semi-annual series of events when international fashion collections are shown to buyers, the press, and the general public. includes a Candlelight Vigil, The Gospel Music of Elvis Presley Dinner Show, and the annual Ultimate Elvis Tribute Artist Contest.

BILLBOARD LATIN MUSIC AWARDS

September 29 (Coral Gables, FL)

The 2022 Billboard Latin Music Awards, the longest-running and most prestigious award show in Latin music, will take place this year on Sept. 29 at Watsco Center in Miami. The awards will be broadcast simultaneously on Spanish entertainment cable network, Universo, throughout Latin America and the Caribbean on Telemundo Internacional, and on demand next day on Peacock. As has been the case for over 20 years, the Billboard Latin Music Awards coincide with Billboard's annual Latin Music Week, the single largest and most important gathering of the Latin music industry, taking place September 26—October 1.

MOONAGE DAYDREAM

September 16

Neon and Universal Pictures Content Group have announced that they will release *Moonage Daydream*, the first-ever David Bowie doc sanctioned by his estate, following its bow in the Midnight Screenings section of the 75th Cannes Film Festival on September 16. The motion picture reveals the icon through his own voice and features 48 of his musical tracks, mixed from their original stems. It does without saying that we are very excited to experience this in theatres in September.

MUST SEE FALL TV 2022

Suffering from *Stranger Things* withdrawal? Have no fear! Coming soon to a small screen near you are a crop of highly anticipated new and returning shows. Starting with Netflix's adaptation of Neil Gaiman's iconic comic-book series *The Sandman* (August 5), this upcoming fall season of TV is going to be incredible. New seasons of favorites like *Locke and Key* (Netflix, August 10), *The Good Fight* (Paramount+, September 8), *Cobra Kai* (Netflix, September 9), and *The Handmaid's Tale* (Hulu, September 14) are returning. Other shows we are looking forward to are *A League of Their Own* (Amazon Prime, August 12), *She-Hulk: Attorney at Law* (Disney+, August 17), *House of the Dragon* (HBO, August 21), and of course, Amazon Prime's *The Lord of the Rings: The Rings of Power* (September 2).

ICON KEY

YouTube

Spotify

Instagram

TikTok

Genre

Similar Artists

Label

STORM WARNING

The 20 Artists On Our Radar



"The pair has turned the concept of the build and drop upside for this one."
—Billboard

1 **DUKE & JONES** 50.6K 7M

131K 1.5M Dance, Electronic, House Nitti Gritti, QUIX Duke & Jones
Manchester-based Duke & Jones are quickly on the rise as one of the most forward-thinking artists in the industry. By taking an unconventional approach to getting their music heard, they are known to be the first act to premiere an EP on OnlyFans. They are among the first up-and-comers to sign with The Shalizi Group, where they're featured alongside Marchmello, Alesso, and many more A-list acts. Photo by Liam Maxwell ©2021

TIME LEON DORE

2 LF SYSTEM

"LF System surges to No. 1 in the U.K. with "Afraid to Feel" (Warner), ending Kate Bush's three-week reign in the process."

—*Billboard*

**EMMA'S
TOP PICK!**

▶ 3.9K 🎧 4.6M

📷 13.4K 🎵 3K 🎶 Dance, Electronic, House 📍 Solardo, WEISS 🎧 Warner Music

LF System is a Scottish DJ/Producer duo comprising Conor Larkman and Sean Finnigan. The pair formed in the late 2010s and combined their two surnames with the addition of System, as "it just sounded cool." Their latest single, "Afraid To Feel" went viral on TikTok, quickly hitting the Official Singles Chart with over 26M streams on Spotify. Based on a sample of Silk's 1975 disco cut, "I Can't Stop (Turning You On)," toppled Kate Bush's #1 position on the UK singles chart after three weeks. Photo by Nathan Hinze ©2022

📷 13K 🎵 N/A 🎶 ScandiPop 🎧 Sandro Cavazza, Justin Jesso 🎧 Milkshake / Sony Music

A prolific songwriter working behind-the-scenes, Linnea Södahl (better known mononymously as Nea) made her solo debut with the release of her 2019 single, "Some Say." The road to releasing her own music was crafted by a variety of her impressive accolades, ranging from collaborating with Zara Larsson, Tove Styrke, Tinie Tempah, Axwell, and many others. Most recently, Samsung Electronics Nordic engaged Nea and Norwegian music producers Skinny Days (also featured in this issue) to compose a song to raise awareness for hearing loss. The song, "Heartbeat," is a unique collaboration as it includes frequencies typically used in hearing tests. Photo by Jasmin Storch ©2019

3 NEA 📺 70K 🎧 4.1M

4 DENISE JULIA

"If you've heard or come across the song NVMD recently, that's not Ariana Grande singing, but 20-year-old Pinay musician Denise Julia."

—NYLON

50K 2.9M

32K 184K R&B/Soul Ariana Grande, Kiana Ledé Denise Julia

Filipina musician Julia Denise Lee, known professionally as Denise Julia, has been writing music since she was 13 years old. Her latest single, "NVMD" has garnered over 22M streams on Spotify after blowing up on TikTok. Inspired by the likes of Beyoncé, TLC, Aaliyah, SZA, and Kehlani, she began writing songs at a very young age. Says the artist about her emerging career: "The percentage of women taking up key roles in the music industry is absurdly low, and that I'm part of the women who make up only 20% of singers, 12% of songwriters, and 2% of producers. I just want other women artists to be inspired to put their work out there." Photo provided by management ©2022



ROBERT'S
TOP PICK!

▶ 60K 🎧 2.2M

5 DJO

📷 136K 🎵 3.7K 🎧 Psychedelic pop, Alternative, Singer/Songwriter 🎧 Tame Impala, Glass Animals 🎧 Djo Music

Djo, better known as Joe Keery from *Stranger Things*, will be dropping his second solo album "DECIDE" on September 16th. The 30-year-old actor who's been making music since his teens worked on "DECIDE" during the pandemic with engineer/musician Adam Thein (Temporex, Post Animal) and recorded the collection at the Sound Factory in Los Angeles. As a preview, he's shared the first single, "Change," and you can hear him sing over super crunchy synths for a robotic effect. We're supposed excited for the release of his album and definitely look forward to seeing him perform at Lollapalooza, Sea.Hear.Now Festival, and Austin City Limits. Photo by Dana Trippe ©2022

📷 204K 🎵 244K 🎧 Pop, Electronic, Dance 🎧 Lauv, Milky Chance 🎧 Snafu Records

Los Angeles-based indie pop singer-songwriter, iamnotshane (born Shane Niemi) has built a cult-like fanbase over the past several years. First catching attention in 2016 for his flamboyant dance style, the music video for his song "Insecure" featured the iconic Anti-Gravity Lean made famous by Michael Jackson and has over 6M views on YouTube. It's hard not to smile when listening to iamnotshane, even when his latest track "maybe my soulmate died" (which already has nearly 10M streams on Spotify) has some darker themes. It's no wonder that he's finally hitting his stride in 2022, bringing some dancy 80s-inspired pop when we need it most. Photo by Shania Houchens ©2022

▶ 125K 🎧 1.1M

6 IAMNOTSHANE

"It's clear that iamnotshane is unapologetically himself in his songs and his videos, with a clear artistic direction in his personally written and co-produced songs and satirical music videos."
—BILLBOARD





7 MARIAH THE SCIENTIST

91K 934K

635K N/A R&B/Soul, Hip-Hop/Rap H.E.R., Sabrina Claudio RCA Records

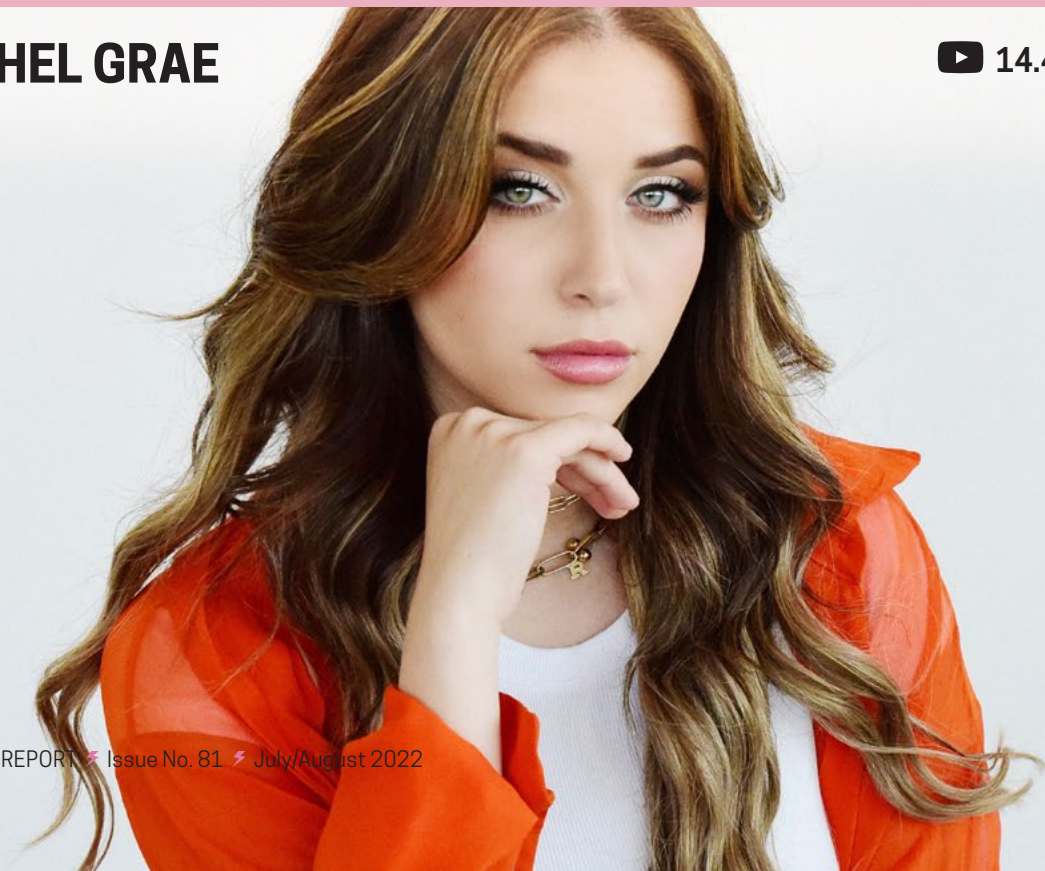
Mariah Buckles, known professionally as Mariah the Scientist, is an American singer-songwriter from Atlanta, Georgia. While a freshman at New York's St. John's University, she recorded a playlist for her then-boyfriend. The romance fizzled, but the experience prompted her to pivot away from her dreams of becoming a pediatric anesthesiologist and towards creating tunes that were a salve for her sorrows. As she announced her latest project, "Buckles Laboratories Presents: The Intermission," fans were ecstatic—and since its March 11th release, the four-song EP has been an irresistible teaser for her upcoming work. Photo by Jerald Johnson ©2022

72.5K 738K Pop Alessia Cara, Lauren Weintraub FRTYFVE

Rachel Grae is a rising singer-songwriter based in New York. As a self-described oddball, Rachel has a way of tapping into the psychological, cerebral, and emotional, but it's her powerhouse vocals that set her apart from her peers. Recently, she released a snippet of her "Friend Like Me" on TikTok and has garnered up to 7.3M views and 1.5M likes to date. She is an optimistic and outgoing young person, and music is the way for her to look inward. Photo by Shervin Lainez ©2021

8 RACHEL GRAE

14.4K 918K





9 ALLOCAI

📷 30K 🎵 N/A

🎵 Pop, Rock, Hip-Hop/Rap

📺 The Weeknd, Raury

🎧 Tree4ort Records

Born in Jamaica, Allocai is a LA-based pop recording artist whose unique sound and style brings a breath of fresh air to the music industry. With his broad vocal range and versatile dance routines enables him to fully captivate an audience in his live performances. Allocai released his debut album *CRUELTY* in April 2020 which was a 12 track LP that empathized the personal experience he faced through emotions rather than words. Photo by Joe Perry ©2022

📺 3.7K 🎧 646K



10 SKINNY DAYS

2.5K 595K

2.3K 270 Pop, EDM Tiësto, David Guetta The Selective Label

Skiny Days are a multi-platinum Norwegian writing and production duo based in Oslo. While they mainly focus on songwriting and top lining, their combined talents enable them to write and produce across various genres that are not just EDM. With the perfect balance of creativity, they've had 5 different songs in Norway's top 50 chart simultaneously in 2019. Skinny Days knowledge and experience have brought them amazing opportunities to write and/or produce several hit singles for artists such as Alan Walker, Seeb, CLMD, and Julie Bergan. Photo by Ole Martin Halvorsen ©2020

4.6M N/A Alternative/Indie Jade Bird, Birdy Mom+Pop

Actress, model, singer, and lyricist Maya Hawke is perhaps most known for appearing as Robin in the Netflix series "Stranger Things." Daughter of Ethan Hawke and Uma Thurman, the now 23-year-old multi-hyphenate studied at the Royal Academy of Dramatic Arts in London, the Stella Adler Studio of Acting in New York, and Julliard. A rising star both on screen and behind the microphone, she made her musical debut in 2020 with her album, *Blush*, which featured a dusty alt-country sound showcasing her airy, laid-back vocals and heartfelt lyrics. The actor-musician is now preparing to release her next album *Moss* in September through Mom+Pop. As a preview, Hawke has shared the single "Thérèse," which is inspired by the painting *Thérèse Dreaming* by Balthus. We can't wait to see what she does next! Photo by Celine Sutter ©2022

11 MAYA HAWKE

140K 588K

JENNIFER'S
TOP PICK!





12 KENYON DIXON

▶ 7.4K 🎧 503K

📷 87K 🎵 32.5K 🎧 R&B/Soul, Pop, Hip-Hop/Rap 🎧 Bryson Tiller, ODIE 🎧 Kenyon Dixon

Born and raised in South Central LA, Grammy-nominated R&B singer-songwriter Kenyon Dixon grew up in a devoutly religious household. At a young age, he developed a love for dance and musical theater and eventually got into singing, writing, and producing R&B. During the early 2010s, he began to write some material for Tyrese and in 2014 he released his EP, "Twenty Four." By the end of the 2010s, he had done background work for the likes of Kirk Franklin, Pharrell Williams, Usher, Jill Scott, and Nick Jonas (to name a few). In January 2021, Dixon released his highly anticipated LP *Expectations* which garnered a tremendous amount of support from artists like Brandy Norwood, Jermaine Dupri, and Timbaland. His remake of the soulful Sam Cooke classic "Bring it On Home to Me" in partnership with PJ Morton & B.J. the Chicago Kid was nominated for a 2022 Grammy Award for Best Traditional R&B performance. Get ready to swoon. Photo by Gordan Price ©2022

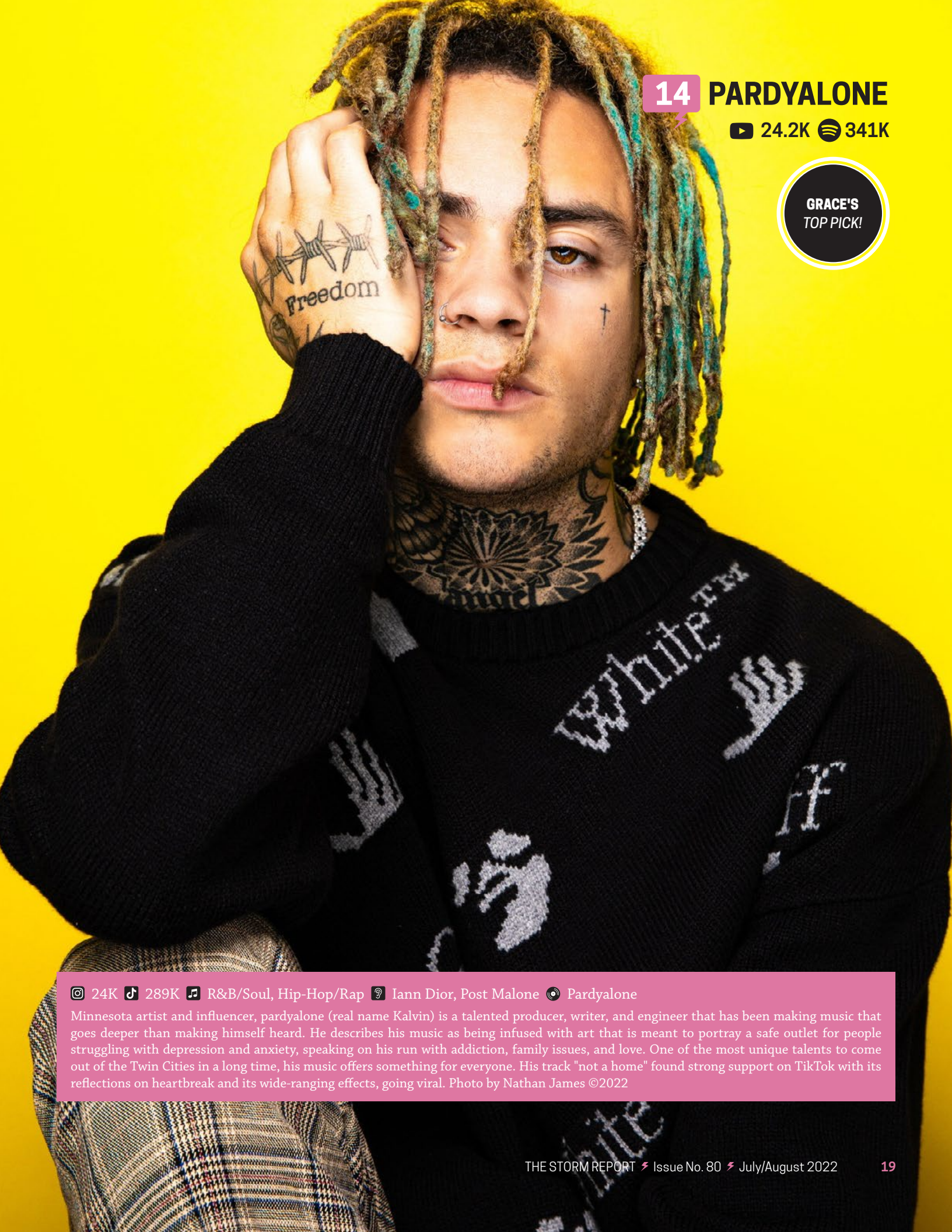
13 REGGIE BECTON

2.1K 499K



11.7K 246 R&B/Soul, Alternative Ambré, JVCK JAMES BNB Lake

At a young age, Reggie Becton discovered the sounds of Marvin Gaye, Prince, Tank, Avant, and Brandy and since then has worked with and been mentored by musicians who have written and produced for some of the top voices in R&B. As a true storyteller, who shoots straight from the heart, Reggie's music is an audible depiction of the emotional complexities that millennials face when dealing with love, life, and loss. In 2021, he released his debut album *California* to critical acclaim. He is now mapping out the next phase of his career, creating modern R&B that is pushing the boundaries of the genre in new and exciting ways. Photo by Amber Aisha ©2022



14 PARDYALONE

▶ 24.2K 🎧 341K

**GRACE'S
TOP PICK!**

📷 24K 🎵 289K 🎧 R&B/Soul, Hip-Hop/Rap 🎧 Iann Dior, Post Malone 🎧 Pardyalone

Minnesota artist and influencer, pardyalone (real name Calvin) is a talented producer, writer, and engineer that has been making music that goes deeper than making himself heard. He describes his music as being infused with art that is meant to portray a safe outlet for people struggling with depression and anxiety, speaking on his run with addiction, family issues, and love. One of the most unique talents to come out of the Twin Cities in a long time, his music offers something for everyone. His track "not a home" found strong support on TikTok with its reflections on heartbreak and its wide-ranging effects, going viral. Photo by Nathan James ©2022



📷 4.3K 🎵 3.5K 🎧 Pop, Rock, Alternative 🎧 Wet Leg, GRAE 🎧 AWAL

Ottawa-based Hannah Judge, better known as Fanclubwallet, created her own instrumental "sad-boop electronic music" that was recorded on her iPhone with a headphone mic and GarageBand while at university. Spending more time in venues rather than in the classroom, the 22-year old artist has found success with her single "Car Crash in G Major" (over 7M streams on Spotify) and a cover of "This Must Be the Place (Naive Melody)." Her recently released debut album *You Have Got To Be Kidding Me* is lo-fi alt-pop rock gold and a perfect blend of jaggedly honest lyrics with accessible melodies. Photo by Ian Filipovic ©2022

16 CHASE MCDANIEL

26K 245K

96K 159K Country Keith Urban, Tim McGraw Chase McDaniel

Chase McDaniel began finding his voice by singing in church and started attracting crowds at only 15 years old for his deep voice. Growing up, he performed Johnny Cash covers, earning extra money alongside other day jobs to support his music career. His work ethic has started to pay off and his single, "Project" peaked at #1 in just two hours on iTunes across all genres in the US, UK, and Canada. Notably, he was recently approached by container maker O-I Glass (providing bottles for companies like AB InBev, Diageo, PepsiCo, and others) to create a track called "Better in a Glass." We'll drink to that! Photo by Robby Stevens ©2022



17 HANS WILLIAMS

1.2K 244K

Instagram N/A TikTok 8.6K Spotify Pop, Alternative, Singer/Songwriter SoundCloud Ray Lamontagne, Alt Bloom YouTube Tucker Hill Records

Still attending college, Hans Williams is a singer-songwriter whose wistful, stirring folk-pop is infused with the mindscapes of his native hometown Vermont. With only a handful of songs on his Spotify page, he has garnered over thousands of listeners. His most popular track, "93" has reached more than 3 million streams, and it's easy to see why he already has such a cult following in his early career. Hans Williams describes most of his songs as "messages to myself," hoping to make music others can deeply relate to. Photo by Brayten Bowers ©2022

Instagram N/A TikTok 342 Spotify Pop, Electronic, Dance SoundCloud HNNY, SAFIA YouTube Alice Ivy

As a highly-collaborative ARIA-nominated electronic producer from Australia, Alice Ivy crafts soulful soundscapes with hip-hop samples, recalling work by the Avalanches, Gramatik, and L'Orange. Her debut album "I'm Dreaming" was released in 2018 and has since performed more than 300 shows worldwide including Australian national tours with Billie Eilish, Foster The People, Flight Facilities, and many more. With 10 consecutive singles on high rotation at Australian radio station triple j, Alice Ivy is fast becoming recognised as one of Australia's most versatile artists. Photo by Dominik Schmarsel ©2022

18 ALICE IVY

3.1K 198K





▶ 44.3K 🎧 155K

19 BEACHPEOPLE

📷 18.6K 🎵 N/A 🎸 Alternative, Singer/Songwriter, Indie 📍 Bon Iver, Dope Lemon 🎧 corner.company

Malte Huck founded BEACHPEOPLE in 2021 with the intention of creating a collaborative project with his friends and other artists. While the concept is still relatively new, and he appears solo on the single "tonight," what we've heard so far is very exciting! The single offers a journey into the unknown, with lyrics about setting out for the evening without having a plan. It's a light-hearted track that seems to be a perfect summer song, and perhaps a little autobiographical as well. Photo by Woulden ©2022

📷 27.5K 🎵 N/A 🎸 Afro-House, Dance, Electronic 📍 Damian Lazarus, Pablo Fierro, Re.You 🎧 Independent

At just 17 years old, Morgen knew she was bound to be in the music industry. Whether that meant Broadway, composing or becoming a singer-songwriter, she knew this was going to be her life. She grew up listening to artists like Santana, Led Zeppelin, Cat Stevens, Amy Winehouse, and Fleetwood Mac and has developed a bedroom-pop/indie vibe all of her own. With the release of her 2021 debut EP, "Unaccompanied Minor" Morgen has garnered praise from the likes of Zane Lowe and Elton John. And now, the STORM Report, as well! Photo by Aidan Schechter ©2022

▶ N/A 🎧 4.5K

20 MORGEN



Thanks for reading! See you next month.



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