



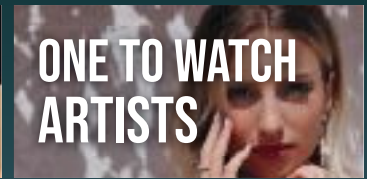
**CMA
AWARDS REVIEW**



**LORETTA LYNN
RECOGNISED**



**MAGIC
GUITARS**



**ONE TO WATCH
ARTISTS**

MAVERICK

THE BIGGEST INTERNATIONAL COUNTRY MUSIC MAGAZINE

OCTOBER/NOVEMBER 2020

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DOING THINGS OFF SCRIPT

To get to where she is today, Jessica Lynn has had a somewhat different route to country music success, but everything has aligned perfectly for her to start working on her debut album

It is always strange when you can see and feel the jigsaw pieces of your life come together. It can provide a feeling of immense satisfaction seeing things you've worked exceptionally hard for drop into place, though equally it can be something detrimental and forces you to adapt to a situation knowing how the table is set. Alternatively, it could be something completely out of the blue that gives you an opportunity to take with two hands.

Someone who took her opportunity with two hands is Jessica Lynn, with the New York based American artist continuing her rise up the genre's ladder with a number of outstanding releases. Whenever life's dice has rolled her a six, she's made the absolute most of it. The most recent instance of this has allowed her to work on her debut album, as while the lockdown period was far from great, it allowed Lynn the time to knuckle down and work on an album, even if it did come at the cost of scrapping (and having to rearrange) a UK tour.

"The silver lining in this pandemic, for me, has been that what was supposed to be an EP of only six songs that was supposed to be released right before we left for our UK tour, has now turned into a full length album," Lynn beams. "I just keep writing during this pandemic and I keep adding to it! We are up to 13 songs now and I'm really proud of it. I think these songs are a really good representation of the artist that I want to be and that I am and I'm really, really excited about it.

"This album is my first full length album, so although we've done a lot – we've toured around the world, done television specials, EPs and singles that did really well on country radio here in the States – I've never released a full length album.

"I always knew this was what I'm going to do"

For me, it's kind of a collection of the best of what I think I've done over the years. I have a song on there that was from my very first television special back in 2014 that I felt never got its proper chance, there's brand new stuff I wrote in the pandemic, there's some stuff like *Love Me That Way* that we debuted on the tour last year and never got to record, so it's really a mix of everything that I think is a good representation of who I am."

A different mentality

Who Jessica Lynn is, is a very interesting question. She is known for being very kind and enthusiastic, but beneath that layer is someone who is incredibly focused and determined to be a success within music. This is something that has always stood out with Lynn, who has made it her mission since she was a teenager that she was going to be involved in music in some capacity – even if that meant leaving people behind who, in her eyes, were not as driven in their pursuit of their goals as she was.

"I was a rock and roller my whole life – growing up in New York, I was playing in a rock and roll band, I was writing all the music, very much like No Doubt and we were playing all over. We were playing every New York City nightclub from the time I was 13 years old and through a series of heartbreaks, that band fell apart, as many bands do, especially when you're kids. The other kids didn't have the same mentality that I had – I always knew this was what I'm going to do, I'm going to have a career in music and the other kids...well, they were kids. They wanted to hang out with their friends on the weekends and I wanted to rehearse or whatever, so that band fell apart."

Silver screen

One of the ways that Lynn got her break though was unconventional to put it mildly. You may perhaps be aware of Jessica Lynn from her Amazon Prime TV specials, but the story behind them is a remarkable one. Once Lynn had decided that country music on her own back was going to be the way to go, she plotted how to get herself heard – but it was her dad who encouraged her to follow a project that would ultimately lead to a huge rise in profile and a chance to support some country icons in the process.

"I always loved country music growing up and when I got a little bit older, I said to my dad that I can't do this anymore with this

band – it's just heartbreak after heartbreak and I want to do country music and I want to be a solo artist, so nobody can ever take my dream away from me but me. I said, 'let's start recording a demo' and he said, 'well, why? Everybody records a demo, let's try something different, let's film something for TV'. I have to say – and he loves it when I admit that I was wrong – that I fought him so much on this. I was like, 'no-one is ever going to air a full concert special of an unknown artist, like everybody would do it if so, why would we do this?'

"He was persistent and was like, 'just try it', so we tried it with the cheapest camera crew and we put the whole thing together in a month. It was a shoestring budget, but it wound up going nationwide on television and led to the next four television specials coming out after that and led to all this worldwide touring and getting to open for Brad Paisley and all these amazing people. It's really been a whirlwind since then."

Limitless

Now she has that profile, which she has consistently and brilliantly built upon with a series of strong releases and exceptional TV related specials, everything has aligned for Lynn's album. When it came to the writing





side of things, Lynn says that she went in without any intention of writing to accommodate others – it would be very much an album that she wanted to write, which she believes has been critical to the album's sound.

"For me, I went into this writing and recording process thinking I'm going to have no boundaries. I've always been very different in this business and in the beginning, it held me back just a little bit because when I came onto the scene, people were kind of like, 'well you don't sound or look like anything else happening on country radio right now' and then instead of letting it scare me, I embraced it.

"I'm a New Yorker I'm Italian, I always do things backwards in my own way and take the path less travelled and this album was no different. I went in saying 'I'm going to write whatever comes out and I'm not going to think what's going to be good on country radio or what's going to be good on a big festival stage, I'm going to write just to write – and for the love of writing'. And that's it. I think that's why the music came out so good on this record because while recording."

While Lynn's path has certainly been an unconventional one, it is most definitely an exciting one. The countdown to the album begins now. **M**

Being loved in that way }

The reaction to *Love Me That Way* has been nothing but positive since Lynn released it and Lynn herself admits that she was completely taken aback by the traction that the song got. "It has been incredible," Lynn says. "Every song that you put out, you always hope that it supersedes the one you put out before and that it is just as well received and there's so much anxiety and nerves that goes with it. I honestly was blown away that in one week it already had over 40,000 streams on Spotify, the reception has been amazing and I thank everybody so much for that, because I feel really passionately about this song."