

Forbes

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The Little Black Book of Billionaire Secrets

Why 2017 Will Be The Year Of The Female Artist In Country Music



Look for Maren Morris and Kelsea Ballerini to continue to make waves in 2017. Ballerini will (presumably) release her sophomore album, and Morris (a four-time Grammy nominee this year) will continue charting singles off her debut, HERO. I hope country radio will widen its airwaves to accommodate other deserving new female artists next year. Artists like Runaway June (whose debut single “Lipstick” is off to a strong start), standout Lindsay Ell (who was nominated for a CMT Award in 2016 despite a lack of country radio support thus far), acclaimed songwriter Caitlyn Smith (whose Starfire EP was one of 2016's best releases), SiriusXM favorite Carly Pearce, and Bailey Bryan (signed by Google-backed New York-based label 300, home to artists Fetty Wap and Young Thug) all deserve to be heard by country radio audiences. As Shania would say, “Let’s go, girls!”