

Video Transcripts: Music Row Finding Inspiration and Forging Ahead

Note: Guitar music plays

On-Screen: Regions Music Row Music Makers logo (registered trademark)

On Screen: Two men are sitting in chairs talking with each other, interview-style

00:00:10:11 - 00:00:20:04

Chase Chapman

Hi. I'm Chase Chapman, private wealth adviser with the Entertainment Sports Division of Regions Bank. Today I have Jordan Rowe with me, singer songwriter, with River House Artists and Tape Room Music. Jordan, thanks for being with us today.

00:00:20:06 - 00:00:21:01

Jordan Rowe

Hey, thanks for having me. I'm excited.

00:00:21:02 - 00:00:30:14

Chase Chapman

So Jordan, last year, we're in the middle of a pandemic and you released your debut album, Bad Case of the Good Old Boy. Tell me about that. How was that received given that it was done in the middle of the pandemic?

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Jordan Rowe

It was a challenge, but it was it was a fun challenge. We were so excited to put it out. And, you know, everybody asked me if the pandemic hurt or helped. And a lot of people will say it hurt, but I think it helped because having those months where you couldn't go out and do anything else allowed us to have so much time to write songs and get the songs right.

00:00:53:04 - 00:00:53:21

Jordan Rowe

You know?

00:00:53:21 - 00:01:06:09

Chase Chapman

So obviously, I've listened to the album front to back a dozen times over. I love it. Obviously, you've got some great country music influences on there, like Eddie Montgomery, Red Akins, Tracy Lawrence. Tell me what it was like working with those guys.

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Jordan Rowe

Appreciate that, man. That was incredible. It was surreal. I grew up listening to all three of those guys. So, Eddie, you know if you don't know, it's he's with Montgomery Gentry, who I grew up just loving all three of those guys That Ain't My Truck, by Red Akins is one of my favorite songs ever. Paint Me a Birmingham, Something To Be Proud Of.

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Jordan Rowe

So growing up, I can remember being in my dad's truck, going down the road singing those at the top of my lungs and when I had the opportunity to work with those guys instead of just listen to them, I was so excited. And they were, you know, they say, don't meet your heroes because you never know how they're going to be.

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Jordan Rowe

And that was absolutely not the case with those guys. They were all so awesome to work with. So nice. And, you know, they just did it because I really love the music and they love, you know, kind of bringing it back to that 90 sound in that early 2000 sound. And they were awesome.

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Chase Chapman

So of course, we talk about the nineties influences. These guys were huge nineties songwriters, artists. So your style is unlike that of so many others these days. And you really have that nineties feel to it. So tell me about obviously your influences. We already talked about a few of them, but what other influences, how did you decide you wanted to produce or create Nineties style music?

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Jordan Rowe

Well, I think, you know, I always tell my producers and my managers this, if you're doing what everybody else is doing, you're never going to stand out. You know, if everybody did what everybody else had always done, we wouldn't have driven a car this morning. We wouldn't have turned on the lights. And I think music goes in cycles just like, you know, the stock market or any kind of other business.

00:02:46:00 - 00:03:07:01

Jordan Rowe

And you see everybody fall in love, the nineties countries, and then you see, you know, the progression of the pop sounds into it. And it was cool there for a while, but now you see a demand for it to go back the other way. I don't know. Just nineties country has more of a good feel to it, you know what I mean?

00:03:07:01 - 00:03:31:11

Jordan Rowe

It's more produced, it's more it's bigger, it's more raw. And there's more I would say it's more musical. I know that's kind of weird to explain, but there's more musicianship in how it's played. Versus a lot of the, you know, loops and in, you know, modern country. And, you know, we work both of those into ours because you can't just jump all the way into it.

00:03:32:10 - 00:03:48:08

Chase Chapman

So we're talking about pandemic and not being able to be in-person with folks. Well, of course, we got to look at the root of that, where we're looking at the songwriting or the creation of these songs. And obviously you had to do a lot on Zoom, I'm sure. So what were the Zoom songwriting sessions like? I'm sure that was completely new.

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Jordan Rowe

It was so weird at first. It was because, I mean, none of us had ever used Zoom. You know, it's got I mean, it's obviously a little higher quality face time, I guess. But, you know, to get on there and and talk and have a conversation like we're doing now is one thing. But to get on there and write a song is a whole nother animal because one of the big problems was the delay of sound, you know, because we're one guys playing a guitar on there and it's just distorted and it

00:04:17:10 - 00:04:36:15

Jordan Rowe

And some of the cam... the microphones think that that's background noise and it's trying to block it out. So after a few weeks of learning, you know, kind of what settings to push in different things everybody kind of got used to it and got settled into that groove. And we had to because we had to adapt and we did that for over a year.

00:04:36:22 - 00:04:57:21

Jordan Rowe

Yeah. And sometimes we're still zooming. But, you know, the pro side of it, I think is people realized how, how much you can get done, you know, from the comfort of your own home. You know, even whether it's writing songs or having any kind of marketing conversation or whatever it be, you know, it's really easy to go back and finish songs now.

00:04:57:21 - 00:05:12:21

Jordan Rowe

Because if we don't get it done in the room, we can just go, Hey, let's just hop on a zoom at nine in the morning and, and get it done. And so, you know, we even use that trick to this day. I think you know, something else that helped us in the pandemic was Regions. One thing is the PPP loan.

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Jordan Rowe

If I had, you actually called me about that, I never would have known about that had you not called me and said, Hey, you can use this and you need to apply for this. I would have never, never known it. And what we did with that money was help us record. It helped us get touring equipment we needed.

00:05:28:07 - 00:05:41:04

Jordan Rowe

So that was super helpful. And you'll come to our shows, you come to our shows, whether it's a writers round or a small acoustic event, you know, to support us. So that's always awesome. I think that's the big thing with Regions is just having someone that you can count on.

00:05:41:19 - 00:05:46:04

Chase Chapman

And it's in our best interest to make sure that you're out there creating music, becoming the star that your going to be.

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Jordan Rowe

Hey, I appreciate y'all.

00:05:48:18 - 00:05:55:18

Chase Chapman

So Jordan, of course, you're never at a show where you're not wearing the Support Local Farmers hat that you're wearing right now. So so tell us where that came from, what that means to you.

00:05:56:01 - 00:06:19:00

Jordan Rowe

So I grew up in South Georgia around farming all my life. I had some family that farmed and I worked on a farm in high school. And then I went to college at the University of Georgia for Agriculture and studied agribusiness and agricultural and applied economics. When I graduated there in 2019, I moved up to Nashville to do music full time but I knew I always wanted to be involved with the agricultural community.

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Jordan Rowe

So I started this campaign called Support Local Farmers. And we've got these hats, you've got Koozies t shirts that we sell as our merch out our live shows and on our website, and we started a scholarship for students of agricultural families who want to go to college and study that. So I'm trying to, you know, invest back in agriculture and appreciate where our food comes from.

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Jordan Rowe

So a portion of all those proceeds from our merch sales are going to that scholarship fund.

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Chase Chapman

That's great. And what does success look like for you in the coming years?

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Jordan Rowe

I think one thing you know, I'm very goal oriented person. I just always have been. I have to have a dragon to slay every day when I wake up and, you know, have something tangible to work towards. For me right now, that's a record deal. That's what I'm really trying to go after right now. And success with that. I mean, I would love to have a song on the radio, a single to radio and take it to the top and have a number one have a major cut on a major artist.

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Jordan Rowe

That's another goal of mine. But also just one goal of mine is just to enjoy the now, you know, I get so caught up in trying to chase those things and chase what's next that a lot of times I forget to appreciate you know, where God's got me already on this journey and and, you know, kind of look around and and appreciate that.

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Jordan Rowe

So one goal is to be more thankful for where I'm at now. And just enjoy the whole process as we're getting to those goals in the coming years.

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Chase Chapman

Well, I know your music and I know it won't be long til that number one hits. So we'll be here for you when it does.

00:07:51:20 - 00:07:52:12

Jordan Rowe

Hey, there we go.