**BMI, BEASLEY MEDIA GROUP AND XPERI’S HD RADIO® TECHNOLOGY LAUNCH “HOW I WROTE THAT SONG®” SERIES**

***Featuring Lauren Alaina, Chris Lane, Taylor Momsen & Ben Phillips, Oak Felder, and More***

**Nashville, TN (August 9, 2021) – BMI (Broadcast Music Inc)**, **Beasley Media Group** and **Xperi’s HD Radio Technology** today launched a limited-edition of BMI’s signature series, **“How I Wrote That Song®**,**”** featuring acclaimed songwriters and producers from country, rock and R&B/hip-hop. Each episode of the 12-part series will give audiences an insider’s look into the creative process of writing and producing hit songs as well as the stories behind them. Among the music creators included in the series, hosted by **Brian Ives**, are heavy hitters **Lauren Alaina**, **Chris Lane**, **John Popper (Blues Traveler)**, **Kevin Griffin (Better Than Ezra)**, **Oak Felder**, **Mooski** and **Parker McCollum**, among many others.  A new episode will air every two weeks on Beasley Media Group radio stations across the country, with the video component posted on <https://bbgi.com/>.

“After last year’s successful ‘Hundred Years of Radio’ project, BMI is thrilled to join forces again with longtime partners Beasley Media Group and Xperi’s HD Radio Technology for the launch of ‘How I Wrote That Song,’” said **Clay Bradley, BMI’s Vice President, Creative, Nashville**. “Thanks to Beasley Media Group and Xperi’s HD Radio for giving our songwriters a platform to share their music and the stories behind how they created some of their biggest hit songs.”

"We are thrilled to once again join BMI and Beasley Media Group to celebrate the power of music and honor the artists who write the songs that inspire us, move us, and contribute to the soundtrack of our lives," said **Joe D'Angelo, Xperi's Senior Vice President Radio**. "Xperi recently marked the 15th anniversary of HD Radio technology's launch in a US vehicle, and we are proud to help deliver these amazing songs with HD Radio technology's crystal clear, static-free sound to tens of millions of listeners."

“After a highly successful and similar partnership with BMI and Xperi in 2020, we decided to bring back this popular feature to celebrate the biggest hit songwriters that are heard on our great radio stations,” said **Justin Chase, Beasley Media Group’s Chief Content Officer**. “It’s always fascinating to hear the story behind our favorite songs, and we’re excited to present this exclusive content to our on-air and digital audiences.”

**For more information go to** [**https://bbgi.com**](https://bbgi.com/) **and follow the conversation on social by using #HIWTS.**

**About BMI:**
Celebrating over 80 years of service to songwriters, composers, music publishers and businesses, Broadcast Music, Inc.® (BMI®) is a global leader in music rights management, serving as an advocate for the value of music. BMI represents the public performance rights in over 17 million musical works created and owned by more than 1.1 million songwriters, composers, and music publishers. The Company negotiates music license agreements and distributes the fees it generates as royalties to its affiliated writers and publishers when their songs are performed in public. In 1939, BMI created a groundbreaking open-door policy becoming the only performing rights organization to welcome and represent the creators of blues, jazz, country, and American roots music. Today, the musical compositions in BMI’s repertoire, from chart toppers to perennial favorites, span all genres of music and are consistently among the most-performed hits of the year. For additional information and the latest BMI news, visit [bmi.com](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2F7m0ocd%2Fflkdio%2Fj8w9uv&data=02%7C01%7Cjthomas%40bmi.com%7C636d38f653f24ffb355108d757c9c7cf%7C3bbeab8167a442cca0685dcb39061843%7C1%7C0%7C637074396482316066&sdata=DPBSfR42rUy8asIawoS6%2FpGoQjQ0gjb8RpV%2F4OwK9h4%3D&reserved=0), follow us on [Twitter](https://twitter.com/bmi) and [Instagram](https://www.instagram.com/bmi/) @BMI or stay connected through Broadcast Music, Inc.‘s [Facebook](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2F7m0ocd%2Fflkdio%2Ffty9uv&data=02%7C01%7Cjthomas%40bmi.com%7C636d38f653f24ffb355108d757c9c7cf%7C3bbeab8167a442cca0685dcb39061843%7C1%7C0%7C637074396482326060&sdata=XLFpwfKVAAyV5pLiRXEDgjcWzpJvUx4mItDdMGiMPKY%3D&reserved=0) page. Sign up for BMI’s [*The Weekly*](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Ft.e2ma.net%2Fclick%2F7m0ocd%2Fflkdio%2Fvlz9uv&data=02%7C01%7Cjthomas%40bmi.com%7C636d38f653f24ffb355108d757c9c7cf%7C3bbeab8167a442cca0685dcb39061843%7C1%7C0%7C637074396482336056&sdata=4OjEOc8zwmabrq9evho6h4XM15wUK0ib3Rerq4sWjdQ%3D&reserved=0)™ and receive our e-newsletter every week to stay up to date on all things music.

**About Beasley Media Group:**

Beasley Media Group (BMG), LLC, a subsidiary of Beasley Broadcast Group, Inc., is a multiplatform media company providing advertising and digital marketing solutions across the United States. BMG owns 62 radio properties located in 15 large and medium markets across the country, as well as offers capabilities in audio technology, esports, podcasting, ecommerce and events. Beasley Media Group reaches more than 20 million consumers on a weekly basis. For more information, please visit [www.bbgi.com](https://nam02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.bbgi.com%2F&data=04%7C01%7Clbranson%40bmi.com%7C88dee268105a4bfa899b08d94243f9b3%7C3bbeab8167a442cca0685dcb39061843%7C1%7C0%7C637613681986550847%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=J5dTP0r2EQn9pXiDEXfS2YWuy1Janalv8ymtSpGFV9E%3D&reserved=0).

**About Xperi Holding Corporation:**

In addition to HD Radio technology, Xperi’s automotive solutions designed to improve the in-vehicle experience include DTS AutoStage and DTS AutoSense. DTS AutoStage, built on the largest and deepest data set of broadcast and music metadata, combines over the air broadcast with IP-delivered content for a robust, richer, more personalized in-cabin infotainment experience. DTS AutoSense comprises occupancy and driver monitoring systems implemented at the edge.

Xperi invents, develops, and delivers technologies that enable extraordinary experiences. Xperi technologies, delivered via its brands (DTS, HD Radio, IMAX Enhanced, Invensas, TiVo), and by its startup, Perceive, make entertainment more entertaining, and smart devices smarter. Xperi technologies are integrated into billions of consumer devices, media platforms, and semiconductors worldwide, driving increased value for partners, customers and consumers.

Xperi, DTS, IMAX Enhanced, Invensas, HD Radio, Perceive, TiVo, DTS AutoStage, DTS AutoSense, and their respective logos are trademarks or registered trademarks of affiliated companies of Xperi Holding Corporation in the United States and other countries. All other company, brand and product names may be trademarks or registered trademarks of their respective companies.

**Media Contacts:**

**BMI:** Lauren Branson- LBranson@bmi.com and Jodie Thomas- JThomas@bmi.com  **Beasley:** Heidi Raphael- Heidi.Raphael@bbgi.com **Xperi/HD Radio Technology:** Angela Jacobson, mWEBB Communications - angela@mwebbcom.com and Melanie Webber, mWEBB Communications - melanie@mwebbcom.com