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## The Backstage Pass Powered By The Sports Guys Podcast Announces Partnership With Iconic 650 AM WSM

*Airs On Sundays, 5:30 AM - 6 AM CST - Can Also Be Heard On Digital Apps  
Including, iHeart, TuneIn, WSM Mobile App, & WSMradio.com*

Allen Price Named Managing Partner & Talent Coordinator



L to R: Brandon Morrell (Photo: Mike Tobias), Allen Price (Photo: John Dorton) - Click Image to Download

(Nashville, TN. – July 18, 2024) – Music/sports industry broadcast veteran **Brandon Morrell** is excited to announce his latest endeavor and milestone for his popular entertainment podcast, **The Backstage Pass (Powered by The Sports Guys Podcast)**. “We have joined forces with one of the most renowned radio partners in the business - a station that pays homage to the greatest legends in country music while still reserving a spot for today’s hottest new country talent. One of the longest-running stations in music history, and the radio home of the Grand Ole Opry. Please join us as we welcome WSM Radio into The Backstage Pass family! We look forward to building a lifetime relationship with 650 AM WSM. A special heartfelt thank you goes out to all of our friends and family for their continued love and support and to all of the amazing artists who have graced the airwaves with us over the past 5+ years (and their teams) for making our little podcast a force to be reckoned with! We are full steam ahead and can’t wait to see what’s around the bend for The Backstage Pass,” reflects Morrell.

The Backstage Pass will appear on 650 AM WSM on Sundays from 5:30 AM to 6 AM CST and can also be heard on a variety of digital apps including, iHeart, TuneIn, WSM mobile app, and WSMradio.com.

This announcement comes on the heels of the 5-year anniversary of Morrell’s first podcast, *The Sports Guys Podcast*. Since then, a lot has changed. The show, which he founded and hosts, has seen tremendous growth in the music sector, *The Backstage Pass*, and has taken on a life of its own growing in leaps and bounds. So much so, that he rebranded as *The Backstage Pass Powered by The Sports Guys Podcast* back in 2021. It’s evident that people are taking notice upon the recent nominations he has received for the 2024 Josie Music Awards and the 2024 ISSA Awards.

Recently, Morrell announced his partnership with industry veteran Allen Price. Price comes on board as a managing partner and talent coordinator for *The Back Stage Pass*. Throughout his 30+ year tenure in the music business, Price has learned to wear many hats. Picking up his first guitar at age 15 set him on the path to his musical journey. As a singer/songwriter and former recording artist, he had to learn to manage his own career successfully before proving he could do it for others. Over the last few years, he has worked closely with many local, regional, and national artists in the areas of artist management, A&R, artist development, publishing, promotion, booking, label liaison services, and concert and event coordination. Price was instrumental in the launch of VMG Nashville, an independent record label founded in 2015, headed up by legendary “Hall of Fame” musician Jim Vest, and Nashville producer Buddy Hyatt. He served as Head of A&R/ Artist Development for several years. This versatility has allowed Price to develop long-lasting professional relationships and earned him the respect of his peers, other artists, and the industry’s top executives. You can reach Allen Price [HERE](#).

The Backstage Pass was a part of the recent Keith Whitley Celebrity Golf Tournament and Memorial Show last month in Music City where Morrell broadcast live from the festivities.

During *The Backstage Pass* show, Morrell takes listeners behind the scenes and interviews a mix of rising to established and iconic artists from around the world crossing all genres of music. *The Backstage Pass* provides an in-depth look into the musicians’ lives - their rise in music as they talk about their careers and share some of their most personal stories about their music, everyday life, life on the road, and life in general. They also broadcast live from events including Country Radio Seminar, CMA Fest, industry events, artist showcases, fairs, and festivals, and they plan to do a lot more of that in the future. Some of the artists that have joined Morrell include Billy Gibbons (ZZ Top), B.J. Thomas, Bonnie Tyler, Brett Kissel, Brooke Burke (TV/Fitness Personality, Author, and Actress), Charlene Tilton (*Dallas*), Collin Raye, Conner Smith, Crystal Gayle, Dean Roland (Collective Soul), Darryl Worley, David Frizzell, Dean Sams (Lonestar), Deborah Allen, Don McLean, Doug Stone, Exile, Frank Ray, Irlene Mandrell, Janelle Arthur, Jay Jay French (Twisted Sister), Jimmy Bowen (*Jimmy Bowen & Friends*), Joe Nichols, John Michael Montgomery, John Oates (Hall & Oates), John Ford Coley (England Dan & John Ford Coley), John Schneider (*The Dukes of Hazzard*), Johnny Lee, Kylie Morgan, Lainey Wilson, Lawrence Gowan (Styx), Lee Brice, Lee Greenwood, Lee Roy Parnell, Linda Davis, Lindsay Ell, Lorrie Morgan, Matt Stell, McBride & the Ride, Mickey Gilley, Neal McCoy, Pam Tillis, Parker McCollum, Randall King, Randy & Mary Travis, Rhonda Vincent, Richard Sterban (The Oak Ridge Boys), Sara Evans, Shenandoah, T. Graham Brown, The Swon Brothers, T.G. Sheppard, Terri Clark, Tracy Lawrence, Walker Hayes, Walker Montgomery, and William Lee Golden (The Oak Ridge Boys & Willam Lee Golden and The Goldens).

Morrell’s podcast can also be found weeknights on KKTC 6 PM-7 PM MST and on the internet station [www.high.tide.country.net](http://www.high.tide.country.net) reaching 21k viewers per month and over 250k viewers per year.

To learn more about *The Backstage Pass Powered by The Sports Guys Podcast*, visit their [Website](#), [Facebook](#), [Instagram](#), [Linktree](#), [Spotify](#), and [YouTube](#). You can also find “The Sports Guys” on iHeart Radio & Apple Podcasts, and Spotify.



Allen Price & Brandon Morrell (Photo: Audra Price, Design: Roger Barkley) - Click Image to Download

### ABOUT BRANDON MORRELL:

Brandon Morrell was born in Beaumont, Texas. He grew up on music and sports and knew early on that he wanted to be in broadcasting and somehow combine his two passions. He has been in radio broadcasting for decades holding jobs in radio from programming, production, sales, and marketing, to hosting his own sports shows spanning numerous radio markets. He founded *The Sports Guys Podcast* in 2019 and rebranded the show in 2021 as *The Backstage Pass Powered by The Sports Guys Podcast* when the music sector became equally as popular with listeners. Morrell has interviewed many of the biggest names in the entertainment business, both in music and sports throughout his career and since the creation of his podcast five years ago. He looks forward continuing to increase his viewership and growing his operation based on his solid reputation for providing consistent and quality entertainment to his followers.



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