

Raleigh Squires is a native-Nashvillian, born in 1953.

He attended elementary school and high school in Nashville, where he played high school basketball and baseball, was the editor of the high school newspaper, vice-president of his senior class, voted Most-Dependable by his classmates, and graduated in the Top 10% of his class in 1971. He was a finalist for the Grantland Rice journalism scholarship to Vanderbilt University.

He attended the University of Tennessee at Chattanooga from 1972 to 1974 on a Leadership Scholarship where he majored in political science, played basketball his freshman year as a walk-on, and served as the editor of the university newspaper his sophomore year.

Both politics and journalism played key roles in the Squires family, with two older brothers going on to become successful newspaper editors, Jim who served as the editor of the Orlando Sentinel and eventually the Chicago Tribune for nine years, and Tom, who served as the sports and managing editor of Florida Today in Cocoa Beach. Another older brother, John, is a successful banker in Orlando, FL, and younger sister, Sallie, is a systems expert for Nissan in Nashville.



Politics lured Raleigh back to Nashville from Chattanooga, having become the first and youngest person (18-years-old) to run for and hold a public office in Davidson County. It was during this time he also served for two years as the Administrative Assistant to the Democratic Caucus chairman in the Tennessee State Senate, while continuing his education at the University of Tennessee at Nashville.

But music lured Raleigh away from all of that in 1976 when he had his first song recorded by country artist Mel Tillis.

He has been a successful songwriter and music publisher since that time and during his three decades as both an independent songplugger and as a plugger/songwriter for the Tillis companies, he helped obtain cuts by Alabama, Hank Williams, Jr., Randy Travis, Reba McEntire, Tracy Byrd, Mark Chesnutt, and more.

As a writer, his own songs have been recorded by Mel Tillis, The Oak Ridge Boys, Vern Gosdin, Don Williams, and George Strait. His primary co-writer on these cuts is now-Kenny Chesney-producer Buddy Cannon, whose long-time friendship remains intact.

At different times in Raleigh's career, he has ventured into other business arenas to help support his music business habit. He has over 20 years of computer experience in sales and support, owning and operating his own computer sales and support business for four of those. This gives him expertise in both Mac and PC systems, a rarity in the music industry, particularly in Nashville.

It was in 1999 that the computer skills and music business came together as Raleigh, along with former Polygram/Nashville chief exec Harold Shedd, became a co-founder of one of the first Nashville-based Internet record labels, Tyneville Music. It was an ill-fated

venture that was ahead of its time in many ways and eventually fell victim to the technology market lull early in this decade.

It was then that Raleigh relied on his journalism background to pay the bills. Five years in print media, most recently as managing/sports editor of Nashville's City Paper (2001 to 2003), also provided him with a background in marketing and publicity, on both the graphic and editorial side.

In 2004, Raleigh moved his songplugging operation to the digital age, almost exclusively pioneering Internet songplugging in Nashville and beyond. He knew early on that mp3 attachments in e-mail boxes might be problematic for the somewhat computer-illiterate industry. But an Internet server and HTML would enable song-pluggers to show more songs to more people and would give song-searchers easy, more relaxed, access to more hits. By customizing individual "pitch pages" and targeting them via email, the system best replicates the current physical process of pitching a song.

Another inherent major benefit of the technology is its global reach, which expands the songplugging potential to worldwide targets. In addition to opening up conduits between artists, managers, producers, and labels outside Nashville, it makes pitching to advertising agencies and film/TV music supervisors a reality.

In late 2004, Raleigh strategically partnered with fellow independent and friend for 30 years, Matt Lindsey, whose relationships and existing clients of successful songwriters were the missing pieces to making the Internet tool as valuable as it has become. No matter how you deliver, it's still a relationship business and viable product is always essential.

Throughout 2005, Matt and Raleigh teamed to get their clients over 12,000 mp3 listens via their Internet songplugging Web server. The technology combined with Matt's up-and-down-the-street tenacity has resulted in cuts by Bonnie Raitt, Patty Loveless, Trace Adkins, George Strait, and Brooks & Dunn, among others.

While still an ever-evolving process, the technology continues to show its worth weekly when the Monday Morning Hit reaches about 100 industry artists', producers', managers', and A&R e-mail boxes. The pitch averages over 50 listens per week and can count among its growing list of regular listeners industry pros like Ronnie Dunn, Martina McBride, Trisha Yearwood, Tony Brown, Buddy Cannon, Garth Fundis, Missi Gallimore, Billy Joe and Ginny Walker, Scott Hendricks, Kyle Lehning and Michael Knox.

A self-proclaimed sports-aholic, Raleigh is an avid golfer with a 4-handicap.