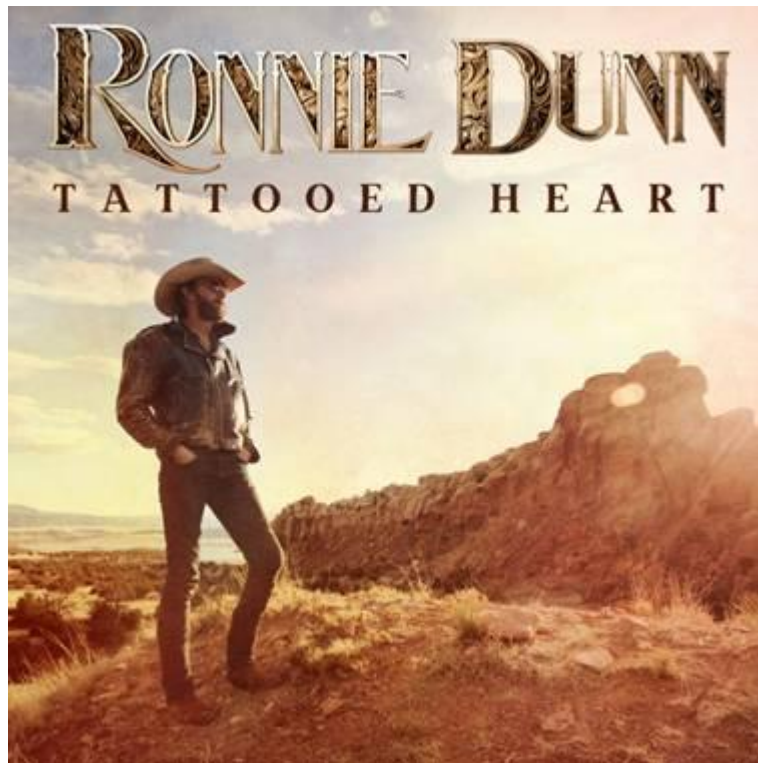


## RONNIE DUNN – TATTOOED HEART – ALBUM TOOLKIT



Deemed one of Country music's most iconic voices, there's no denying Ronnie Dunn has helped define the soundtrack of country music for over two decades. His solo album, *Tattooed Heart* (Nash Icon Records) is due out November 11. The project features current single "Damn Drunk" which reunites Ronnie with Brooks & Dunn partner Kix Brooks. The harmonious track blends classic country soul with a fusion of affectionate emotion and serves as a follow up to his soulful first single "Ain't No Trucks in Texas." Throughout 2016, Ronnie has joined Nash Icon Records label mate Reba and former Brooks & Dunn partner Kix Brooks once again for additional dates at the previously sold-out *REBA, BROOKS & DUNN: TOGETHER IN VEGAS* residency at the Colosseum at Caesars Palace. As half of the best-selling duo in Country music history with more than 30 million albums sold, the Ronnie's career boasts 23 #1 singles and more than 80 industry awards from the Grammys, Country Music Association and a record 28 Academy of Country Music honors. Named *Entertainer of the Year* four times collectively by the ACM and CMA, Brooks & Dunn consistently remained among Country's most popular touring acts, a testament both to their showmanship and to their status as one of the true bedrock artists of Country music. Ronnie has twice been honored as the BMI Country *Songwriter of the Year* as well as named the *Billboard Magazine's Country Songwriter of the Year*. As a solo artist, Dunn earned two GRAMMY nominations in 2013. For additional updates and more, visit [RonnieDunn.com](http://RonnieDunn.com).

## TATTOOED HEART TRACK LISTING

1. **“Ain’t No Trucks in Texas”** | *Tony Martin, Wendell Mobley, Neil Thrasher*
2. **“Damn Drunk” with Kix Brooks** | *Liz Hengber, Alex Kline, Ben Stennis*
3. **“I Worship the Woman You Walked On”** | *Bob DiPiero, Mitzi Dawn Jenkins, Tony Mullins*
4. **“That’s Why They Make Jack Daniels”** | *Jim Collins, Tom Hambridge, Tony Martin*
5. **“I Put That There”** | *Deric Ruttan, Jonathan Singleton*
6. **“Young Buck”** | *Jaren Johnston, Jeremy Stover*
7. **“I Wanna Love Like That Again”** | *Ronnie Dunn*
8. **“Still Feels Like Mexico”** featuring Reba McEntire | *Tommy Lee James, Jon Randall*
9. **“Tattooed Heart”** | *Antonio Dixon, Kenneth Edmonds, Sean Forman, Ariana Grande, Matt Squire, Leon Thomas, Khristopher Van Riddick Tynes*
10. **“This Old Heart”** | *Jim Beavers, Jonathan Singleton*
11. **“Only Broken Heart in San Antone”** | *Steve Bogard, Jeff Stevens*
12. **“She Don’t Honky Tonk No More”** | *Ronnie Dunn, Nikki Fernandez, Andrew Rollins*

## TATTOOED HEART LINERS

### **CUT 1 – RD LINER 1**

Hey, this is Ronnie Dunn! Keep listening to hear tracks from my new album, Tattooed Heart!

<https://soundcloud.com/user-878826245/rd-liner-1?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 2 – RD LINER 2**

Hey, this is Ronnie Dunn, and be sure to pick up my new CD, Tattooed Heart, available everywhere on November 11<sup>th</sup>!

<https://soundcloud.com/user-878826245/rd-liner-2?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 3 – RD LINER 3**

Hey, this is Ronnie Dunn, and you’re listening to songs from my new album, Tattooed Heart, in stores November 11<sup>th</sup>!

<https://soundcloud.com/user-878826245/rd-liner-3?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

#### **CUT 4 – RD LINER 4**

Hey everybody, this is Ronnie Dunn, and you're listening to songs from my new album, Tattooed Heart, in stores this week!

<https://soundcloud.com/user-878826245/rd-liner-4?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

#### **CUT 5 – RD LINER 5**

Hey, this is Ronnie Dunn, and you're listening to my new album, Tattooed Heart, in stores now!

<https://soundcloud.com/user-878826245/rd-liner-5?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

#### **CUT 6 – RD LINER 6**

Hey, it's Ronnie Dunn! Keep it here to hear more music from my brand new album, Tattooed Heart, coming up in minutes!

<https://soundcloud.com/user-878826245/rd-liner-6?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

#### **CUT 7 – RD LINER 7**

Hi everybody, this is Ronnie Dunn. . . and that's one of the songs from my new album, Tattooed Heart, in stores November 11th!

<https://soundcloud.com/user-878826245/rd-liner-7?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 8 – RD LINER 8**

This is Ronnie Dunn, and here's one of the songs from my new album, Tattooed Heart!

<https://soundcloud.com/user-878826245/rd-liner-8?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 9 – RD LINER 9**

Hey guys, it's Ronnie Dunn! Keep listening for your chance to win a copy of my new album, Tattooed Heart.

<https://soundcloud.com/user-878826245/rd-liner-9?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 10 – RD LINER 10**

Hey, this is Ronnie Dunn, and now it's your chance to win a copy of my brand new album, Tattooed Heart.

<https://soundcloud.com/user-878826245/rd-liner-10?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 11 – RD LINER 11**

This is Ronnie Dunn, and here's my latest single "Damn Drunk."

<https://soundcloud.com/user-878826245/rd-liner-11?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 12 – RD LINER 12**

Hey I'm Ronnie Dunn and here's my latest single ... *(this is an open-ended liner so it can be used in front of any song that becomes a single)*

<https://soundcloud.com/user-878826245/rd-liner-12?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 13 – RD LINER 13**

Hey, I'm Ronnie Dunn and here's "Ain't No Trucks in Texas," a track from my new album, Tattooed Heart.

<https://soundcloud.com/user-878826245/rd-liner-13?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 14 – RD LINER 14**

Hey everybody, this is Ronnie Dunn, and you'll find this one on my new album, Tattooed Heart. This is "I Worship the Woman You Walked On."

<https://soundcloud.com/user-878826245/rd-liner-14?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 15 – RD LINER 15**

I'm Ronnie Dunn, and here's the title track of my new album, "Tattooed Heart."

<https://soundcloud.com/user-878826245/rd-liner-15?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 16 – RD LINER 16**

Hey, I'm Ronnie Dunn, and this is "That's Why They Make Jack Daniels," it's a track from my new album, Tattooed Heart.

<https://soundcloud.com/user-878826245/rd-liner-16?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 17 – RD LINER 17**

Hey this is Ronnie Dunn, and here comes a song off my new album, Tattooed Heart. This is "I Put That There."

<https://soundcloud.com/user-878826245/rd-liner-17?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 18 – RD LINER 18**

Ronnie Dunn here, and here's "Young Buck," a song from my new album, Tattooed Heart.

<https://soundcloud.com/user-878826245/rd-liner-18?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 19 – RD LINER 19**

Hey, I'm Ronnie Dunn, and here's "I Wanna Love Like That Again," it's a track from my new album, Tattooed Heart.

<https://soundcloud.com/user-878826245/rd-liner-19?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 20 – RD LINER 20**

This is Ronnie Dunn, and here comes "Still Feels Like Mexico," a track off my new album, Tattooed Heart, featuring my good friend, Reba McEntire.

<https://soundcloud.com/user-878826245/rd-liner-20?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 21 – RD LINER 21**

Hey I'm Ronnie Dunn, and here's "This Old Heart", a song you'll find on my new album, Tattooed Heart.

<https://soundcloud.com/user-878826245/rd-liner-21?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 22 – RD LINER 22**

Hey guys, Ronnie Dunn here, and you'll find this next song on my new album Tattooed Heart. This one's called "Only Broken Heart in San Antone."

<https://soundcloud.com/user-878826245/rd-liner-23?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 23 – RD LINER 23**

Hey, I'm Ronnie Dunn, and here's "She Don't Honky Tonk No More," from my new album, Tattooed Heart, which is available now!

<https://soundcloud.com/user-878826245/rd-liner-24?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

## **TATTOOED HEART GENERIC AUDIO**

### **CUT 24 - Ronnie Dunn – Tattooed Heart title :57**

**Ronnie Dunn says there isn't a deep or significant reason he chose the Ariana Grande song, "Tattooed Heart," as the title track for his new album.**

**OC ... most appropriate. So, it just seemed to flow.**

You know I wish I could give you something deep and entailed about picking it as the title. Tattooed Heart came along as my daughter brought it to me and a light went off the back of my head. I'm thinking you know what. That's such a throwback vibe with such a contemporary production and soulful vocal. I wonder if I could sneak off and see if I could pull it off. The melody, it's a classic melody and chord progression and it's worked for years. So if I can make it work, yea me. I sure didn't top her and I'm not saying it worked for me but it was sure fun to do and a real challenge. Snuck up on myself and did it because I didn't want to be caught you know stepping up to the plate trying to hit one over the fence like she did. So when it got time to title the record, obviously I just sit and look at the songs from 1 to 12 and go which one feels most appropriate. So it just seemed to flow.

<https://soundcloud.com/user-878826245/ronnie-dunn-tattooed-heart-title?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

## **CUT 25 - Ronnie Dunn – only writing two songs on album**

**:59 Ronnie Dunn is a prolific songwriter, but he only wrote two of the songs on *Tattooed Heart*, but for him it was a nice luxury to be able to depend on outside writers**

### **OC ... sing it or make it yours**

I had kind of pull my head out of that game and Alison Jones from Big Machine with the A&R group over there started pitching songs like real quick coming at me. I hadn't heard that many songs pitched by an outside source or come at me for years that were consistently that entertaining or good to me. And I just was enjoying the process of sitting back and going you know what, it's kind of fun just to be a singer maybe and concentrate on that instead of having to write it. Writing in its purest form should probably just be an outlet that you do naturally without having to worry about meeting a deadline or schedule for a record label deal. So it was good to hear these songs and take them on. It was a challenge from I mean every single one that I picked. The demo of the writer or whoever was singing that demo was laying it out there. So that may be a part of it. You know it's a competitive issue involved to see if you can sing it or make it yours.

<https://soundcloud.com/user-878826245/ronnie-dunn-only-writing-two-songs-on-album?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

## **CUT 26 - Ronnie Dunn – musical perspective as solo artist :20**

**Ronnie Dunn shares one major way that music has changed for him as a solo artist vs. singing as half of a duo.**

### **OC ... maybe not picked for being in a duo**

When you're part of a group, obviously you're sharing the stage and the microphone and the song selection with somebody else. A lot of times with a more sensitive love song or something like that we would kind of look at one another and go, 'You want to be standing on stage with me while I sing that?' So we were the good time honky tonk guys. There are songs that I probably would have maybe not picked for being in a duo.

<https://soundcloud.com/user-878826245/ronnie-dunn-musical-perspective-as-solo-artist?in=user-878826245/sets/ronnie-dunn-tattooed-heart>



**CUT 27 - Ronnie Dunn – letting Jay really produce :35**

**CUT 27 - Ronnie Dunn is a musical legend who could easily call the shots in the studio, but he was very open to the process of listening to Jay DeMarcus of Rascal Flatts, who produced his album, and taking his direction.**

**OC ...what I think is gonna happen with him.**

I've seen artists, really good artists, go in and do three or four passes and then walk out and go, 'You fix it. There it is.' Bang. Drop the mic. I really like to be pushed and I feel like I need to be sometimes and I'm good with someone challenging me and saying, 'Hey. You're not getting it.' And at the same time I'll push back. I think it's as if you're confident enough with the relationship you have with the person sitting you know on the other side of that glass. And I was with Jay. He works with a pretty good group of singers himself. Jay's doing great. I'm really proud of him. It's really fun and exciting to watch what he's doing and what I think is gonna happen with him.

<https://soundcloud.com/user-878826245/ronnie-dunn-letting-jay-really-produce?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

**CUT 28 - Ronnie Dunn – foreword to album :14**

**Ronnie Dunn shares what he hopes his fans will get from his new album, *Tattooed Heart*.**

**OC ... with two good ones, that's it.**

I hope that there's, out of the 12 songs that are on there, that there's a song or two – hey, one song, that you can connect with and carry with you. That's it. You know, you go out to shoot photographs and shoot 3000. If you come away with two good ones, you're good. That's it.

<https://soundcloud.com/user-878826245/ronnie-dunn-foreword-to-album?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

**CUT 29 - Ronnie Dunn – what continues to drive you :51**

**Ronnie Dunn has had enough success and has achieved so much in his career that he could easily afford to slow down and enjoy the fruits of his labor, so he talks about what continues to motivate him to want to work hard and to put in so much effort into his music career.**

## **OC ...poverty and hunger is a terrific motivator.**

I think it's just the need and the want to do good work. I really can't turn it off. I've tried. So here I am. If I didn't enjoy the songs and the challenge and the interaction with the audiences and people and the connection there, I wouldn't do it. I love going out to Caesar's. It's kind of whet my appetite again about wanting to get out or enjoying getting out and playing. You know, Kix and I just we ran so hard for so long. You get 10-15 buses running 60-80 days a year. That's counting travel days on each side of that. You're looking at 100 plus days a year just running all the time. You lose perspective of a lot of things. And being able to back off and just come up for air and look around with a fresh perspective. I'm no longer motivated by some of the things I used to be motivated by. I used to say poverty and hunger is a terrific motivator.

<https://soundcloud.com/user-878826245/ronnie-dunn-what-continues-to-drive-you?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

## **TATTOOED HEART CUT BY CUT**

### **CUT 30 - Ain't No Trucks in Texas :42**

"I got Ain't No Trucks in Texas from the A&R department at Big Machine and the guy singing the demo, Neil Thrasher, is a real good singer and really intimidating. So I listened to it and I went killer song. He says everything I want to say and in the past I've written most the lion's share of what I do. So when I get these outside songs, which a majority of this project I'm working on now are, it's an interesting head game. You listen to a guy like Neil singing a demo of a song he wrote and you go it's a hit like it is, man. So I got to try to beat that. I never feel like I do. And you know that's just part of the neurosis that goes with being an artist or me, Ronnie Dunn and in my head, which you don't want to be."

<https://soundcloud.com/user-878826245/rd-audio-aintnotrucks?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 31 - Damn Drunk :43**

"With Damn Drunk, we had a meeting with the marketing department at Big Machine. And we all sat around this big conference table, and they go oh here are three elements in the record and the overall project, not just this single for Damn Drunk or No Trucks in

Texas, but three things in the whole record: whiskey, women, and the southwest. So the next thing you know we're out making a video in Santa Fe with a real hot blonde named Rain. And I love the way that Jay DeMarcus came in and infused contemporary sounds with the soundtrack and made it real hip."

<https://soundcloud.com/user-878826245/rd-audio-damndrunk?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 32 - I Worship the Woman You Walked On 1:02**

"I Worship the Woman You Walked On came from a songwriter and a good friend, Bob Dipiero. The demo was about an abusive relationship. A physically abusive relationship. And heard the verses and went, "I don't think that's going to fly and it's too dark." But the chorus, to me, was a smash hit. I mean, I just thought it soared. I mean I like too the traditional dynamics that it triggered in my head about how Conway Twitty would have approached the song. So I use that a lot and I know I'm not even close to getting that, but that's what we were going for with the song and the chorus. In the meantime, I called Bob and said, "Would you mind, and very few writers will I do this with, but I know him. I said would you mind if I take a pass at rewriting the verses?" And he goes, "Man, I don't know. Everywhere we play we get like standing ovations in the Bluebird when we play it and stuff like that." I get it, I get it. Just give me a shot. So he said, "Okay. Well, go ahead." And I did it and that's what we come up with."

<https://soundcloud.com/user-878826245/rd-audio-worshipthewoman?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 33 - That's Why They Make Jack Daniels :40**

"When I first heard That's Why They Make Jack Daniels, killer title, right, back to the whiskey theme, and a heartache. There is an element, an instrument in the very unorthodox sound throughout the song. It's a synthesizer. Man, it was like come on. I think we're right back to the age of don't put drums on the Opry, right? Then you hear a synthesizer and go, "Man, I've gotta take that out put a steel in there." So I really did. I worked a long time trying to justify, you know, how to use that or what instrument to put in the place of that synth. Again, Jay DeMarcus took it in the studio, did his deal, and said you know that's a hook. It's an instrumental hook- big part of the song. So he put it in and sold it. Bam."

<https://soundcloud.com/user-878826245/rd-audio-whytheymakejackdaniels?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 34 - I Put That There :39**

“I was afraid of that song. It’s a little rock for me to sell. I like the song, but I think I’m going to have to work to sell that one. The guy, again, the writer singing the demo had a real heavy baritone, gruff voice and he was like punching through it like a Springsteen thing. And I’m thinking you hear my little, thin voice and I don’t know if I can do it. So, I kind of halfheartedly went in and put my hands in my pockets stood in front of the mic and went at it and started to kind of get to learn it and make it mine as best I could. Love the lyrics, the Johnny Cash stuff you know Johnny and June gave Jenny and I a place to live when we first moved to town years ago so I could relate to all of that. So yeah, enough said.”

<https://soundcloud.com/user-878826245/rd-audio-iputthatthere?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 35 - Young Buck :44**

“Young Buck, Allison Jones at Big Machine, Head of A&R, brought that to me late in the game. And said it’s one of Scott’s favorite songs right now. Well Scott’s head of the label. I think I better take it and give it a shot. But I like the song. I wouldn’t have done it had I not liked the song and jumped into it and dove into it. You know it’s like there’s a strange twist at the end, where it again, musically, it might be a little progressive in some ways for a traditional country fan. But it sounds too good to not take a shot at and at the end it turns out it’s the father talking to his son about going to war and coming back. Good emotional payoff.”

<https://soundcloud.com/user-878826245/rd-audio-youngbuck?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 36 - I Wanna Love Like That Again :38**

“I checked out for awhile with songwriting. I Want to Love Like That Again, Ray Wylie Hubbard down in Texas, a good buddy and songwriter friend, showed me an open G on a guitar. So I just had vowed for a while and you know what I quit. I’m done with music. I’m not going to write. I’m tired of walking around with melodies and lyrics running through my head all the time. He hands me this guitar, a year later, with an open G and I walk around and start playing around with that. In like over the course of a year I wrote

had that song written you know. That's how slow I am. Most people can sit down to write a song like you know in an hour. I can't. It takes me a year, but I love it."

<https://soundcloud.com/user-878826245/rd-audio-lovelikethatagain?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 37 - Still Feels Like Mexico :54**

"Still feels like Mexico, Reba McEntire has a place down in Mexico. Like a big, pink palace down there on the beach. And I've been going down there for years and hanging with her and friends. And Tommy Lee James, the same guy who wrote If You See Her, If You See Him, brought it to me. Man, it just fit what was going on at the time with that whole social scene. And I got it finished, played it for Reba, and she calls back a few days later and she goes, "I want to sing that song." I said well how cool that you're gonna sing on it. So she went down to the studio with Tommy Lee James and myself, ran at it like you know Reba would do. Two passes and she'd nailed it. So that's a song if I could have just sat down and wrote a song about what was going on at the time and how things were with everybody, that nailed it."

<https://soundcloud.com/user-878826245/rd-audio-stillfeelslikemexico?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 38 - Tattooed Heart 1:07**

With Tattooed Heart, my daughter goes to Ole Miss and she's a music freak. She can tell you every lyric, every artist, everyone out there these days. I go to her nine times out of ten to hear what's going on. And she goes, "You need to hear Ariana Grande." She said, "It'll blow your mind how soulful this chick can sing." And I'm like, "Really? And what is Ariana now- 17? I don't know." So I go on and grab my computer and put my headphones on. And I start running through songs. And probably it's the third one in, I run into Tattooed Heart. I'm like, "Dang. That would be fun to like take and just really mess up and come at it. It has a pretty traditional chord structure to it. Kind of a, you know, retro thing. But the way she went at it was cool. So I took it in the studio and went at it. Not knowing what would come out and not really indicating to anyone at the label that I was actually doing it, you know, because that's not one that people are going to at face value go, "You should cut that." And ended up with this version of it."

<https://soundcloud.com/user-878826245/rd-audio-tattooedheart?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 39 - This Old Heart :26**

“This Old Heart was one of the first songs we cut that Allison brought over. She would set up meetings with like killer songwriters and great publishers and come over to my barn, which is sometimes my studio. And we would sit for hours and listen to songs. And I ended up with three stacks of CDs. Like definite to-dos, maybes and then not so much. And it was in the first batch that I took on.”

<https://soundcloud.com/user-878826245/rd-audio-thisoldheart?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 40 - Only Broken Heart in San Antone :42**

“I had Only Broken Heart in San Antonio for over eight years. Longer than that, because I tried to cut it with Brooks and Dunn for three records I know. I’d play it for for everyone and they go no. No, I don’t think so. When I first heard the song when it was pitched to me, it was Only Broken Heart in San Jose or something like that. So I asked the writers if they’d changed the title. Sure enough they did and I go rushing into the label, “No one wants to cut it now!” These guys gone to all this trouble to rewrite this darn song and change the title and make it all about Texas. So to me it’s kind of like the old version of Neon Moon just where it stands in the scheme of things today. So I’m really, really proud that.”

<https://soundcloud.com/user-878826245/rd-audio-onlybrokenheart?in=user-878826245/sets/ronnie-dunn-tattooed-heart>

### **CUT 41 - She Don’t Honky Tonk No More :19**

“She Don’t Honky Tonk No More, I don’t know how many times I’ve said honky tonk on records, but I remember a record executive years ago when I came out with a first solo project attempt on Sony, he said cut whatever you want, but please don’t say honky tonk on anything. This is just that. I’m saying honky tonk.”

<https://soundcloud.com/user-878826245/rd-audio-donthonkytonknomore?in=user-878826245/sets/ronnie-dunn-tattooed-heart>