



Dwight Yoakam to Launch Exclusive SiriusXM Channel

Dwight Yoakam and The Bakersfield Beat, channel curated by Dwight Yoakam, to launch in the spring

Dwight Yoakam's SiriusXM channel to take over SiriusXM's Prime Country channel as a special preview on Friday, February 23 through Monday, February 26



(Photo credit: Emily Joyce – [image link](#))

February 22, 2018 (Burbank, CA) – [SiriusXM](#) announced today that multiple GRAMMY Award-winner and country music icon, [Dwight Yoakam](#), will launch an exclusive SiriusXM channel, Dwight Yoakam and The Bakersfield Beat “Where Country Went Mod.”

Dwight Yoakam and The Bakersfield Beat, a channel curated by Dwight Yoakam, will feature music from Yoakam's extensive career as well as his musical friends.

Yoakam's SiriusXM channel will celebrate the Bakersfield sound and those whom it has inspired including Buck Owens, Wynn Stewart, Tommy Collins, The Byrds, The Flying Burrito Brothers, Eagles, The Blasters, Lucinda Williams and more. The channel will encompass all that is California country and country rock, in all of its various and varietal hybrid forms, from Ricky Nelson to Emmylou Harris and Linda Ronstadt and will also include artists from the movement in LA in the early to middle 80s that Yoakam broke out of, and will feature bands as diverse as X, Lone Justice and Los Lobos. This movement was encapsulated on the series of albums titled, *A Town South of Bakersfield*, and has led variations over time to the current continuing country scene in LA, all of which Yoakam has dubbed as a segment for his channel entitled "That Town South of Bakersfield: "From Cow Punks To Now Punks."

SiriusXM's Dwight Yoakam and The Bakersfield Beat will launch in the spring. SiriusXM subscribers will be able to listen to the channel on select SiriusXM radios, and those with streaming access can listen online, on-the-go with the SiriusXM mobile app and at home on a wide variety of connected devices including smart TVs, Amazon Alexa devices, Apple TV, PlayStation, Roku, Sonos speakers and more. Go to www.SiriusXM.com/streaming to learn more.

"Dwight's musical career was so heavily influenced by the Bakersfield sound and he returned the compliment by producing decades of critically acclaimed music," said Scott Greenstein, President and Chief Content Officer of SiriusXM. "A full-time channel of Dwight Yoakam and The Bakersfield Beat added to our already powerful and diverse country music lineup is a potent addition SiriusXM country music fans will love."

As a special preview, Dwight Yoakam and The Bakersfield Beat will take over SiriusXM's Prime Country starting Friday, February 23 at 5:00 pm ET through Monday, February 26 at 3:00 am ET on channel 58.

In addition to his musical career, Yoakam is a respected film and television actor, whose films include *Sling Blade* and *The Newton Boys*. In 2016, he appeared in David E. Kelley's Amazon series, *Goliath*, and most recently in director Steven Soderbergh's feature, *Logan Lucky*, with Channing Tatum and Daniel Craig.

Dwight Yoakam and The Bakersfield Beat is an example of SiriusXM channels created with iconic and leading artists, including Eminem's Shade 45, Bruce Springsteen's E Street Radio, The Beatles Channel, Jimmy Buffett's Radio Margaritaville, Garth Brooks' The Garth Channel, Willie Nelson's Willie's Roadhouse, Kenny Chesney's No Shoes Radio, Tom Petty Radio, Pearl Jam Radio, B.B. King's Bluesville, Elvis Radio, Siriusly Sinatra, and Ozzy Osbourne's Ozzy's Boneyard.

Dwight Yoakam is currently on tour in support of his current albums *Swimmin' Pools, Movie Stars...* (Sugar Hill Records) and *Second Hand Heart* (Reprise Records). For more information on Yoakam's tour, visit <http://www.dwightyoakam.com/events>

For more information on Dwight Yoakam, visit www.dwightyoakam.com.

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