

Opry Entertainment Promotes Jordan Pettit & Jenn Tressler



Jordan Pettit is now Vice President of Artist Relations and Jenn Tressler is the Director of Artist & Industry Relations at Opry Entertainment Group.

Patrick Moore, OEG CEO, said both Jordan and Jenn are crucial in building relationships that set OEG apart. Their leadership will create more opportunities to connect artists and fans as the Opry approaches its centennial.

Pettit joined in 2018 and has played a key role in artist initiatives and fan experiences. He will lead the Artist Relations team to develop programs that strengthen connections with artists and fans. Before OEG, he worked at Warner Music Group for 12 years.

Tressler joined OEG in 2020 and has built partnerships with labels, artists, and industry leaders. She will develop artist engagement strategies with a focus on the Grand Ole Opry. Previously, she worked at Vevo overseeing programming and artist relations in the country genre.

Vocabulary List:

1. **Centennial** /sɛn'tɛn.i.əl/ (noun): The 100th anniversary of an event.
2. **Crucial** /'kru:.ʃəl/ (adjective): Of great importance; critical.
3. **Leadership** /'li:.dər.ʃɪp/ (noun): The action of leading a group or organization.
4. **Initiatives** /ɪ'nɪʃ.i.tɪv/ (noun): An important plan or process intended to achieve a particular aim.



5. **Engagement** /ɪnˈɡeɪdʒ.mənt/ (noun): The state of being involved with something.
6. **Partnerships** /ˈpɑːrt.nə.ʃɪp/ (noun): A collaborative relationship between parties to achieve mutual goals.

Comprehension Questions

Multiple Choice

1. What is Jordan Pettit's current role at Opry Entertainment Group?

- Option: Vice President of Operations
- Option: Director of Marketing
- Option: Vice President of Artist Relations
- Option: Director of Finance

2. Where did Jordan Pettit work before joining Opry Entertainment Group?

- Option: Sony Music
- Option: Warner Music Group
- Option: Universal Music Group
- Option: EMI Music

3. What is Jenn Tressler's role at Opry Entertainment Group?

- Option: Director of Marketing
- Option: Director of Artist & Industry Relations
- Option: Vice President of Artist Relations
- Option: Director of Operations

4. When did Jenn Tressler join Opry Entertainment Group?

- Option: 2015
- Option: 2018
- Option: 2020
- Option: 2022

5. How long did Jordan Pettit work at Warner Music Group?

- Option: 5 years
- Option: 8 years
- Option: 10 years
- Option: 12 years



6. What area of the music industry did Jenn Tressler previously work in before OEG?

- Option: Pop genre
- Option: Classical music
- Option: Country genre
- Option: EDM genre

True-False

7. Jordan Pettit is the CEO of Opry Entertainment Group.

8. Both Jordan Pettit and Jenn Tressler are important in building relationships at OEG.

9. Jenn Tressler joined OEG before Jordan Pettit did.

10. Jordan Pettit will focus on developing fan engagement strategies at OEG.

11. Jenn Tressler previously worked at Vevo overseeing artist relations.

12. Opry Entertainment Group is approaching its bicentennial.

Gap-Fill

13. Jordan Pettit joined Opry Entertainment Group in _____.

14. Jenn Tressler worked at Vevo overseeing programming and artist relations in the _____.

15. Patrick Moore is the CEO of Opry Entertainment Group, and he mentioned that Jordan and Jenn are crucial in setting OEG apart as it approaches its centennial. Their leadership will create more _____ opportunities to connect artists and fans.

16. Jordan Pettit will lead the Artist Relations team to develop programs that strengthen connections with _____.



artists and fans creating more opportunities to connect artists and fans as the Opry approaches its _____ .

17. Jenn Tressler will develop artist engagement strategies with a focus on the Grand Ole Opry to strengthen connections with artists and fans creating more opportunities to connect artists and fans as the Opry approaches its _____ .

18. Jordan Pettit previously worked at _____ for 12 years before joining OEG.

Answer

Multiple Choice: 1. Vice President of Artist Relations 2. Warner Music Group 3. Director of Artist & Industry Relations 4. 2020 5. 12 years 6. Country genre

True-False: 7. False 8. True 9. False 10. False 11. True 12. False

Gap-Fill: 13. 2018 14. country genre 15. more 16. centennial 18. Warner Music Group

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which financial instruments represent ownership in a company?

Option: Claims

Option: Compensation

Option: Securities

Option: Investors

2. Who is responsible for guiding a group or organization towards a common goal?

Option: Engagement

Option: Leadership

Option: Initiatives

Option: Partnerships

3. What do you call working together towards a common objective or project?

Option: Innovative

Option: Collaboration

Option: Entertainment



Option: Commitment

4. Which word describes a sentimental longing or affection for the past?

- Option: Unique
- Option: Nostalgia
- Option: Renovations
- Option: Divers

5. Who is a person traveling to a destination outside their usual environment for leisure?

- Option: Confused
- Option: Tourist
- Option: Vibe
- Option: Mourning

6. Which term is used to describe someone with a natural aptitude or skill?

- Option: Legacy
- Option: Grief
- Option: Honor
- Option: Talent

7. What refers to a group of people living in the same place or having a particular characteristic in common?

- Option: Centennial
- Option: Crucial
- Option: Community
- Option: Partnerships

8. Who provides capital to a business with the expectation of receiving a return on their investment?

- Option: Lawsuit
- Option: Representation
- Option: Investors
- Option: Compensation

9. What do we call the influence or impact that someone leaves behind after they have passed away?

- Option: Grief
- Option: Honor
- Option: Legacy
- Option: Talent

10. Which term describes a cooperative relationship between two or more parties?



- Option: Innovative
- Option: Partnership
- Option: Collaboration
- Option: Entertainment

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. _____ is essential for building strong relationships with clients.
12. The hotel offers a _____ blend of modern amenities and traditional charm.
13. Success requires dedication and _____ to your goals.
14. The historic building underwent extensive _____ to preserve its heritage.
15. The team comprises individuals from various backgrounds to ensure a _____ range of perspectives.
16. The community came together in _____ to honor the memory of a beloved leader.
17. Effective communication is _____ for team success.
18. The company faced a significant _____ following allegations of misconduct.
19. The organization launched new _____ to promote sustainability.
20. Employees were awarded bonuses as part of their annual _____ package.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The CEO provided strong guidance and vision for the company demonstrating effective .
22. The company prided itself on its approach to product development always pushing boundaries.
23. The theme park aimed to provide visitors with a day of fun-filled activities.
24. Establishing strong with suppliers led to improved supply chain efficiency.
25. The entire nation expressed collective over the tragic event.



26. The prestigious award was a true and recognition of his achievements.
27. The town celebrated its anniversary by hosting a series of events.
28. The lawyer provided excellent legal for the client during the court case.
29. The successful project was a result of seamless between different departments.
30. The company offered competitive salaries and benefits as part of its employee package.

Answer

Multiple Choice: 1. Securities 2. Leadership 3. Collaboration 4. Nostalgia 5. Tourist 6. Talent 7. Community 8. Investors 9. Legacy 10. Partnership

Gap-Fill: 11. Engagement 12. Unique 13. Commitment 14. Renovations 15. Divers 16. Mourning 17. Crucial 18. Lawsuit 19. Initiatives 20. Compensation

Matching sentence: 1. Leadership 2. Innovative 3. Entertainment 4. Partnerships 5. Grief 6. Honor 7. Centennial 8. Representation 9. Collaboration 10. Compensation

CATEGORY

1. Entertainment - LEVEL1

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