# **billboard** Country Update

BILLBOARD.COM/NEWSLETTERS

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BILLBOARD COUNTRY UPDATE

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# A Red-Dirt Injection Might Cure **Sound-Alike Country Stations**



Country radio stations need to separate from the pack.

That was the best takeaway from an ominously titled Country Radio Seminar (CRS) webinar, "How Country Radio Can Save Itself." Faced with sliding ratings, McVay Media president Mike McVay challenged programmers during the July 27 event to separate from their competitors: "Two stations in the

same format, in the same market, playing the same songs, doesn't do much of anything for an audience. Don't hesitate to take chances."

A growing number of stations are already doing that in the West and Midwest, finding their own lane by syphoning music from a subgenre grounded deep in the heart of Texas. The red-dirt format, rooted primarily in the Lone Star State and Oklahoma, has developed its own ecosystem of re-

gional stars who thrive on the club circuit with original songs designed for the live stage.

It's a spotty genre, but the very best red-dirt material is hit-caliber. Cody Johnson, The Eli Young Band and Parker **McCollum** were all quality red-dirt acts before they found a place on the national scene, and they're hardly alone. Acts such as Josh Abbott Band, Randall King, Cody Jinks, Kylie Frey and Wade Bowen have emerged as significant artists in the realm, and they're also finding headway at KRLY Alpine, Calif.; KKDT Hays, Kan.; and KUSQ Worthington, Minn. - just a few of the stations outside of Texas and Oklahoma that are mining red dirt to differentiate their brands in their markets.

"People notice—they're like, 'Man, you guys play so much red dirt," says KERP Dodge City, Kan., GM/PD/morning host Josh Roesener, who devotes an entire six-hour window on Friday mornings to the genre, but otherwise spins two songs per hour. "The perception is that we play a lot of red dirt, even though

it's not a huge amount."

Still, by playing music that can't be found elsewhere on the dial, KERP sets itself apart, which is important in a community that picks up five different country signals. Having that unique identity is valuable in smaller communities that operate outside the radio ratings system because it solidifies the station's brand with local advertisers.

"I'm not worried about numbers," says KKDT Hays, Kan., personality Colby Ericson, who doubles as producer-host of the regionally syndicated 35 South Radio. "I'm worried about sales numbers."

The sales staff is, too, quite obviously, and the format is a great calling card - KKDT is recognized for its music mix, playing 50% red dirt along with current mainstream singles and classic country.

In addition to establishing identity, red dirt extends the playlist. With fewer local options, rural broadcasters are less susceptible to tuneout, so they focus more heavily on time spent listening than larger stations. The extra source of





music allows the station to play more individual titles and slow rotations of their currents, a tactic that avoids burning out the audience during an eight-hour workday.

"You don't usually change the channel when you're on the tractor," Ericson quips.

Non-Texas stations that have added red-dirt music often found it through live shows when owners or PDs saw club dates by the likes of **Aaron Watson** or, back in the day, **Cross Canadian Ragweed**.

"My GM, who's a huge music buff, he goes down to Texas a lot," says KUSQ PD **Barry Roberts**. "He said, 'You know, we should start doing this,' because he was hearing some of the stuff down there."

Radio executives aren't the only ones expanding the music beyond its home base. Students who move to Texas to attend college are often introduced to it there, and if they return to their hometowns, their newfound taste for red dirt comes with them. Likewise, when young Texans venture out of state for jobs or advanced education, they pack their favorite music, too.

That cross-pollination was part of what brought red-dirt music into the mix at **KRVN** Lexington, Neb., although the station — figuring that Texas was a college rival — didn't promote the genre's Lone Star heritage.

"At that time, labeling it 'Texas' maybe wasn't favorable to a Nebraska listener," says KRVN operations manager **Adam Smith**. "I don't think that's as big of a concern anymore. But we play country music. It doesn't matter if it comes from Nashville or Texas or if it's a local or regional artist."

The sound does matter, though, and KRVN's listeners, like those at some other stations, are critical of pop-leaning country.

"The audience here is more into the '90s-style country songs," Smith says. "The red-dirt, the Texas scene, really endears itself to that audience."

East County Broadcasting station manager **Chris Torrick** found a similar audience east of San Diego through research when he bought into nonprofit KRLY over a decade ago. He slid red dirt into the programming slowly at first, then increased its representation once the audience responded.

"A lot of this stuff is so good," Torrick says. "It's produced well, it's great songwriting, it's great artistry, and it deserves a spot on the radio. This is the feedback that we got from folks that were telling us what they wanted out of a radio station, that this was filling that void."

On the Charts Promotions founder **Rick Hogan** has been working red-dirt music for 18 years, watching the music grow in quality and spread.

"It was pretty rough at first because most of the production was like GarageBand," Hogan says. "But the writing was really good."

Ultimately, as red dirt has grown, it has boosted several dozen stations outside of Texas, who've found it gives them the separation the CRS webinar suggested from country competitors. It assists the music rotations, the authenticity, the identity and even the bottom line of their operations.

"People are finding the music elsewhere," Roberts reasons, "so why can't country radio get behind it? There's other stuff out there besides the mainstream."



Cody Johnson (center) sold out Nashville's FirstBank Amphitheater on July 28, supported on the bill by Easton Corbin (left) and Drew Parker.



C.J. Solar (center) visited the WSM-AM Nashville morning show on Aug. 4 in support of new album *The Future's Neon*. He's flanked by WSM hosts Bill Cody and Kelly Sutton.



Thanks in part to the assistance of Chris Young (left), the Charlie Daniels Journey Home Project announced July 28 that it had raised over \$1.2 million since spring 2021. Shown with Young are Medal of Honor recipient Master Sgt. Earl Plumlee (center) and Travis Ellis, cofounder of the nonprofit Shepherd Center.





### Dylan Scott Drives His 'New Truck' To No. 1; Tyler Hubbard, Mitchell Tenpenny Add Top 10s



**Dylan Scott** accomplishes his second No. 1 on *Billboard*'s Country Airplay chart as "New Truck" (Curb) revs to the top of the list dated Aug. 13.

In the week ending Aug. 7, the song increased by 8% to 25.7 million in reach, according to Luminate.

On *Billboard*'s streaming-, airplay-and salesbased Hot Country Songs survey, "Truck" rolls 15-13 for a new best. It drew 1.9 million U.S. streams (up 6%) and sold 1,000 downloads (up 5%) in the tracking week ending Aug. 4.

"Truck" was written by **Ashley Gorley**, **HARDY**, **Ben Johnson** and **Hunter Phelps**. It's the lead single from Scott's second LP, the 16-track *Livin' My Best Life*, released Aug. 5.

"I'm just so grateful to have another No. 1 song," Scott tells *Billboard*. "Thank you to country radio, and thank you to the fans. Blessed to get to sing country music!"

The 31-year-old from Bastrop, La., scored his first Country Airplay No. 1 with "My Girl" for one week in July 2017. He boasts two other top 10s: "Nobody," which reached No. 2 in June 2021, and "Hooked" (No. 2, September 2018).

**'5 FOOT 9' IS 6 Tyler Hubbard** notches his first Hot Country Songs top 10 as a soloist as "5 Foot 9" (EMI Nashville) jumps 11-6. The track, which he wrote with Jaren Johnston (of The Cadillac Three) and

**Chase McGill**, drew 10.9 million impressions (up 13%) and ranks at No. 18 on Country Airplay. It also corralled 8.2 million streams (up 13%) and sold 2,000 downloads (up 7%) in the tracking week.

"5 Foot 9" follows "Undivided," Hubbard's collaboration with **Tim Mc-Graw** that reached No. 23 on Hot Country Songs in January 2021, as well as No. 16 on Country Airplay.

Hubbard is also half of the duo Florida Georgia Line, with Brian Kelley. The pair has rolled up six Hot Country Songs No. 1s among 20 top 10s, start-

ing with its debut smash, "Cruise," which dominated for 24 weeks in 2012-13.

The twosome has notched 16 leaders among 19 Country Airplay top 10s, also starting with "Cruise," for three weeks in 2012. The tandem most recently topped the chart as featured on **Chase Rice**'s "Drinkin' Beer. Talkin'

God. Amen." for one week last August. The song followed Florida Georgia Line's own "Long Live," which ruled for one frame in April 2021. On Hot Country Songs, the tracks reached Nos. 3 and 4, respectively.

'TRUTH' DOESN'T HURT Mitchell Tenpenny adds his third Country Airplay top 10 as "Truth About You" (Riser House/Columbia Nashville) lifts 11-10 (17.9 million, up 10%). The song, which he wrote with Matt Alderman and Thomas Archer, is the lead single from Tenpenny's 20-song set *This Is Heavy*, due Sept. 16.

"Truth" is one of two Tenpenny titles inside the chart's top 10. His team-up with **Chris Young**, "At the End of This Bar" (RCA Nashville), pushes 7-6 for a new high (20.2 million, up 6%).

Tenpenny banked his first top 10 with his initial entry, "Drunk Me," which climbed to No. 2 in December 2018.

### FROM TORNILLO TO TOP 10 Whiskey Myers' Tornillo debuts at No. 10 on Top Country Albums,

awarding the Texas outfit its fourth top 10. Released July 29, the set earned 12,000 equivalent album units, with 10,000 in album sales, in its first week.

The 12-song album (named after a town in El Paso County, Texas) follows the group's 2019 self-titled LP to the top of the chart. The act's first top 10, 2014's Early Morning Shakes, arrived at its No. 10 high, followed by Mud, which started at its No. 4 peak in October 2016.

On Americana/Folk Albums, *Tornillo* launches at No. 3, marking the band's third top 10, after *Whiskey Myers* (No. 1) and *Mud* (No. 6).



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### **ENTERTAINER OF THE YEAR**

- OVER 4 MILLION TICKETS SOLD -

MALE VOCALIST OF THE YEAR
- NEARLY 12 BILLION + ON-DEMAND STREAMS - NAMED ONE OF TIME 100'S MOST INFLUENCIAL PEOPLE -

### SINGLE OF THE YEAR **MUSIC VIDEO OF THE YEAR**

- "LIKE I LOVE COUNTRY MUSIC" -- TOP 5 AND FASTEST RISING SINGLE AT COUNTRY RADIO -- OVER 50 MILLION ON DEMAND STREAMS

### **MUSICAL EVENT OF THE YEAR**

- "BLESSED & FREE" WITH H.E.R. -

"---transcendent---" - SONGWITE



# billboard Country Airplay



THIS	LAST	WKS ON		AUDIENCE (I			PLAYS	
WEEK	WEEK 3	CHART 49	TITLE Imprint/Label         Artist           NEWTRUCK Curb         ** No. 1 (1 Week) **         Dylan Scott	THIS WEEK 25.733	+/- +1.859	THIS WEEK	+/- 491	RANK 1
9	6	14	LIKE I LOVE COUNTRY MUSIC RCA Nashville Kane Brown	24.095	+2.213	6626	390	2
3	4	43	TAKE MY NAME Stoney Creek Parmalee	23.825	+0.329	5835	38	5
4	1	42	DAMN STRAIT Triple Tigers Scotty McCreery	23.411	-2.755	5900	-770	3
5	5	27	WASTED ON YOU Republic/Big Loud Morgan Wallen	21.047	-1.381	5039	-417	10
6	7	47	ATTHE END OF A BAR RCA Nashville Chris Young With Mitchell Tenpenny	20.248	+1.166	5733	286	6
Õ	8	25	LAST NIGHT LONELY Capitol Nashville Jon Pardi	19.607	+1.154	5851	313	4
8	10	8	THE KIND OF LOVE WE MAKE River House/Columbia Nashville Luke Combs	18.504	+1.760	4920	388	11
9	9	41	WITH A WOMAN YOU LOVE Valory Justin Moore	18.154	+1.235	5481	484	7
0	11	31	TRUTH ABOUT YOU Riser House/Columbia Nashville Mitchell Tenpenny	17.879	+1.569	5202	320	9
Ū	12	31	CIRCLES AROUND THIS TOWN Columbia Nashville Maren Morris	17.049	+1.390	5393	401	8
Ð	13	9	SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN Cole Swindell	16.141	+1.755	4436	519	12
Œ	14	21	GHOST STORY Capitol Nashville Carrie Underwood	13.329	+0.430	4334	253	13
14	2	53	BESTTHING SINCE BACKROADS Big Loud Jake Owen	13.217	-10.830	3238	-3685	18
Œ	15	23	DON'T COME LOOKIN' Big Machine Jackson Dean	12.174	+0.126	3964	19	14
16	16	32	WISHFUL DRINKING Atlantic/Warner Music Nashville/WEA Ingrid Andress With Sam Hunt	12.013	+1.797	3685	418	15
<b>T</b>	19	8	YOU PROOF Mercury/Republic/Big Loud ** Airpower/Most Increased Audience/Most Added ** Morgan Wallen	11.115	+3.426	3012	770	19
1B	17	12	5 FOOT 9 EMI Nashville Tyler Hubbard	10.888	+1.236	3449	256	16
19	18	34	NO HARD FEELINGS Arista Nashville Old Dominion	9.557	+0.534	3352	163	17
20	25	10	HALF OF ME Valory/BMLG Thomas Rhett Featuring Riley Green	7.174	+1.390	2444	344	24
<b>3</b>	22	6	COUNTRY ON Capitol Nashville Luke Bryan	7.119	+0.851	2385	365	25
22	20	23	SON OF A SINNER Bailee & Buddy/BMG/Stoney Creek  Jelly Roll	7.116	+0.208	2723	101	22
23	24	27	OUT INTHE MIDDLE Home Grown/Warner Music Nashville/WAR Zac Brown Band	6.845	+0.696	2504	181	23
2	21	26	PARTY MODE Broken Bow Dustin Lynch	6.780	+0.315	2803	114	20
25	23	50	COUNTRY'D LOOK GOOD ON YOU Stoney Creek Frank Ray	6.762	+0.579	2746	146	21
23	26	18	SHE LIKES IT Triple Tigers Russell Dickerson & Jake Scott	5.599	+0.343	2022	158	29
<b>②</b>	27	26	PICK ME UP Warner Music Nashville/WAR Gabby Barrett	5.192	+0.284	2126	96	27
23	28	8	FALL IN LOVE         Elektra/Warner Music Nashville/WEA         Bailey Zimmerman	5.059	+0.573	1763	216	31
29	29	21	DOWN HOME Stoney Creek Jimmie Allen	3.965	+0.316	2053	168	28
30	31	18	HEARTFIRST Black River Kelsea Ballerini	3.905	+0.379	1840	148	30

### **COUNTRY AIRPLAY CHART LEGEND**

#### **RANKINGS**

Country Airplay is ranked by total audience impressions for the week ending Sunday based on monitored airplay of 148 stations by Luminate, formerly MRC Data. Audience totals on the chart are derived, in part, using certain Nielsen Audio- copyrighted Persons 12+ audience estimates (under license © 2022, Nielsen Audio). The list of all Country Airplay chart reporters can be viewed on Luminate, formerly MRC Data's platforms.

#### **BULLETS**

 Awarded on Country Airplay to titles gaining audience or remaining flat from the previous week. A song will also receive a bullet if its percentage loss in audience does not exceed the percentage of monitored station downtime for the format. Titles that decline in audience but increase in detections will also receive a bullet if the total audience erosion for the week does not exceed 3%.

#### TIES

On Country Airplay, if two songs are tied in total audience, the song with the larger increase in audience is placed first.

#### **RECURRENTS**

On Country Airplay, descending titles below No. 10 in either audience or detections are moved to recurrent after 20

weeks, provided that they are not still gaining enough audience points to bullet or if they rank below No. 10 and post a third consecutive week of (non-bulleted) audience decline, regardless of total chart weeks.

#### **HOT SHOT DEBUT**

Awarded to the highest-ranking new entry on Country Airplay.

#### **MOST ADDED**

The total number of new adds officially reported to Billboard by each reporting station, or by an automatic-add threshold (seven plays for the first time in a chart tracking week, according to Luminate, formerly MRC Data) for stations that do not report adds.

#### **MOST INCREASED AUDIENCE**

Most Increased Audience on Country Airplay lists the songs with the greatest week-to-week increases in total audience.

#### **AIRPOWER**

Awarded on Country Airplay to titles ranking inside top 20 in plays and audience rankings for the first time, with increases in both plays and audience.

#### **BREAKER**

Awarded on Country Airplay to titles achieving airplay (at least one detection) at 60% of reporting stations for the first time

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ENTERTAINER OF THE YEAR | MALE VOCALIST OF THE YEAR

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# **billboard** Country Airplay



THIS	LAST	WKS ON			AUDIENCE (II			PLAYS	
WEEK	WEEK	CHART 36	TITLE Imprint/Label SOUL Curb	Artist	THIS WEEK	+/-	THIS WEEK	+/- 164	RANK
<b>③</b>	30	30 11		Lee Brice	3.719	+0.002	2228		26
<b></b>	32		WHAT MY WORLD SPINS AROUND MCA Nashville	Jordan Davis	3.366	+0.356	1455	182	33
€	33	37	YOU DIDN'T BMLG	Brett Young	3.185	+0.248	1611	150	32
<u>3</u>	36	3	THAT'S WHAT TEQUILA DOES Macon/Broken Bow ★★ Breaker ★★	Jason Aldean	3.150	+0.896	1022	225	37
<b>3</b> ₽	39	8	WHISKEY ON YOU Arista Nashville	Nate Smith	2.656	+0.521	877	183	41
<b>3</b> 6	35	25	MY BAR inDent/Mercury Nashville	Priscilla Block	2.449	+0.091	1303	27	34
37	34	7	WATER UNDERTHE BRIDGE MCA Nashville	Sam Hunt	2.344	-0.205	1021	159	38
33	37	18	JOY OF MY LIFE Mercury Nashville	Chris Stapleton	2.187	-0.009	1173	42	35
39	41	9	HUMAN CoJo/Warner Music Nashville/WMN ★★ Breaker ★★	Cody Johnson	2.007	+0.234	708	54	42
40	40	12	HEART LIKE ATRUCK Broken Bow	Lainey Wilson	1.671	-0.190	1132	-8	36
49	43	19	GOOD DAY FOR LIVING Quartz Hill ** Breaker **	Joe Nichols	1.619	+0.203	880	148	40
<b>②</b>	42	22	HOLY WATER Warner Music Nashville/WEA	Michael Ray	1.563	-0.042	975	90	39
<b>43</b>	51	3	YOU Warner Music Nashville/WAR	Dan + Shay	1.530	+0.656	602	117	45
44	47	4	BROWN EYES BABY Hit Red/Capitol Nashville	Keith Urban	1.223	+0.174	581	92	46
<b>4</b> 5	45	37	GIVING YOU UP Columbia Nashville	Kameron Marlowe	1.170	+0.010	447	-14	50
46	44	19	NOTETO SELF Magnolia Music	Randy Houser	1.136	-0.110	672	28	43
47	46	27	SON OF A Riser House	Dillon Carmichael	1.107	-0.035	659	-19	44
48	38	2	GOLD Capitol Nashville	Dierks Bentley	1.105	-1.040	347	-144	60
49	49	13	SONGS ABOUT YOU Warner Music Nashville/WMN	Brett Eldredge	1.013	+0.052	483	24	49
50	48	7	WHAT HE DIDN'T DO Big Machine	Carly Pearce	0.992	-0.038	564	-1	47
<b>5</b>	54	3	DOING LIFE WITH ME EMI Nashville	Eric Church	0.911	+0.098	443	14	51
52	58	2	Y'ALL LIFE Monument	Walker Hayes	0.907	+0.309	508	174	48
53	53	14	EVERYTHING SHE AIN'T Songs & Daughters/Pigasus/Big Loud	Hailey Whitters	0.755	-0.063	319	-2	-
54	52	10	KEYS TO THE COUNTRY Warner Music Nashville/WAR	Chris Janson	0.731	-0.090	413	-51	54
<b>6</b> 5	59	7	MAN MADE RECORDS Nashville	Matt Stell	0.714	+0.117	420	25	53
50	NEW	1	MIND ON YOU RECORDS Nashville ★★ Hot Shot Debut ★★	George Birge	0.711	+0.379	147	86	-
<b>5</b>	57	5	SOMETHING IN THE ORANGE Belting Bronco/Warner	Zach Bryan	0.704	+0.069	205	13	-
<b>5</b> 3	NEW	1	WILD AS HER Combustion Masters/RCA Nashville	Corey Kent	0.694	+0.295	228	70	-
59	56	10	SALT, LIME & TEQUILA Red Street	Ryan Griffin	0.681	-0.050	359	5	58
60	55	16	HELLYEAH Capitol Nashville	Little Big Town	0.674	-0.052	424	1	52



### **GOING FOR ADDS**

8/15

COREY KENT Wild As Her

Combustion/RCA Nashville

DAVID SEERING The Vow PCG

8/22

**BOOMTOWN SAINTS**All Trucks Go To Heaven

8 Tracl

KAYLEE BELL Keith

Kaylee Bell

LAUREN RENO Bottle's Worth A Dime

Majestic Ape Studios

8/29

ANDY ROSS All American Heart

Buckshot

CRAIG MORGAN How You Make A Man

Broken Bow

LUCIE TIGER Burn It Down

20

MUSCADINE BLOODLINE Me On You

Stancaster

SINGLE OF THE YEAR MALE VOCALIST OF THE YEAR MUSIC VIDEO OF THE YEAR - "SOUL"

FOR YOUR CMA CONSIDERATION

**NEW ARTIST** 



# billboard Country Airplay



MOST ADDED®						
TITLE Imprint/Label	Artist	ADDS				
YOU PROOF Mercury/Republic/Big Loud	Morgan Wallen	26				
Y'ALL LIFE Monument	Walker Hayes	17				
WHAT MY WORLD SPINS AROUND MCA Nashville	Jordan Davis	11				
SHE LIKES IT Triple Tigers Russell Dickerson & Jake Scott						
WATER UNDER THE BRIDGE MCA Nashville	Sam Hunt	10				
WHISKEY ON YOU Arista Nashville	Nate Smith	10				
FALL IN LOVE Elektra/Warner Music Nashville/WEA	Bailey Zimmerman	9				
THAT'S WHAT TEQUILA DOES Macon/Broken Bow	Jason Aldean	9				
YOU Warner Music Nashville/WAR	Dan + Shay	8				
GOLD Capitol Nashville	Dierks Bentley	8				

NEW AND ACTIVE								
Artist	TOTAL AUDIENCE	TOTAL STATIONS	ADDS					
Miranda Lambert	0.553	20	3					
Niko Moon	0.491	28	0					
Midland Feat. Jon Pardi	0.466	14	1					
LOCASH	0.446	33	0					
Easton Corbin	0.432	19	0					
Ryan Hurd	0.408	37	0					
	Artist Miranda Lambert Niko Moon Midland Feat. Jon Pardi LOCASH Easton Corbin	Artist TOTAL AUDIENCE  Miranda Lambert 0.553  Niko Moon 0.491  Midland Feat. Jon Pardi 0.466  LOCASH 0.446  Easton Corbin 0.432	Artist         TOTAL AUDIENCE         TOTAL STATIONS           Miranda Lambert         0.553         20           Niko Moon         0.491         28           Midland Feat. Jon Pardi         0.466         14           LOCASH         0.446         33           Easton Corbin         0.432         19					

MOST INCREASED AUDIENCE							
	GAIN						
TITLE Imprint/Label Artist	(IN MILLIONS)						
YOU PROOF Mercury/Republic/Big Loud Morgan Wallen	+3.426						
LIKE I LOVE COUNTRY MUSIC RCA Nashville Kane Brown	+2.213						
NEW TRUCK Curb Dylan Scott	+1.859						
WISHFUL DRINKING Atlantic/Warner Music Nashville/WEA Ingrid Andress With Sam Hunt	+1.797						
THE KIND OF LOVE WE MAKE River House/Columbia Nashville Luke Combs	+1.760						
SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN Cole Swindell	+1.755						
TRUTH ABOUT YOU Riser House/Columbia Nashville Mitchell Tenpenny	+1.569						
CIRCLES AROUND THIS TOWN Columbia Nashville Maren Morris	+1.390						
HALF OF ME Valory/BMLG Thomas Rhett Featuring Riley Green	+1.390						
5 FOOT 9 EMI Nashville Tyler Hubbard	+1.236						

	RECURRENTS							
THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)						
1	TROUBLE WITH A HEARTBREAK Macon/Broken Bow Jason Aldean	20.108						
2	THINKING 'BOUT YOU Broken Bow Dustin Lynch Featuring Lauren Alaina Or MacKenzie Porter	15.274						
3	'TIL YOU CAN'T CoJo/Warner Music Nashville/WMN Cody Johnson	14.562						
4	IF I DIDN'T LOVE YOU Macon/Capitol Nashville/Broken Bow Jason Aldean & Carrie Underwood	10.657						
5	SAND IN MY BOOTS Republic/Big Loud Morgan Wallen	9.165						
6	23 MCA Nashville Sam Hunt	8.816						
7	BUY DIRT MCA Nashville Jordan Davis Featuring Luke Bryan	8.621						
8	FOREVER AFTER ALL River House/Columbia Nashville Luke Combs	8.368						
9	NEVER SAY NEVER Broken Bow/Warner Music Nashville/WMN Cole Swindell / Lainey Wilson	8.352						
10	DRUNK (AND I DON'T WANNA GO HOME) RCA/Columbia Nashville Elle King & Miranda Lambert	7.716						

MOST INCREASED PLAYS						
TITLE Imprint/Label Artist	GAIN					
YOU PROOF Mercury/Republic/Big Loud Morgan Wallen	+770					
SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN Cole Swindell	+519					
NEW TRUCK Curb Dylan Scott	+491					
WITH A WOMAN YOU LOVE Valory Justin Moore	+484					
WISHFUL DRINKING Atlantic/Warner Music Nashville/WEA Ingrid Andress With Sam Hunt	+418					
CIRCLES AROUND THIS TOWN Columbia Nashville Maren Morris	+401					
LIKE I LOVE COUNTRY MUSIC RCA Nashville Kane Brown	+390					
THE KIND OF LOVE WE MAKE River House/Columbia Nashville Luke Combs	+388					
COUNTRY ON Capitol Nashville Luke Bryan	+365					
HALF OF ME Valory/BMLG Thomas Rhett Featuring Riley Green	+344					





TEXAS REGIONAL RADIO REPORT
WEEK ENDING AUGUST 7, 2022

_		_									_
THIS Week		WKS ON CHART	TITLE (Label) ARTIST	TW Spins	SPINS +/-	THIS WEEK		WKS ON CHART	TITLE (Label) ARTIST	TW SPINS	SPINS +/-
0	2	22	TRACTOR TOWN (Independent) ★★1 Week At1★★ Jake Bush	1988	120	11	8	25	BEAUTIFUL LOVE SONGS (Independent) George Navarro	1327	-19
0	3	16	TELLING ON MY HEART (Independent) Casey Donahew	1881	44	æ	14	15	STRANGER TONIGHT (Independent) Micky & The Motorcars	1269	81
8	6	18	WORKING MAN'S WOMAN (Independent) Jesse Raub Jr.	1528	52	B	17	9	HONKY TONK HIGHWAY (Independent) Case Hardin	1131	126
4	7	15	ONE HONKY TONK TOWN (Independent) David Adam Byrnes	1511	159	14	12	28	WATERING HOLE (Independent) Kendall Shaffer f/ Jeffery Allen Imler	1048	-271
5	1	23	THE HIGHWAY KIND (Independent) Josh Abbott Band	1501	-458	<b>®</b>	18	18	THAT WAY (Cielo Azul Ent) Sarah Hobbs	1035	53
6	10	11	A COWBOY KNOWS HOW (Independent) Flatland Cavalry	1475	139	10	19	16	ALL I NEEDED (Independent) American Aquarium	1028	83
7	4	26	WAVE DANCER (Soundly Music) The Wilder Blue	1401	-400	Ø	20	13	HUMAN (Independent) Cody Johnson	970	82
8	11	19	LOVESICK DRIFTING COWBOY (Independent) James Robert Webb	1380	46	13	21	11	LIKE CONWAY TWITTY (Independent) James Lann	965	95
9	9	25	LOVES GOT A HOLD ON YOU (Independent) Bart Crow Band	1376	32	19	13	35	CAUSE HE'S A COWBOY (Independent) Matt Castillo	952	-329
10	5	27	COME HOME TO YOU (10X Music Group) Brodie Lane	1342	-139	20	15	27	ANOTHER YOU (Independent) Drew Fish Band	882	-238

Texas Regional Radio Report Top 100 is compiled from weekly online playlist reports from 86 radio stations located in Texas and surrounding states, including reports from specialty shows, internet and satellite radio outlets. Songs are ranked by total plays. For tracking, complete chart methodology and more information, visit www.texasregionalradio.com, or contact Dave Smith at 972-252-8777. Copyright 2022, Texas Regional Radio Report



2021 CMA ENTERTAINER OF THE YEAR
13 CHART TOPPING NUMBER ONES
OVER 12 BILLION STREAMS

GROWIN' UP
LARGEST COUNTRY ALBUM DEBUT OF 2022

"ONE OF MUSIC'S MIGHIEST VOICES AND A HITMAKING FORCE ARGUABLY UNLIKE ANY SEEN OUT OF NASHVILLE THIS CENTURY" – USA TODAY

### **RECORD BREAKING FIRST HEADLINE STADIUM TOUR**

53,000+ tickets sold with over 40,000 sold on the first day (DENVER)
52,000+ tickets sold – the largest audience ever for a country show (SEATTLE)
Sold out with 44,000 tickets; 42,000 tickets sold on the first day (ATLANTA)

ENTERTAINER OF THE YEAR

SINGLE OF THE YEAR "FOREVER AFTER ALL" MALE VOCALIST OF THE YEAR

MUSICAL EVENT OF THE YEAR
"COLD BEER CALLIN' MY NAME"

"COLD BEER CALLIN' MY NAME"
WITH JAMESON RODGERS

ALBUM OF THE YEAR GROWIN' UP

SONG OF THE YEAR "DOIN' THIS"





# MIRANDA LAMBERT



ENTERTAINER OF THE YEAR | FEMALE VOCALIST OF THE YEAR

### THE TOP STREAMING FEMALE COUNTRY ARTIST OF 2022

HEADLINING VELVET RODEO LAS VEGAS RESIDENCY STARTING THIS FALL NAMED ONE OF TIME **100'S** most influential people

# **ALBUM OF THE YEAR**



**HIGHEST DEBUTING** FEMALE COUNTRY ALBUM OF 2022

NAMED ONE OF THE **BEST ALBUMS OF 2022 BY** 

billboard **STFRFOGIIM** 

# NGLE OF THE YEAR

FIRST FEMALE DUET TO HIT #1 ON THE BILLBOARD COUNTRY **AIRPLAY CHART IN 30 YEARS** 

**OVER 290 MILLION ON-DEMAND STREAMS** 





# ElleKing

# FEMALE VOCALIST OF THE YEAR

NEARLY 2 BILLION
STREAMS WORLDWIDE

# SINGLE OF THE YEAR "DRUNK (AND I DON'T WANNA GO HOME)"

WITH MIRANDA LAMBERT

FIRST FEMALE DUET TO HIT #1 ON THE
BILLBOARD COUNTRY AIRPLAY CHART IN 30 YEARS

**RIAA CERTIFIED PLATINUM®** 

**OVER 290 MILLION ON-DEMAND STREAMS** 

# MUSIC VIDEO OF THE YEAR

"WORTH A SHOT"

WITH DIERKS BENTLEY

**WATCH THE VIDEO HERE** 







# Maren Morris

# FEMALE VOCALIST OF THE YEAR

"Maren Morris is the country artist most gracefully poised at the spot where future thinking meets time-honored ways."—NPR Music

# ALBUM OF THE YEAR HUMBLE QUEST

Broke the record for most first day & first week streams on Amazon Music for a country album by a female artist

### billboard

The Best 50 Albums of 2022 so far

"Humble Quest completely reorients Morris' place in the musical landscape.. some of Morris' most inspired work yet." – GQ







ALBUM OF THE YEAR FAMOUS FRIENDS

MALE VOCALIST OF THE YEAR

"AT THE END OF A BAR"

WITH MITCHELL TENPENNY

# MUSICAL EVENT SINGLE MUSIC VIDEO

OF THE YEAR



AT COUNTRY RADIO



# OLD DOMINION

ALBUM OF THE YEAR TIME, TEQUILA & THERAPY



**VOCAL GROUP OF THE YEAR** 

"NO HARD FEELINGS"
SONG OF THE YEAR
MUSIC VIDEO OF THE YEAR

MUSICAL EVENT OF THE YEAR
"LONELY SIDE OF TOWN" (FEAT. GLADYS KNIGHT)

ARISTA

#### **NASHVILLE & NATIONAL TOM ROLAND**



Gabby Barrett (center) visited with WGH Norfolk-Virginia Beach-Newport News, Va., staff when she opened for Jason Aldean on July 30 at Veterans United Home Loans Amphitheater. She's pictured with WGH music director Karen West and morning host Jimmy Ray Dunn.

#### OLIVIA NEWTON-JOHN AND NASHVILLE

**Olivia Newton-John**, a pop artist whose country crossovers were part of a 1970s Nashville controversy, died Aug. 8 at age 73 at her California home.

Born in England and raised in Australia, Newton-John made her largest impact on pop culture as a co-star in the 1978 movie *Grease* and as the voice of the ubiquitous 1981 single "Physical." But she also strung together eight top 10 country singles from 1973-1976, including the steel-tipped entries "Let Me Be There" and "If You Love Me (Let Me Know)."

Within a month after she had won the Country Music Association's female vocalist of the year award in 1974, Nashville traditionalists — miffed by airplay she received, as well as perceived carpetbaggers **Linda Ronstadt**, **Eagles** and **John Denver** — formed the Academy of Country Entertainers, an organization intended to promote Music City figures as the genre's rightful voices.

ACE went belly up in 1981. And Newton-John remained much-loved by the fan base, launching her ninth top 10 country album in 1998, *Back With a Heart*. She also maintained admiration from later generations of country artists: **Vince Gill** joined her in a 1997 Nashville concert to reprise the *Grease* hit "You're the One That I Want."

#### RADIO & RECORDS®

Singer-songwriter Taylor Edwards signed a recording contract with EMPIRE, in addition to aligning with Dreamcatcher Management and with concert booking firm Creative Artists Agency ... Thrasher Sound, owned by country-gospel songwriter-producer Jimmy Thrasher and business partner/wife Melissa Thrasher, signed a distribution deal for the company's labels with CDX Records/ Sony Orchard ... Derek Falter was hired as vp/market manager for Cumulus clusters in Grand Rapids and Muskegon, Mich. The job includes oversight of WTNR Grand Rapids and WLAW Muskegon. Falter was previously Curtis Media Eastern Region vice president ... Compass Media's syndicated Y'all Access With Kelly Sutton began airing Aug. 6 on WSM-AM Nashville, where the host is also part of the morning team ... WWSM Hershey, Pa., lost its over-the-air signal after lightning struck the transmitter on July 31, Lebtown.com reported. The station modified its approach to become an internet-only platform ... WWYZ Hartford, Conn., assistant PD/music director Amanda Jo Parker will have a new on-air shift on Aug. 15, according to RadioInk.com: She's moving from middays to become morning co-host ... KAWO Boise, Idaho, hired Kyle Matthews as brand manager, RadioInsight.com reported. He was previously KFGE Lincoln, Neb., assistant PD/music director ... WSWW Craigsville, W.Va., flipped to country from news/talk, according to RadioInsight.com ... Country Radio Broadcasters welcomed Amazon Music head of country music Michelle Kammerer; KUZZ Bakersfield, Calif., PD Brent Michaels; and Red Street COO Kelly Rich to its board of directors. Go here for the full list of board members.

#### 'ROUND THE ROW

**Haley McCollister** was promoted to Messina Touring Group Nashville president from GM ... **Erin Burr** joined the RIAA as vp of media relations. She was previously a Big Machine Label Group publicist. Reach her <u>here</u> ... Musicians On Call promoted **Mandy Mullins** to senior manager of fundraising from fundrais-

ing operations coordinator and hired six new staffers. Jaede Brereton joins as people operations manager after a year as Florida-based tour company RWD production assistant. Peyton Burnstead becomes fundraising coordinator, building on several communications internships while she earned a degree at Belmont University. Audrey Jadwisiak and Ayleen Bueno both onboard as program coordinators. Jadwisiak is a former COVID-19 case investigator, while Bueno worked as a language teacher. New creative coordinator Alli Prestby and executive assistant Maddie Williams are Belmont graduates ... ONErpm established ONE Publishing with a 40-person staff, covering 33 cities worldwide ... Inside Music Publishing Nashville and Kobalt Music established a partnership ... Songwriter Josh Dunne ("What Happens in a Small Town") signed a publishing deal with Spirit Music Nashville/Fluid Music Revolution ... Anna Vaus joined the songwriting roster at Big Machine Music ... Songwriter Claire **Douglas** agreed to a publishing contract with BMG ... PLA Media added singer Cam Allen to the PR roster ... On Oct. 30, the Nashville Songwriters Hall of Fame will induct artists **Shania Twain** and **Steve Wariner**, plus songwriters Hillary Lindsey ("Ghost Story," "Girl Crush"), Gary Nicholson ("One More Last Chance," "The Trouble With the Truth") and David Malloy ("Drivin' My Life Away," "Love Will Turn You Around") ... The BMI Foundation renamed its Nashville songwriting scholarship as the Dolly Parton songwriters award and established the Dolly Parton Music Fund to facilitate the program ... Vince Gill will be the sixth artist celebrated in a CMT Giants special, premiering Sept. 16. Among the performers in the program are Brad Paisley, Carrie Underwood, Luke Combs, Chris Stapleton, Ricky Skaggs, Maren Morris and Cody Johnson ... Rodney Crowell and Emmylou Harris hold a virtual conversation on Sept. 13 in support of his book *Word for Word*, which publishes the same day ... The Academy of Country Music holds a members-only Winners Circle conversation with producer of the year Dann Huff and acoustic guitarist Charlie Worsham on Aug. 9 at the Musicians Hall of Fame, moderated by Musicians Hall founder/CEO Joe Chambers ... The Nashville chapter of the Association of Independent Music Publishers will host "AIMP Sync Mock Pitch" on Aug. 31 at SESAC's Nashville offices ... Restless Road was named the Opry NextStage artist for August and will be promoted across multiple Opry platforms during the month ... Steve Earle & the Dukes headline the annual Concert for Cumberland Heights benefit for a Nashville rehab center on Sept. 21 at the Ryman Auditorium ... The Music Has Value Fund, established by Big Machine Label Group executives **Scott** and **Sandi Borchetta**, donated \$150,000 to the Music Health Alliance ... **Alabama** donated \$25,000 to the Foundation for Appalachian Kentucky for flood relief during an Aug. 6 concert in Sharpsburg, Ky. ... Elicity PR director of publicity Avery King raised over \$17,000 for the Cystic Fibrosis Foundation with an eight-act benefit on Aug. 2 ... Memorabilia from Kenny Rogers' estate will be auctioned off Oct. 21-23 by Julien's in Beverly Hills with a portion of the proceeds earmarked for the Music Health Alliance. Items up for bidding include stage-worn clothing, numerous awards and lead sheets from the USA for Africa recording of "We Are the World," signed by the 40-plus artists who participated.



Randall King (left) caught up with Cumulus/Des Moines, lowa, operations manager/KJJY personality Chad Taylor at a July 28 tour stop at Wooly's concert venue in lowa.



Erin Kinsey performed current single "Just Drive" on July 27 at the WKHK Richmond, Va., studios, where she connected with PD/ music director/afternoon host Garret Doll.

# JASON ALDEAN

ENTERTAINER OF THE YEAR

THE YEAR MACON

MALE VOCALIST OF THE YEAR

OF THE YEAR "IF I DIDN'T LOVE YOU" WITH CARRIE UNDERWOOD

HE YEAR "IF I DIDN'T LOVE YOU" WITH CARRIE UNDERWOOD

OF THE YEAR "IF I DIDN'T LOVE YOU" WITH CARRIE UNDERWOOD

MUSIC VIDEO OF THE YEAR "IF I DIDN'T LOVE YOU" WITH CARRIE UNDERWOOD

### DUSTIN LYNCH

**GLE OF THE YEAR "THINKING 'BOUT YOU" WITH MACKENZIE PORTER** NG OF THE YEAR "THINKING 'BOUT YOU" WITH MACKENZIE PORTER MUSICAL EVENT OF THE YEAR "THINKING 'BOUT YOU" WITH MACKENZIE PORTER

### LAINEY WILSON

**NEW ARTIST OF THE YEAR** 

BUM OF THE YEAR SAYIN' WHAT I'M THINKIN'

**ST** OF THE YEAR

GLE OF THE YEAR "NEVER SAY NEVER" LAINEY WILSON & COLE SWINDELL

THE YEAR "NEVER SAY NEVER" LAINEY WILSON & COLE SWINDELL

ICAL EVENT OF THE YEAR "NEVER SAY NEVER" LAINEY WILSON & COLE SWINDELL

OF THE YEAR "NEVER SAY NEVER" LAINEY WILSON & COLE SWINDELL

### JIMMIE ALLEN

MALE VOCALIST OF THE YEAR

**ALBUM OF THE YEAR TULIP DRIVE** 

OF THE YEAR "FREEDOM WAS A HIGHWAY" WITH BRAD PAISLEY

### ELVIE SHANE

NEW ARTIST OF THE YEAR THE YEAR "MY BOY"

### PARMALEE

CAL GROUP OF THE YEAR

### OCASH

**VOCAL DUO OF THE YEAR** 

### JOHN MORGAN

G OF THE YEAR "IF I DIDN'T LOVE YOU" JASON ALDEAN & CARRIE UNDERWOOD

27 CAREER #1S

## "COUNTRY'S **BIGGEST POWERHOUSE**"

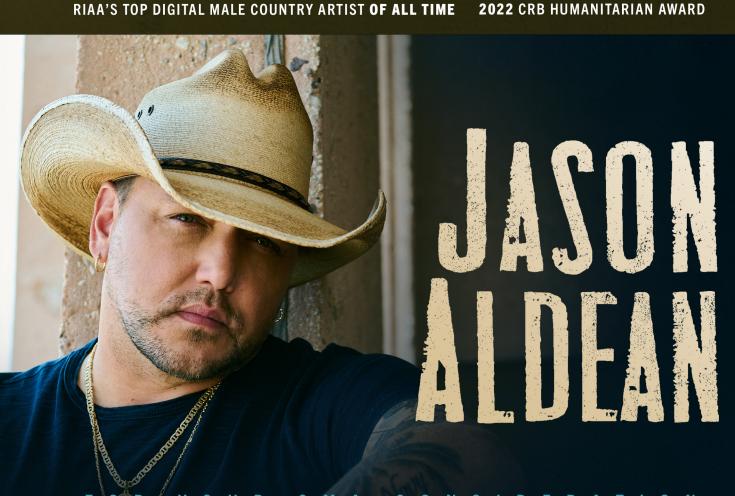
PLATINUM ALBUMS

**20** 

BILLION+

- PEOPLE

2022 CRB HUMANITARIAN AWARD



NSIDERATION

# **ENTERTAINER OF THE YEAR**

**ALBUM OF THE YEAR** MACON

**MALE VOCALIST OF THE YEAR** 

**SINGLE** 

"IF I DIDN'T LOVE YOU"

WITH CARRIE UNDERWOOD

SONG OF THE YEAR

**MUSICAL EVENT OF THE YEAR** 

**MUSIC VIDEO OF THE YEAR** 





NEW ARTIST OF THE YEAR

**ALBUM OF THE YEAR** SAYIN' WHAT I'M THINKIN'

SINGLE OF THE YEAR
"NEVER SAY NEVER"
WITH COLE SWINDELL

SONG

OF THE YEAR
"NEVER SAY NEVER"
WITH COLE SWINDELL

SONG OF THE YEAR
"THINGS A MAN

OUGHTA KNOW"

MUSICAL EVENT OF THE YEAR "NEVER SAY NEVER" WITH COLE SWINDELL

MUSIC VIDEO OF THE YEAR
"NEVER SAY NEVER" WITH COLE SWINDELL

**TOTAL ON-DEMAND STREAMS** 

billboard **TOP NEW COUNTRY ARTIST 2021** 

YELLOWSTONE **RECURRING CHARACTER SEASON 5** 

**2022 TOURING** 

"THE DANGEROUS TOUR"

Morgan Wallen JON PARDI

(60MES

िक्राप्ति

PRESS HIGHLIGHTS















RollingStone

GENIUS

# <u>parma lee</u>

# **VOCAL GROUP OF THE YEAR**

OVER 1 BILLION TOTAL ON-DEMAND STREAMS

### **MULTI-PLATINUM ACT**

3 #1 SINGLES AT COUNTRY RADIO:
"CAROLINA" (MULTI-WEEK #1) "JUST THE WAY" &
"TAKE MY NAME" (MULTI-WEEK #1)

NATIONAL TV APPEARANCES ON





"COUNTRY MUSIC'S MOST SOLID HITMAKERS" - PEOPLE

"PARMALEE FINDS ITSELF IN THE ENVIABLE POSITION OF BEING ABLE TO TAP INTO MULTIPLE AUDIENCES" – BILLBOARD

"AUTHENTICALLY REAL, GENUINELY INSPIRED" - AMERICAN SONGWRITER



"THE RESURGENCE OF PARMALEE IS ONE OF THE MOST UNDERREPORTED SUCCESS STORIES OF THE LAST YEAR" - MORNING HANGOVER







# billboard Hot Country Songs

AIRPLAY, STREAMING & SALES DATA COMPILED BY

LUMINATE

				<del>_</del>			
THIS WEEK	LAST WEEK	TWO WEEKS AGO	WKS ON CHART	TITLE PRODUCER (SONGWRITER)	Artist IMPRINT / PROMOTION LABEL	COUNTRY AIRPLAY RANK	PEAK Position
0	2	2	7	THE KIND OF LOVE WE MAKE  ★★ No. 1 (2 Weeks) ★★  CHIP MATTHEWS,J.D.SINGLETON,L.COMBS (L.COMBS,J.DAVIS,D.ISBELL,R.ISBELL)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	8	1
2	1	1	50	WASTED ON YOU  J.MOI,J.DURRETT (M.WALLEN,E.K.SMITH,J.THOMPSON,CHARLIE HANDSOME)	<b>Morgan Wallen</b> REPUBLIC/BIG LOUD	5	1
3	3	3	12	YOU PROOF  ★★ Airplay Gainer ★★  J.MOI,CHARLIE HANDSOME (M.WALLEN,A.G.GORLEY,E.K.SMITH,CHARLIE HANDSOME)	Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	17	1
4	4	4	14	SHE HAD ME AT HEADS CAROLINA  Z.CROWELL (A.G.GORLEY,C.SWINDELL,J.FRASURE,M.D. SANDERS,THOMAS RHETT,T.NICHOLS)	Cole Swindell Warner Music Nashville/WMN	12	4
5	5	7	13	LIKE I LOVE COUNTRY MUSIC D.HUFF (K.BROWN,M.J.MCGINN,T.PHILLIPS,J.M.SCHMIDT)	Kane Brown RCA NASHVILLE	2	3
6	11	11	11	5 FOOT 9 T.HUBBARD,J.M.SCHMIDT (T.R.HUBBARD,J.JOHNSTON,C.MCGILL)	<b>Tyler Hubbard</b> EMI NASHVILLE	18	6
0	7	9	8	ROCK AND A HARD PLACE A.R.SHAWN (B.ZIMMERMAN, H.WARREN, J. HACKWORTH, J. HARVEY)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	-	2
8	8	6	25	FALL IN LOVE A.R.SHAWN (A.R.SHAWN,B.ZIMMERMAN,G.J.LUCAS)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	28	6
9	10	5	15	SOMETHING IN THE ORANGE R.HADLOCK (Z.L.BRYAN)	Zach Bryan Belting Bronco/Warner	57	3
10	9	12	24	LAST NIGHT LONELY J.PARDI,B.BUTLER,R.GORE (J.BELL,J.FOX,D.MARLOWE)	<b>Jon Pardi</b> CAPITOL NASHVILLE	7	9
11	6	8	24	DAMN STRAIT FROGERS,D.WELLS,A.ESHUIS (J.A.COLLINS,T.TOMLINSON)	Scotty McCreery TRIPLE TIGERS	4	6
Œ	12	13	18	SON OF A SINNER ERNEST K.I.TOSHINSKY (J.B.DEFORD,E.K.SMITH,D.R.STEVENS)	Jelly Roll  BAILEE & BUDDY/BMG/STONEY CREEK	22	12
ß	15	16	25	NEW TRUCK M.ALDERMAN,C.GIBBS,J.E.NORMAN (M.W.HARDY,H.PHELPS,B.JOHNSON,A.G.GORLEY)	Dylan Scott CURB	1	13
14	13	14	45	WISHFUL DRINKING LANDRESS,J.M.SCHMIDT (LANDRESS,J.P.STARKER SAXE,J.PRICE,D.D.BROWN,R.WILLIAMSON)	Ingrid Andress With Sam Hunt ATLANTIC/WARNER MUSIC NASHVILLE/WEA	16	13
Œ	18	18	21	WILD AS HER C.FARREN (M.WALLEN,BRETT TYLER,K.ARCHER)	Corey Kent COMBUSTION MASTERS/RCA NASHVILLE	58	15
•	20	22	53	TRUTH ABOUT YOU  J.M.SCHMIDT,M.TENPENNY (M.TENPENNY,M.ALDERMAN,T.ARCHER)	Mitchell Tenpenny RISER HOUSE/COLUMBIA NASHVILLE	10	16
17	16	17	13	WHISKEY ON YOU LRIMES (N.SMITH, LRIMES, R. SUTTON)	Nate Smith ARISTA NASHVILLE	35	14
ß	25	27	20	WITH A WOMAN YOU LOVE  J.S.STOVER,S.BORCHETTA (J.MOORE,P.DIGIOVANNI,C.MCGILL,J.S.STOVER)	Justin Moore VALORY	9	18
<b>®</b>	21	24	29	SHE LIKES IT J.KERR,J.SCOTT (R.DICKERSON,J.SCOTT,J.KERR)	Russell Dickerson & Jake Scott TRIPLE TIGERS	26	13
20	22	23	30	CIRCLES AROUND THIS TOWN G.KURSTIN (M.MORRIS,R.J.HURD,JULIA MICHAELS,J.ROBBINS)	Maren Morris COLUMBIA NASHVILLE	11	9
3	24	25	32	AT THE END OF A BAR C. DESTEFANO,C.YOUNG (C.YOUNG,C. DESTEFANO,M.TENPENNY)	Chris Young With Mitchell Tenpenny RCA NASHVILLE	6	21
2	30	26	34	PICK ME UP R.COPPERMAN,Z.KALE (G.BARRETT,J.M.NITE,R.COPPERMAN)  ★★ Streaming Gainer ★★	Gabby Barrett WARNER MUSIC NASHVILLE/WAR	27	22
23	19	20	20	GHOST STORY D.GARCIA,C.UNDERWOOD (D.A.GARCIA, J.KEAR, H.LINDSEY, H.WADSWORTH LONGFELLOW)	Carrie Underwood CAPITOL NASHVILLE	13	12
24	23	19	13	THOUGHT YOU SHOULD KNOW J.MOI (M.WALLEN,N.GALYON,M.LAMBERT)	Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	-	1
25	26	31	10	DON'T COME LOOKIN' LDICK (J.DEAN,C.LDICK)	Jackson Dean BIG MACHINE	15	25

### **COUNTRY SONGWRITERS™**



### **COUNTRY PRODUCERS™**

	1	# <b>1</b> 79 WKS	JOEY MOI
	2	AU	STIN SHAWN
	3	ZA	CH CROWELL
	4	DA	NN HUFF
	5	JO	RDAN SCHMIDT
	6	RY	AN HADLOCK
	7	JA	COB DURRETT
	8	CH.	ARLIE HANDSOME
TIE	9	СН	IP MATTHEWS
TIE	9	JO	NATHAN SINGLETON
TIE	9	LUI	KE COMBS

# **billboard** Hot Country Songs

LUMINATE

THIS WEEK	LAST WEEK	TWO WEEKS AGO	WKS ON CHART	TITLE PRODUCER (SONGWRITER)	Artist IMPRINT/PROMOTION LABEL	COUNTRY AIRPLAY RANK	PEAK Position
26	29	29	20	NO HARD FEELINGS S.M.CANALLYOLD DOMINION (M.RAMSEY,T. ROSEN,W. SELLERS,G. SPRUNG,B. F.TURSI,S. M.CANALLY)	Old Dominion ARISTA NASHVILLE	19	26
2	27	28	24	SOUL B.GLOVER,K.JACOBS,LBRICE (K.KADISH.T.FERRARI)	Lee Brice	31	27
28	28	33	10	WHAT MY WORLD SPINS AROUND PDIGIOVANNI (J.DAVIS,M.DRAGSTREM,R.J.HURD)	<b>Jordan Davis</b> MCA NASHVILLE	32	28
29	31	30	31	JOY OF MY LIFE D.COBB.C.STAPLETON (J.C.FOGERTY)	Chris Stapleton MERCURY NASHVILLE	38	27
30	32	35	5	COUNTRY ON J.STEVENS, J. STEVENS (D. FRASIER, S. HAURY, M. NESLER, MITCH OGLESBY)	Luke Bryan Capitol nashville	21	19
3	33	36	17	HEARTFIRST J.BUNETTA,S.MCANALLY (K.BALLERINI,K.FAIRCHILD,A.VANDERHEYM)	Kelsea Ballerini BLACK RIVER	30	25
32	45	_	2	HALF OF ME D.HUFF,J.FRASURE (THOMAS RHETT,R.AKINS,W.BUNDY,J.THOMPSON)	Thomas Rhett Featuring Riley Green VALORY/BMLG	20	32
33	35	37	15	TOMORROW ME CHIP MATTHEWS, J.D. SINGLETON, L. COMBS (L. COMBS, D. DILLON, R. FULCHER)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	-	13
34	42	50	10	WHAT HE DIDN'T DO S.MCANALLY,J.OSBORNE (C.PEARCE,A.G.GORLEY,E.M.SHACKELTON)	Carly Pearce BIG MACHINE	50	34
<b>3</b> 5	37	41	15	PARTY MODE Z.CROWELL (J.FLOWERS,R.BEAVER,R.ALEXANDER,J.KEIM,M.MCGINN)	Dustin Lynch Broken bow	24	30
36	34	45	19	DEAR ALCOHOL LEX NOUR (D.NWOSU JR.)	<b>Dax</b> LIVING LEGEND/RECORDS/COLUMBIA	-	28
37	39	38	9	DOWN HOME ABOWERS, J. ALLEN (J. ALLEN, R. BALL, C. BEDELL, T. HOWELL)	<b>Jimmie Allen</b> Stoney Creek	29	37
33	43	43	4	OUT IN THE MIDDLE Z.BROWN,B.SIMONETTI (B.SIMONETTI,Z.BROWN,L.COMBS,J.D.SINGLETON)	Zac Brown Band HOME GROWN/WARNER MUSIC NASHVILLE/WAR	23	38
39	NE	EW	1	GOLD ★★ Hot Shot Debut ★★ R.COPPERMAN,JON RANDALL,F.R.SHIPPEN,D.BENTLEY (R.COPPERMAN,C.L.DICK,A.G.GORLEY,D.BENTLEY)	Dierks Bentley Capitol Nashville	48	39
40	38	32	3	Y'ALL LIFE J.THIBODEAU,W.HAYES (W.HAYES,P.GOOD,J.JENKINS,C.HAYNES, JR.,J.EPPERSON)	Walker Hayes MONUMENT	52	32
41	41	42	16	DON'T THINK JESUS J.MOI (J.LALEXANDER,M.LHOLMAN,C.MCGILL)	Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	RC	1
42	40	44	6	HELL YEAH LITTLE BIG TOWN (J.WESTBROOK,P.SWEET,C.CROWDER,T.R.HUBBARD)	<b>Little Big Town</b> Capitol Nashville	60	40
43	44	46	11	GOOD OL' MAN M.TRUSSELL (D.GREEN, J.MILLER, L.STARR, M.TRUSSELL)	<b>Drew Green</b> VILLA 40/RCA NASHVILLE	-	41
44	50	47	5	CAN'T HAVE MINE MALDERMAN (D.SCOTT,MALDERMAN,J.MELTON,D.WILSON)	Dylan Scott CURB	-	44
45	NE	EW	1	EVERYTHING SHE AIN'T J.GEAR,H.WHITTERS,B.SIMPSON,R.TYNDELL)	Hailey Whitters SONGS & DAUGHTERS/PIGASUS/BIG LOUD	53	45
46	NE	w	1	OKLAHOMA SMOKE SHOW ESPEAR (Z.LBRYAN)	Zach Bryan BELTING BRONCO/WARNER	-	46
<b>4</b>	49	_	7	COUNTRY'D LOOK GOOD ON YOU EROGERS (D.GEORGE,M.CRISWELL,T.PHILLIPS,C.TAYLOR)	Frank Ray Stoney Creek	25	47
48	RE-E	NTRY	2	WORTH A SHOT R.COPPERMAN (S.MCANALLY,R.COPPERMAN,J.OSBORNE)	Elle King Featuring Dierks Bentley RCA/COLUMBIA NASHVILLE	-	48
49	46	_	3	SONGS ABOUT YOU N.CHAPMAN (B.ELDREDGE,J.J.DILLON,B.WEST)	Brett Eldredge Warner Music Nashville/WMN	49	43
50	NE	EW .	1	WATER UNDER THE BRIDGE C.LA CORTE, S.MCANALLY, S.HUNT, C.LA CORTE, S.MCANALLY, J. OSBORNE)	Sam Hunt MCA NASHVILLE	37	50

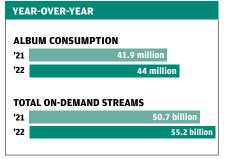
The week's most popular country songs, ranked by radio airplay audience impressions as measured by Luminate, formerly MRC Data, sales data as compiled by Luminate, formerly MRC Data and streaming activity data from online music sources tracked by Luminate, formerly MRC Data. Descending titles below No. 25 are moved to recurrent after 20 weeks.

### **COUNTRY MARKET WATCH**

A Weekly National Music Sales Report

WEEKLY UNIT COUNT									
	ALBUM CONSUMPTION	AUDIO ON-DEMAND	VIDEO ON-DEMAND						
This Week	1,517,000	1,785,686,000	122,628,000						
Last Week	1,490,000	1,765,912,000	122,707,000						
Change	1.8%	1.1%	-0.1%						
This Week Last Year	1,350,000	1,537,660,000	128,475,000						
Change	12.4%	16.1%	-4.6%						

YEAR-TO-DA	TE		
	2021	2022	CHANGE
Album Consumption	41,935,000	43,965,000	4.8%
Album Sales	5,339,000	4,141,000	-22.4%
Audio On-Demand	46,497,152,000	51,244,056,000	10.2%
Video On-Demand	4,242,964,000	3,930,058,000	-7.4%



All data measures U.S. activity as of the week ending August 4, 2022. All units counts are rounded to the nearest thousand. Album consumption units — also known as albums plus TEA plus SEA — consists of albums asles; track-equivalent album (TEA) sales whereby 10 tracks equal one consumption unit, and stream equivalent albums (SEA) whereby 1,250 paid and/or 3,750 ad-supported audio on-demand streams (OAD) equal one consumption unit.



# FOR YOUR CMA CONSIDERATION SINGLE OF THE YEAR | MUSIC VIDEO OF THE YEAR

OVER 40M ON-DEMAND STREAMS (U.S.)

TENTH #1 SINGLE AT COUNTRY RADIO

OVER 2M+ VIEWS ON YOUTUBE



- TASTE OF COUNTRY

"MADE-FOR-RADIO

**HEAD-BOPPER"** 





BEST THING SINCE BACKROADS

BIG LOUD

STREAMING & SALES DATA COMPILED BY LUMINATE

### billboard top COUNTRY ALBUMS

THIS	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE	CERT.	PEAK POS.
1	1	1	82	MORGAN WALLEN BIG LOUD 033180*/REPUBLIC  DANGEROUS: THE DOUBLE ALBUM	2	1
2	2	2	11	ZACH BRYAN AMERICAN HEARTBREAK BELTING BRONCO 86979/WARNER		1
3	3	3	6	LUKE COMBS GROWIN' UP RIVER HOUSE/COLUMBIA NASHVILLE 997801/SMN		1
4	5	6	270	LUKE COMBS THIS ONE'S FOR YOU RIVER HOUSE/COLUMBIA NASHVILLE 538883*/SMN	3	1
5	4	4	218	MORGAN WALLEN IF I KNOW ME BIG LOUD 783*	2	1
6	6	5	143	LUKE COMBS WHAT YOU SEE IS WHAT YOU GET RIVER HOUSE/COLUMBIA NASHVILLE 595687*/SMN	2	1
7	8	9	379	CHRIS STAPLETON TRAVELLER MERCURY NASHVILLE 019405*/UMGN	4	1
8	9	10	38	TAYLOR SWIFT RED (TAYLOR'S VERSION) REPUBLIC 034504*		1
9	7	8	201	ELVIS PRESLEY	6	1
0	NE	w	1	WHISKEY MYERS TORNILLO WIGGY THUMP/WHY&HOW 37807*/THIRTY TIGERS		10
11	10	11	90	CHRIS STAPLETON STARTING OVER MERCURY NASHVILLE 032689*/UMGN		1
Ð	11	12	17	COLE SWINDELL STEREOTYPE WARNER MUSIC NASHVILLE 694948/WMN		6
Œ	23	31	232	SHANIA TWAIN MERCURY NASHVILLE 003072/UMGN (13.98) GREATEST HITS	4	1
1	12	14	289	GEORGE STRAIT 50 NUMBER ONES MCA NASHVILLE 000459/UMGN (25.98)	7	1
15	14	13	28	WALKER HAYES COUNTRY STUFF: THE ALBUM MONUMENT 98353	•	2
16	15	15	356	ZAC BROWN BAND GREATEST HITS SO FAR HOME GROWN 546369*/BMG		3
Ð	16	16	160	TYLER CHILDERS PURGATORY HICKMAN HOLLER 001*/THIRTY TIGERS	•	9
18	13	7	3	ZACH BRYAN BELTING BRONCO DIGITAL EX/WARNER  SUMMERTIME BLUES		7
Ð	17	18	322	TIM MCGRAW NUMBER ONE HITS CURB 79205 (13.98)		6
20	18	17	89	LEE BRICE HEY WORLD CURB 79537*	•	7
3	28	23	111	GABBY BARRETT GOLDMINE WARNER MUSIC NASHVILLE 629930/WMN		4
22	20	19	69	TAYLOR SWIFT FEARLESS (TAYLOR'S VERSION) REPUBLIC 033578*		1
23	19	20	191	TOBY KEITH 35 BIGGEST HITS SHOW DOG-UNIVERSAL 010334/UME (19.98)		1
2	21	22	43	CODY JOHNSON HUMAN: THE DOUBLE ALBUM COJO/WARNER MUSIC NASHVILLE 666969*/WMN		3
25	24	24	292	BROOKS & DUNN THE GREATEST HITS COLLECTION ARISTA NASHVILLE 18852/LEGACY (18.98/12.98)	4	2

Top Country Albums ranks the most popular country albums of the week, as compiled by Luminate, formerly MRC Data, based on multi-metric consumption (blending traditional album sales, track equivalent albums, and streaming equivalent albums). Copyright 2022, Billboard Media, LLC and Luminate, formerly MRC Data. All rights reserved.

### billboard AMERICANA/ FOLK ALBUMS

	MIN			
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THIS	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE IMPRINT & NUMBER / DISTRIBUTING LABEL	CERT.	PEAK POS.
1	2	1	11	ZACH BRYAN AMERICAN HEARTBREAK BELTING BRONCO 86979/WARNER		1
2	3	3	325	CHRIS STAPLETON TRAVELLER MERCURY NASHVILLE 019405*/UMGN	4	1
3	NE	w	1	WHISKEY MYERS TORNILLO WIGGY THUMP/WHY&HOW 37807*/THIRTY TIGERS		3
4	4	4	90	CHRIS STAPLETON STARTING OVER MERCURY NASHVILLE 032689*/UMGN		1
6	6	5	177	TYLER CHILDERS PURGATORY HICKMAN HOLLER 001*/THIRTY TIGERS	•	2
6	5	2	3	ZACH BRYAN SUMMERTIME BLUES BELTING BRONCO DIGITAL EX/WARNER		2
7	7	6	371	HOZIER RUBYWORKS/COLUMBIA 309996*/LEGACY	3	1
8	1	-	2	JACK WHITE ENTERING HEAVEN ALIVE THIRD MAN 753*		1
9	8	7	330	THE LUMINEERS CLEOPATRA DUALTONE 1738*		1
0	10	8	287	SIMON & GARFUNKEL SIMON AND GARFUNKEL'S GREATEST HITS COLUMBIA 31350/LEGACY		3

Americana/Folk Albums ranks the most popular Americana/folk albums of the week, as compiled by Luminate, formerly MRC Data, based on multi-metric consumption (blending traditional album sales, track equivalent albums, and streaming equivalent albums). Copyright 2022, Billboard Media, LLC and Luminate, formerly MRC Data. All rights reserved.

### **billboard** billboard COUNTRY STREAMING SONGS

COUNTRY DIGITAL SONG SALES

STREAMING & SALES DATA COMPILED BY LUMINATE

9.		~!·	11110 301103		<u>''</u>	<b>7</b> 11		JONG JALLS
THIS	LAST WEEK	WKS ON CHART	TITLE ARTIST	THIC	WEEK	LAST WEEK	WKS ON CHART	TITLE ARTIST
0	1	12	YOU PROOF MORGAN WALLEN		1	1	2	PROGRESS JOHN RICH
0	2	7	THE KIND OF LOVE WE MAKE LUKE COMBS		9	2	15	SHE HAD ME AT HEADS CAROLINA COLE SWINDELL
3	3	81	WASTED ON YOU MORGAN WALLEN		3	3	7	THE KIND OF LOVE WE MAKE LUKE COMBS
4	4	8	ROCK AND A HARD PLACE BAILEY ZIMMERMAN		4	6	12	YOU PROOF MORGAN WALLEN
6	5	15	SOMETHING IN THE ORANGE ZACH BRYAN		<b>6</b>	9	13	LIKE I LOVE COUNTRY MUSIC KANE BROWN
6	6	10	SHE HAD ME AT HEADS CAROLINA COLE SWINDELL		6	7	8	ROCK AND A HARD PLACE BAILEY ZIMMERMAN
Ø	7	15	FALL IN LOVE BAILEY ZIMMERMAN		7	8	32	WASTED ON YOU MORGAN WALLEN
8	10	6	5 FOOT 9 TYLER HUBBARD		<b>©</b>	10	9	SON OF A SINNER JELLY ROLL
9	8	277	TENNESSEE WHISKEY CHRIS STAPLETON		<b>©</b>	NE	w	STAY NOAH THOMPSON
0	9	176	WHISKEY GLASSES MORGAN WALLEN		10	5	3	Y'ALL LIFE WALKER HAYES
0	11	7	WILD AS HER COREY KENT		11	11	17	FALL IN LOVE BAILEY ZIMMERMAN
Ø	13	58	FANCY LIKE WALKER HAYES	ŀ	12	12	10	5 FOOT 9 TYLER HUBBARD
®	14	41	'TIL YOU CAN'T CODY JOHNSON		B	NE	w	BEFORE YOU DAVID J
Ø	16	59	YOU SHOULD PROBABLY LEAVE CHRIS STAPLETON	•	14	15	60	FANCY LIKE WALKER HAYES
15	12	8	WHISKEY ON YOU NATE SMITH	-	15	13	7	DON'T COME LOOKIN' JACKSON DEAN
<b>©</b>	15	13	THOUGHT YOU SHOULD KNOW MORGAN WALLEN	(	1	NE	w	GOLD DIERKS BENTLEY
Ø	17	57	SAND IN MY BOOTS MORGAN WALLEN	ŀ	17	19	14	SOMETHING IN THE ORANGE ZACH BRYAN
®	18	52	BUY DIRT JORDAN DAVIS FEAT. LUKE BRYAN	(	B	RE-EI	NTRY	MAN! I FEEL LIKE A WOMAN! SHANIA TWAIN
<b>®</b>	19	8	LIKE I LOVE COUNTRY MUSIC KANE BROWN	ŀ	19	14	37	AA WALKER HAYES
20	21	212	BEAUTIFUL CRAZY LUKE COMBS	2	20	17	44	'TIL YOU CAN'T CODY JOHNSON
3	23	28	AA WALKER HAYES	2	21	16	19	DAMN STRAIT SCOTTY MCCREERY
Ø	24	22	FLOWER SHOPS ERNEST FEAT. MORGAN WALLEN	(	2	RE-ENTRY		YOU'RE STILL THE ONE Shaniatwain
<b>3</b>	25	67	CHASIN' YOU MORGAN WALLEN	6	23	NEW		NO HARD FEELINGS OLD DOMINION
24	22	2	LAST NIGHT LONELY JON PARDI	2	24	18	331	TENNESSEE WHISKEY Chris Stapleton
<b>Æ</b>	RE-E	NTRY	FOREVER AFTER ALL LUKE COMBS	2	25	20	9	SOUL LEE BRICE

LUKE COMBS

LUKE COMBS

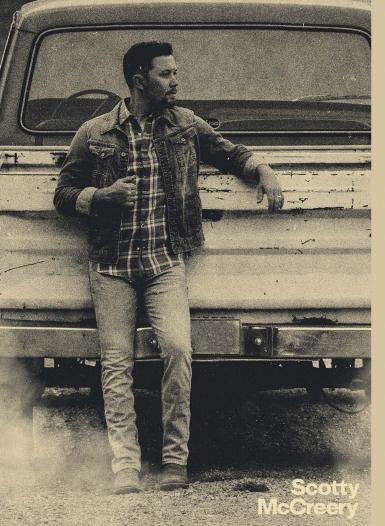
The week's top-streamed and top-selling paid download country songs, respectively, from sales reports collected and provided by Luminate, formerly MRC Data. Charts update weekly on Tuesdays at www.Billboard.Biz/charts. Copyright 2022, Billboard Media, LLC and Luminate, formerly MRC Data. All rights reserved.

### bilboard Bluegrass Albums

SALES DATA COMPILED BY LUMINATE

THIS	LAST	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE	CERT.	PEAK
1	1	1	37	ROBERT PLANT / ALISON KRAUSS RAISE THE ROOF ROUNDER 610127*/CONCORD		1
0	3	3	45	BILLY STRINGS RENEWAL ROUNDER 610142*/CONCORD		1
3	2	2	22	DOLLY PARTON RUN, ROSE, RUN BUTTERFLY RECORDS 001*		1
4	RE-EI	NTRY	4	THE DEAD SOUTH EASY LISTENING FOR JERKS - PART 1 (EP) SIX SHOOTER 152		4
<b>5</b>	RE-EI	NTRY	8	THE DEAD SOUTH EASY LISTENING FOR JERKS - PART 2 (EP) SIX SHOOTER 154		5
6	4	5	50	STURGILL SIMPSON THE BALLAD OF DOOD & JUANITA HIGH TOP MOUNTAIN 36800*/THIRTY TIGERS		1
7	6	7	18	MOLLY TUTTLE & GOLDEN HIGHWAY CROOKED TREE NONESUCH 677309*/WARNER		2
8	5	4	15	OLD CROW MEDICINE SHOW PAINT THIS TOWN ATO 0602*		1
9	RE-EI	NTRY	3	AUTHENTIC UNLIMITED AUTHENTIC UNLIMITED BILLY BLUE 0032		4
0	RE-EI	NTRY	2	AUTHENTIC UNLIMITED GOSPEL SESSIONS, VOL. 1 BILLY BLUE 0033		5

Bluegrass Albums ranks the most popular bluegrass albums of the week, as compiled by Luminate, formerly MRC Data, based on album sales. Copyright 2022, Billboard Media, LLC and Luminate, formerly MRC Data. All rights reserved.

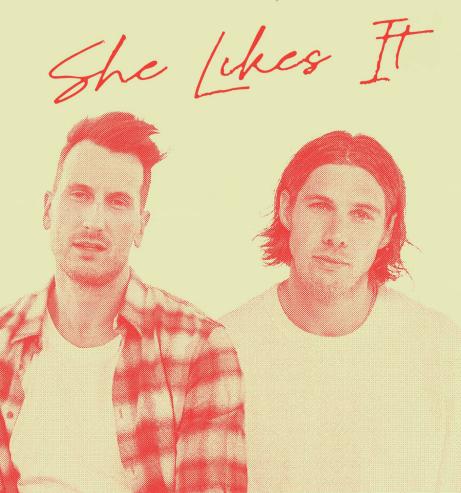


# DAMN STRAIT

SINGLE · SONG · VIDEO OF THE YEAR

- \* 3 WEEK #1
- 133M WORLDWIDE STREAMS
- RIAA CERTIFIED GOLD
- 5TH CONSECUTIVE #1

FOR YOUR MUSICAL EVENT OF THE YEAR CONSIDERATION



# RUSSELL DICKERSON JAKE SCOTT

o 26\*

- 150 MILLION WORLD-WIDE STREAMS
- · RIAA CERTIFIED GOLD
- FASTEST GROWING SINGLE OF HIS CAREER

MAKIN' TRACKS TOM ROLAND tom.roland@billboard.com

# Miranda Lambert Navigates A Pandemic-Era House Of Mirrors In 'Strange'

It's a little early to be thinking about trick-or-treaters, but **Miranda Lambert**'s "Strange" is perhaps a good soundtrack for ultra-organized planners considering this year's Halloween costume.

"It does sound like this creepy carnival in a cool way," she says with a laugh.
"Strange" is a reaction to the pandemic, an out-of-balance period in
American life that threw the population into uncertainty, battling a creepy virus
that — particularly in its infancy — was novel and dangerous. Lest we forget

how odd it was, Lambert and her co-writers, **Luke Dick** ("Burning Man," "Don't Come Lookin'") and **Natalie Hemby** ("Heartache Medication," "Pontoon"), wrote "Strange" at Lambert's Tennessee farm in 2020, when vaccines were a distant dream and society was at a near-standstill.

"Nobody was traveling at the time," recalls Dick. "Us being out there together was the only time that we were maskless and writing with other human beings, and it was just such a blast. We were swimming in a pond and burning out in four-wheelers everywhere and then writing songs and laughing and dancing. It's hard to imagine writing another record in that situation again. That song feels like an embodiment of it."

The trio met up for three different multiday sessions that year to write the bulk of Lambert's *Palomino* album, with each of them housed in their own cabin on the property. Hemby conceived the hook, "Times like these make me feel strange," while processing the oddities of COVID-19 in her cabin at their first gathering. She also came up with the opening

line, "Coyotes on my left and wolves on my right," an ominous image with Halloween overtones that reflected the confusion that accompanied the misinformation that surrounded the virus.

"I just felt like I didn't know who the good guy is and the bad guy is here," Hemby says. "Was everybody bad? I don't know. Sometimes when you're walking through things in life, it's not until after it's over with that you can put it into words."

Lambert and Dick were on board with the basic idea, but after working on it for an extended period, they scrapped it and moved on to other material.

When they returned for the second multiday session, "Strange" came up again. This time, something clicked. Dick concocted a dark acoustic guitar riff with rock overtones, and it captured the mood. They continued with contradictory, metaphoric images that reflected the incongruities of life in a pandemic: the sun shining at night, "urban feels suburban" and elevators that only go down.

"It's really an *Alice in Wonderland* song where you fall down the hole," says Hemby. "There's a Cheshire Cat and a key that don't work, and there's things that make it big and small."

The second verse brought additional intentionally vague images—"Lincoln came and Jefferson went" sounds like historical politics, but it's actually a reference to the shrinking value of a dollar, and the vision of a broken Maytag addresses failing technology while subtly recalling "It All Comes Out in the Wash," a single from Lambert's previous album, *Wildcard*.

The song's meaning didn't truly unfold until they reached the chorus, taking a brighter tone as it considered partying and travel, the kinds of activities that were generally discouraged during 2020 self-isolation.

"The chorus, we wanted it to lift and sort of be an anthem, and not creepy

in any way," Lambert says. "Just like, 'Have fun, get a drink, get out of here, go on vacation' — whatever you got to do to stay sane through all this weirdness. I wanted it to be an anthem uniting people. The pandemic definitely was the strangest thing we've all been through, but that's just a piece of it."

As they neared the conclusion, they felt "Strange" needed a bridge, but collectively, they were stuck. They considered closing up shop, but Lambert suggested they each retreat to their cabins, write their own version of a

bridge and then come back together. Twenty or 30 minutes later, they compared notes, then grabbed a line from each version to give it one more twist. In the end, its verses underscore the peculiarities of the times, the chorus embraces escape, and the bridge is practically the Serenity Prayer: an effort to accept what cannot be changed.

"It's fun to sing, and it's very easy to play," says Hemby. "I just love the song. But also, I just feel like it voices everyone's frustrations without sounding preachy."

Dick built the demo around his original guitar riff, doubling the part to create an ethereal, almost imperceptible, battle between the left and right speakers. Those guitars subsequently became a foundation when Lambert, Dick and co-producer Jon Randall (Dierks Bentley, Parker McCollum) assembled a small band to cut the final version at Nashville's Blackbird Studio.

"We kept a lot of Luke Dick's guitars and flew them over into our track because he is so specific, his style, that it's impossible to replicate what he does," Randall says. "When

he has come up with a really cool vibe on those acoustics and everything, you want to keep those, so we kind of played on top of what he had already put down."

The track used a **Tom Petty**-like guitar pulse, and they layered a spooky texture over it as **Rob McNelley** played with elongated wah-wah pedal tones.

"It's like a **Mike Campbell** trick," says Dick. "It's trying to think like 'Into the Great Wide Open,' the beginning of that song."

**lan Fitchuk** doubled on bass and keyboards, where he threaded ghostly counter melodies into the background and filtered a Wurlitzer piano to create a glassy, descending tone at the end of the first chorus, enhancing the House of Mirrors atmosphere.

"The track has to match the lyrics, you know, so you had to kind of chase what that vibe was," Randall says. "That's why there's phase-shifter-sounding guitars and all that to kind of make it feel a little bit strange."

When it came time for Lambert to do final vocals for the album, she had someone else chauffeur her to the studio every day to be emotionally prepared for the songs she was to deliver.

"Driving makes me focus on driving," she says. "I would have to be dropped off so I could start getting in a mindset of, 'Today, I sing "Strange." Let's go to the house of mirrors in your mind."

Vanner/RCA released "Strange" to country radio via PlayMPE on June 27, and it debuted at No. 60 on the Country Airplay chart dated Aug. 6. Currently listed as the top New and Active title, it reflects difficult times and sets the stage for Halloween, Lambert's favorite holiday.

"It's like one of those singalongs that's not shallow," she observes. "Some songs are fun and light and don't have to say much, and some have a little more meat to them."



# billboard Country Airplay Index

TITLE Publishing-Licensing Org. (Songwriter) Chart Position

5 FOOT 9 T Tree Music, BMI/Warner-Tamerlane Publishing Corp., BMI/Sony Cross Keys Publishing, ASCAP/Songs For Buddy ASCAP/Songs Of Universal, Inc. BMI/Eamily Farm Music, BMI (T.R.Hubbard, J.Johnston, C.McGill) 18

AT THE END OF A BAR Songs Of Universal, Inc., BMI/They've Gone To Plaid Publishing, BMI/Sony cross Kevs Publishing, ASCAP/Monsters, Hale Pupples Publishing, ASCAP.Son'vountryside, BMI/Riser Ten Music, BMI (C.Young, C. DeStefano, M.Tenpenny) 6

BEST THING SINCE BACKROADS Hits From The Tape Room, BMI/Ben There Wrote That Publishing, BMI/Artist fül Publishing Group, BMI/Round Hill Works, BMI/First Cut Is The Deepest Inc. BMI/Here Comes The Boom Music, BMI/Nontypical Music, ASCAP/Who Wants To Buy My Publishing, ASCAP/W Music Corp. ASCAP/Songs Of Kobalt Music Publishing America, Inc., BMI/Sony Ballad, BMI (B.Johnson, J.Minton, H.Phelps, G.Warburton) 14

BROWN EYES BABY WC Music Corp., ASCAP/ Music Of The Corn. ASCAP/Wamer-Tamerlane Publishing Corp., BM/Speakers Go Boom Music, SOCAN/Gulvira Road Songs, BM/Sony Tiere Publishing, BM/ MPZ Music, BM/Red Bandana Publishing, BM/Big Loud Mountain, BM/Bo Wallace Publishing, BM/ (W.Bundy, R.Clawson, J.Thompson, M.Wallen) 44

CIRCLES AROUND THIS TOWN Songs Of Universal, Inc., BM/Heroes And Halos Music, BM/Big Music Machine, BM/The Buffalo Catalogue, BM/I've Got Issues Music, ASCAP/WC Music Corp., ASCAP/Round Hill Songs II, ASCAP/RMS, ASCAP/Muse Michaels, JRObbins 31 (ASCAP) (M. Morris, R.J.Hurd, Julia Michaels, J.Robbins 31 (1).

COUNTRY'D LOOK GOOD ON YOU Spirit Iwo Nashville, ASCAP/Fickin Patre Music, ASCAP/Spirit Of Nashville One BM/Tunes Of Fluid, Sic ASCAP/Spirit Of Nashville One BM/Tunes Of Fluid, Sic Mill, Warner-lamertane Publishing Corp., BM/Juniversal Music Corp., ASCAP/No Bridge Publishing, ASCAP (D.George, M.Criswell, I.Phillips, C.Taylor) 25

COUNTRY ON Sony Tree Publishing, BM/MV2 Music, BM/Beer Cap Hill Music, BM/Warrier-Tampelane Publishing Corp., BM/Geytasome Music, BM/W. Music Corp., ASCAP/KIM Music Publishing, ASCAP/Mitchell Marlow, Music, ASCAP (D.Frasier, S.Haury, M.Nesler, Mitch Oglesby) 21

**DAMN STRAIT** Naconowhere Music, BMI/Big Mosquito Music, BMI/Kirbfinder's Mucho Love Music, BMI/Sony Tree Publishing, BMI (J.A.Collins, T.Tomlinson) **4** 

DOING LIFE WITH ME Sony Tree Publishing, BM/Longer And Louder Music, BM/Seven Ring Circus Songs, BM/Little Louder Songs, BM/Songs Of Kobalt Music Publishing America, Inc., BM/Sefrey Steele Music, BMI (E*Church, C.Beathard, Jeffrey Steele*) 51

**DON'T COME LOOKIN'** Little Louder Songs, BMI/Emileon Songs, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI (*J.Dean, C.L.Dick*) **15** 

DOWN HOME Endurance Juliet, SESAC/Sony Lakeview, SESACRian Ball Music, ASCAP/Shut The Red Door, ASCAP/WC Music Corp., ASCAP/Cameron Bedell Music, BMI/Better Boat Music, BMI/Wanjer-Tamedane Jubilshing Corp., BMI/Sony Timber Publishing, SESAC/ Bettle James Music, SESAC (J.Allen, R.Ball, C.Bedell, T.Howell) 29

EVERYTHING SHE AIN'T WC Music Corp. ASCAP/Pigasus, ASCAP/Lockeved Hat Music, BMI/Harolds Purple Heart Music, BMI/Little Louder Songs, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI (H.Whitters, B.Simpson, R.Tyndell) 33

FALL IN LOYE Gavin J. Lucas Publishing, ASCAP/WC Music Corp., ASCAP/Bailey Zimmerman Publishing, BM/I Fart Creations, BM/IWarner-Tamerlane Publishing Corp., BMI (A.R.Shawn, B.Zimmerman, G.J.Lucas) 28

GHOST STORY Spirit Jwo Music Inc ACAP/ATheKidz Music, ASCAP/Spirit Vault Songs, ASCAP/Sony Cross Keys Publishing, ASCAP/Kigai Music, ASCAP/Concord Sounds, ASCAP/410 Music, ASCAP/ Public Domain (D.A.Garcia, J.Kear, H.Lindsey, H.Wadsworth Longfellow) 13

GIVING YOU UP Sony Tree Publishing, BMI/Idiot Circle Publishing LLC, BMI (KMarlowe) 45

GOLD. EMI Blackwood Music Inc., BMI/Iris In The Sky With Diamonds, BMI/Emileon Songs, BMI/Little Louder Songs, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/Sony Gross Keys Publishing, ASCAP/Caleb's College Fund. ASCAP/Dude Lunes, ASCAP/Kobalt Songs Music Publishing LLC, ASCAP (RCopperman, C.L.Dick, A.G.Gorley, D.Bentley) 48

GOOD DAY FOR LIVING Spirit Two Nashville, ASCAP/Spirit Vault Songs, ASCAP/Yes/Yes/Sall, BMI/Mason Gannon Music, BMI/Songs Of Kobalf Music Publishing, America, Inc., BMI/Revelry Music, BMI (D.Cohen, B.Hamrick, Mason) 41.

H

HALF OF ME Warner-Tamerlane Publishing Corp BM/Ritten By Rhettro, BM/Cricket On The Line, BM/WC Music Corp., ASCAP/FM Blackwood Music Inc., BM/Big Music Machine, BM/MV2 Music, BM/Music Of MAM, BM/ Sony Tree Publishing, BMI (Thomas Rhett, R.Akins, W.Bundy, J.Thompson) 20

HEARTFIRST Feel Your Way Through Publishing, ASCAPRoc Nation US Music SESAC/Self Made Entertanment, BM/Songs Of Rhythm House Black, SESAC/Sony Cross Kevs Publishing, ASCAP/Vandeezy Songs, SESAC/W. M. Music Corp. SESAC/Warnerlametrane Publishing Corp., BMI (K.Ballerin, K.Fairchild, AVanderheym) 30

HEART LIKE A TRUCK Sony Accent, ASCAP/ Sony Countryside, BMI/Songs Of Riser House, BMI/ Songs Of Wild Cat Well Music, BMI (L.Wilson, D.Wilson, T.Anderson) 40

HELL YEAH. Warner-Tamerlane Publishing Corp., BMJ/Self Made Entertainment, BMJ/WC Music Corp., ASCAP/Big Crowd Publishing, ASCAP/T Hubb Publishing, BMJ/Big Loud Mountain, BMJ/ROund Hill Works, BMI (J. Westbrook, P.Sweet, C.Crowder, T.R.Hubbard) 60

HOLY WATER Relative Music Group, BMI/Rednecker Music, BMI/Sony Tree Publishing, BMI/Nontyrical Music, ASCAP/Who Wants to Buy My Publishing, ASCAP/WC Music Corp., ASCAP/Calebs, College Fund, ASCAP/WC Music Corp., ASCAP/Hist From Tipe Tape Room, BMI/ Artist 101 Publishing Group, BMI/Ben There Wrote That Publishing, BMI/Sony Cross Keys Publishing, ASCAP/ Master Of My Own Domain Music, ASCAP (AGGoriey, BJohnson, MW.Hardy, H.Phelps) 42

HUMAN BMG Gold Songs, ASCAP/Heytone Music, ASCAP She And I. ILC BM/Songs of Mohatty Isis Music, BM/I/Ts Killer Music, BMI/Songs of Mohatt Music, Publishing America, Inc., BMI (7.Lane, f.Meadows) 39

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Iwo Nashville, AscAP/Miller Crow Music, AScAP/Natalia's
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BMI/Sony, Tree Publishing, BMI/Telemitry, Bhythm House
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LAST NIGHT LONELY Warner-Tamerlane Publishing Corp., SMI/W.C.M. Music Corp., SESAC/ Situation Songs, SESAC/PIA Entertainment Publishinge Designee, BMI (JBBII, JFOx, D.Marlowe) 10

LIKE I LOYE COUNTRY MUSIC Songs Of Universal, Inc., BMI/Kane Brown Music, BMI/Kobalt Music Publishing America, SESAC/McGinndependence Day, SESAC/Smackworks Music, SESAC/Warner-Tamerlane Publishing Corp., BMI/TDP Publishing, BMI/WC Music Corp., ASCAP/We-Volve Music, ASCAP/Georgia Song Vibez, ASCAP (K.Brown, M.JMcGinn, T.Phillips, J.M.Schmidt) 5

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NO HARD FEELINGS WC Music Corp., ASCAP/ Bird And Bean Music, ASCAP/Irevor's Advocate Publishing, ASCAP/Downtown DLJ Songs, ASCAP/Tiny Handstand, ASCAP/MeGusta Music, ASCAP/Universal Music Corp., ASCAP/Turs And Chorus, ASCAP/Warner Geo Met Ric Music, GMR/Smackwood Music, GMR/ Tempo Investments-Smack Hits, GMR (M.Ramsey, T. Rosen, WSellers, GSprung, B.F.Tursi, S.McAnally) 26 0

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SHE HAD ME AT HEADS CAROLINA
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Light Publishing, BMI/Colden Rainey Music, BMI/EMI
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BMI/Sony Tree Publishing, BMI/Telemitry Rhythm House
Music, BMI/Universal Music Corp., ASCAP/WC Music
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SHE LIKES IT Big Hits N Gravy, BMI/Torches And Pitchforks Music, BMI/Angry Mob Music LLC, BMI/BNA Bangers, BMI/Tunes Of Black River, BMI/Warner-Tamerlane Publishing Corp., BMI (R.Dickerson, J.Scott, J.Ker) 19

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WASTED ON YOU Big Loud Mountain, BMI/Bo Wallace Publishing, BMI/Songs Of Universal, Inc., BMI/ Bong Music, BMI/Red Bandana Publishing, BMI/MV2 Music, BMI/Sony Songs LLC, BMI/Sony Tree Publishing, BMI (M.Wallen, E.K. Smith, J.Thompson, Charlie Handsome) 2

WATER UNDER THE BRIDGE Universal Music Corp., ASCAP/Between the Pines, LLC, ASCAP/Concord Tunes, SESAC/Lard Tables Music, SESAC/Hand Your Hat Hits, SESAC/Miller Crow Music, ASCAP/Round Hill Songs III, ASCAP/Tempo Investments-Smack Hits, GMR/Smackwood Music, GMR/Warner Geo Met Ric Music, GMR/Sony Accent, ASCAP/Smackborne Music, ASCAP (S.L.Hunt, C.La Corte, S.McAnally, JOsborne) 50

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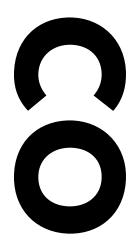
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WORTH A SHOT Tempo Investments-Smack Hits, GMR/Warner Geo Met Ric Music, GMR/EMI Blackwood Music Inc., BMI/Iris In The Sky With Diamonds, BMI/ Smackwood Music, GMR/Sony Accent, ASCAP/ Smackborne Music, ASCAP (S.McAnally, R.Copperman, JOsborne) 48

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Y'ALL LIFE Songs Of Smack, BMI/Spark In Your Pocket, BMI/Me Gusta Music, BMI/Smackworks Music, SESAC/Follow Me Where I Go, SESAC/Kobalt Music Publishing America, SESAC/Universal Music Corp., ASCAP/Universal Music - MGB Songs, ASCAP/D2 Pro Publishing, ASCAP (W.Hayes, P.Good, J.Jenkins, C.Haynes, Jr., JEpperson) 40

YOU PROOF Big Loud Mountain, BMI/Bo Wallace Publishing, BMI/Round Hill Songs II, ASCAP/Caleb's College Fund, ASCAP/Songs Of Universal, Inc., BMI/Ern Dog Music, BMI/Sony Songs LLC, BMI (MWallen, A.G.Gorley, EK.Smith, Charlie Handsome) 3



# 40 Years Ago David Frizzell's 'Wino' Found A 'Home' At No. 1

In 1982, he added his second Hot Country Songs leader On Aug. 14, 1982, **David Frizzell**'s "I'm Gonna Hire a Wino To Decorate Our Home" rose to No. 1 on *Billboard*'s Hot Country Songs chart. The track tells the story of a wife frustrated with her husband's bar-hopping ways and offers up a playfully sarcastic home renovation: "We'll take out the dining room table and put a bar along that wall," Frizzell sings, "and a neon sign to point the way to our bathroom down the hall."

The cleverly worded song was authored by **Dewayne Blackwell**, who also penned **The Fleetwoods**' "Mr. Blue" and **Garth**  Brooks' "Friends in Low Places." It was released from Frizzell's *The Family's Fine, But This One's All Mine!*, one of his three top 10s on Top Country Albums.

"Wino" became Frizzell's second of two Hot Country Songs No. 1s, after "You're the Reason God Made Oklahoma," with Shelly West, led in April 1981.

Frizzell, the younger brother of Country Hall of Famer Lefty Frizzell, was born in El Dorado, Ark., in 1941. Now 80, the stillactive entertainer is on tour, with his next stop set for Aug. 10 in Fort Worth, Texas. —JIM ASKER

