bilboard Country Update

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OCTOBER 24, 2022 | PAGE 1 OF 22

FOR YOUR CMA CONSIDERATION

HARDY

OVER 1.8 BILLION ON-DEMAND ARTIST

STREAMS (U.S.)

"(HIS HITS) EMBODY THAT CLASSIC COUNRY SPIRIT WHILE PUSHING THE BOUNDARIES OF MODERN RADIO MUSIC"

- Songwriter

NEW ARTIST OF THE YEAR

SONG OF THE YEAR

"Sand in my Boots" written by: Ashley Gorley, Michael Hardy, Josh Osborne

MUSICAL EVENT OF THE YEAR

"Beers on me" performed by: Dierks Bentley with Breland & Hardy



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BILLBOARD COUNTRY UPDATE

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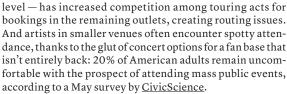
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Competition, Infrastructure Issues Make Some Artists Rethink COVID-19-Adjusted Touring

Live shows are back in full force — Nashville's Bridgestone Arena, two years after the pandemic relegated it to hockey games in front of empty seats, is currently in a run of 12 shows in a 23-day period, including country concerts headlined by Keith Urban, Jason Aldean, Reba McEntire and Wynonna

Judd on successive Friday nights.

But the live-show reboot has come with its challenges. The volume of acts has caused logistical problems, including a shortage of available tour buses and operators to drive them. The loss of some venues during the shutdown — particularly at the club



It's in that context that independent singer-songwriter **Gretchen Peters** — whose body of smart, emotional work

includes hits with Martina McBride's "Independence Day" and Faith Hill's "The Secret of Life" — has announced that her current concert tour will be her last. She remains open to performing the occasional one-off concert, much like George Strait has since he quit doing full-fledged tours in

2015. The feedback from fellow artists has been mixed.

"A couple of them said, 'Oh, no, you can't stop,' you know, as if 'the show must go on' is actually a rule," Peters says. "I thought that was an interesting reaction. But then I've also gotten — and I won't mention their names because this is something every-

MEINEMA

body needs to make public for themselves — but I've also gotten quite a few 'I'm right behind you, girl.' I've gotten a few of those."

To observers who see only the glamorous, onstage part of touring, the idea of walking away might seem shocking. But the road is never easy—it's a business in which employees navigate a different working environment on a daily basis, and the lifestyle itself is physically taxing. The costs of putting on a concert in an era of 8% inflation have increased across the board, and many of those expenses are significantly higher. Bus drivers,





ew NEWISS. NAIL: JIM WRIGHT.

when they can be located, are sometimes getting double the daily rate they charged before the pandemic. And security costs, compounded by the volume of mass shootings in the 21st century, have risen as much as six times in the last five to eight years.

Those costs are borne by promoters and the acts themselves, who already pay their bands and crews, share commissions with business associates, rent transportation and cover volatile fuel costs. Outside of the top-tier acts, artists are facing a financial squeeze.

"They can't go out and charge \$125, \$150 a ticket, so they either have to cut their operating costs [or] go out with less crew, or that cost gets passed on to the promoter. And the only way for the promoter to recoup is to keep their costs down, which is very difficult to do," says Action Entertainment Collaborative partner Nick Meinema (Trace Adkins, High Valley). "But the audience is not willing, or in some cases not able, to afford a higher ticket price. That becomes a conundrum."

There are ways to combat the problem. Some of Meinema's artists are cutting fuel costs by refusing to tour west of the Rocky Mountains unless they receive a superb contract. Others are declining Canadian offers, choosing to avoid customs issues on top of the fuel costs, or they are asking to book 10-day runs that cover two weekends and the days in between instead of traveling only on the weekend before driving back home. Additionally, some artists are booking fewer dates and discovering in the process that they create higher demand — and higher grosses — by becoming a little more scarce.

"Country music artists overplay at every level," Meinema says.

During 2023, Reliant Talent artist **David Nail** will be doing more soft-ticket shows—fairs and festivals—where the income is more reliable.

Transportation has not been. Nail had an issue this past summer when Nashville coach companies ran out of buses. Two days before a Thursday getaway, his team finally located a vehicle in Indiana: Someone had to travel to pick it up and drive it back to Nashville, adding gas charges in the process. And it was only the morning of their departure that they were able to fly a retired driver who still had his license from Texas to man the wheel.



"A lot of that has to do, obviously, with everybody touring, but a lot of huge tours have 15 to 20 buses," Nail says. "I can remember thinking, 'Man, I might have to call **Luke Bryan** and just see if maybe he could double up on the buses and maybe throw me a bone.'"

In the face of that shortage, Meinema has a client who plans to tour strictly in the spring and fall in 2023, taking a summer vacation from the road for the first time in 26 years after a lackluster 2022 experience.

"The shows were great, the money was great, the merch was great, the travel—it was too much,

not the level that that artist was accustomed to having," he says. "It just didn't feel worth it."

While much of the fan base is acting as if the pandemic is over, the coronavirus remains an unpredictable issue. Nail has picked up some good money by subbing last minute for other artists whose teams suffered COVID-19 infections. But the artists who have to back out of the shows still have to pay their bands and crews. And the thought of losing dates to the virus is haunting.

"It's impossible to not feel a little different, whether it's the meet-and-greets or whatever," says Nail.

Peters has thought at times during a performance—particularly when the reboot began—that working without a mask made her vulnerable in smaller, indoor venues.

"I was very appreciative of the audience members that masked up early on," she says. "But just to think, 'Boy, how much air am I sucking in here tonight?' I mean, I can't wear a mask because I have to sing. For somebody with asthma, it was surreal and a bit terrifying."

By contrast, Peters is comfortable with her decision to back out of touring, ready to discover how her work/life balance will change when her schedule is a little more predictable. She'll miss the shows, but that's the smallest portion of the day.

"There's a whole list of other things that I really won't miss," she says. "[Particularly] airlines — I mean, it's a long list."

Nail, on the other hand, is committed to slugging it out, even if touring remains unpredictable for the near future.

"I don't have that plan B," he says. "This has to work, one way or another." •



Walker Hayes and Ciara (right) discussed their collaboration on "Y'all Life" with Kelleigh Bannen during the Oct. 17 edition of Bannen's eponymous Apple Music show.



Warner Music Nashville artist Tyler Braden (center) visited WUBE Cincinnati on Oct. 14, meeting up with WUBE personality Jesse Tack (left) and PD Grover Collins.

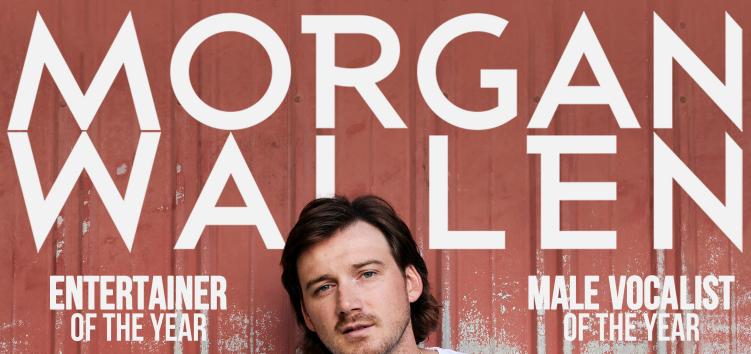


Walker Montgomery and Alex Miller participated Oct. 10 in the Eddie Montgomery & Friends Golf Challenge for flood relief in Danville, Ky. From left: Walker, Eddie and Miller.



Restless Road met up with WPAW Winston-Salem, N.C., PD Clay Walker during an Oct. 4 appearance at the Carolina Classic Fair. From left: group members Garrett Nichols and Zach Beeken, Walker and group member Colton Pack.

FOR YOUR CMA CONSIDERATION



OVER 12.3 BILLION ON-DEMAND ARTIST STREAMS (U.S.)

"THE MOST WANTED MAN IN COUNTRY"

THE NEW YORKER

AUTHENTICITY
FANS CAN FEEL"

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ON THE CHARTS JIM ASKER jim.asker@billboard.com

Zimmerman Shines On Top Country Albums With 'Leave The Light On'; Alabama's 'Dixieland Delight' Sports Gains



Bailey Zimmerman's debut collection, *Leave the Light On* (Elektra/Warner Music Nashville/WEA), debuts at No. 2 on *Billboard*'s Top Country Albums chart (dated Oct. 29). Released Oct. 14, the eight-song set earned 32,000 equivalent album units in its first week (ending Oct. 20), according to Luminate.

The first chart entry for the 22-year-old from Louisville, Ill., concurrently starts at No. 9 on the all-genre Billboard 200, where he also makes his first appearance. He co-wrote six songs on the **Austin Shawn**-produced project.

Zimmerman made history on the streaming-, airplay- and sales-based Hot Country Songs chart dated Sept. 3 when he became the first act to simultaneously place three career-opening entries in the top 10 since the list launched as an all-encompassing genre ranking in October 1958: "Rock and a Hard Place," "Where It Ends" and "Fall in Love."

"My life went from, like, nothing to 100 just so fast," says Zimmerman, who worked at a meat processing plant and on a gas pipeline prior to his career in music. (He now boasts 1.7 million Tik-Tok followers.) "I started reading books. [Fellow country artist] **Drew Baldridge** has been like a mentor for me. He was like, 'Dude, get the book *All You Need To Know About the Music*

Business [by Donald Passman].' I learned how labels worked, all kinds of stuff. I still have a lot to learn, but I dove in to learn what's going on."

On the Oct. 29-dated Hot Country Songs survey, Zimmerman charts five titles, including two in the top 10. "Rock" pushes 9-6 with 13.7 official streams and 2,000 downloads sold. It also ranks at No. 58 on Country Airplay with 568,000 audience impressions (up 7%). "Fall," his current proper radio single, holds at its No. 8 Country Airplay high (17.2 million, up 3%) with 9 million streams and 3,000 sold.

Zimmerman rounds out his current Hot Country Songs haul with "Where" (No. 28, 4.9 million streams), "Never Leave" (No. 35, 5.1 million streams, up 40%) and "Waiting" (No. 36 debut, 2.5 million first-week streams).

'DELIGHT'-FUL DEBUT Alabama's "Dixieland Delight" arrives on the Country Digital Song Sales chart, sparked by the intense college football rivalry between the University of Alabama's Crimson Tide and the University of Tennessee's Volunteers.

The track, which led Hot Country Songs in April 1983 and became the band's ninth of 33 No. 1s (the most among duos or groups), enters Country Digital Song Sales at No. 13 with 1,500 sold, up 684%.

For those who don't follow NCAA football, here's a playbook on the song's resurgence: Tennessee beat Alabama 52-49 on Oct. 15 at the former's Neyland Stadium courtesy of a game-winning 40-yard field goal by **Chase McGrath**, ending a 15-game losing streak for Tennessee against Alabama dating to 2006.

Understandably, Tennessee fans got a tad rambunctious after the game, flooding the field and knocking over one of their own goal posts (reportedly at a cost of \$100,000). As the orange-clad kids filed onto the field, the public address system ribbingly

blared "Dixieland Delight," which is normally played after the Crimson Tide wins at its home field: Bryant-Denny Stadium in Tuscaloosa.

Aided by buzz and press coverage, the song that was solo-penned by **Ronnie Rogers** (who also wrote Alabama's 1990 Hot Country Songs No. 1 "Jukebox in My Mind") additionally gained by 44% in official on-demand streams, to 1.2 million, in the week ending Oct. 20.

Since Country Digital Song Sales launched in 2010, Alabama has charted one prior entry: **Brad Paisley**'s "Old Alabama," on which the band is featured. The collaboration arrived at its No. 2 peak in April 2011. It went on to dominate Hot Country Songs for two frames that June, marking the group's most recent No. 1 and first since "Reckless" in 1993.



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SPECIAL THANKS TO THE MEDALLION ALL-STAR BAND

Biff Watson, Bandleader and Acoustic Guitar Mark Beckett, Drums Jen Gunderman, Piano and Keyboards Tania Hancheroff, Vocals Kim Keyes, Vocals Rachel Loy, Bass Russ Pahl, Steel Guitar **Deanie Richardson**, Fiddle and Mandolin **Jeff White**, Acoustic Guitar **Charlie Worsham**, Electric Guitar

billboard Country Airplay

AIRPLAY MONITORED BY

		WKS		AUDIENCE (I	N BAULLONO)	i l	DI AVO	
THIS WEEK	LAST WEEK	ON CHART	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	PLAYS +/-	RANK
0	1	19	YOU PROOF Mercury/Republic/Big Loud ★★ No. 1 (3 Weeks) ★★ Morgan Wallen	31.276	+0.177	8149	117	1
2	2	20	SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN Cole Swindell	28.642	-0.262	6977	-302	3
3	3	23	5 FOOT 9 Hubbard House/EMI Nashville Tyler Hubbard	26.098	+0.695	7033	229	2
4	4	19	THE KIND OF LOVE WE MAKE River House/Columbia Nashville Luke Combs	24.320	-0.318	5687	-331	6
6	5	43	WISHFUL DRINKING Atlantic/Warner Music Nashville/WEA Ingrid Andress With Sam Hunt	23.633	-0.024	6513	34	4
6	6	21	HALF OF ME Valory/BMLG Thomas Rhett Featuring Riley Green	22.334	+0.851	6087	351	5
7	7	34	DON'T COME LOOKIN' Big Machine Jackson Dean	18.435	+0.062	5458	24	7
8	8	19	FALL IN LOVE Elektra/Warner Music Nashville/WEA Bailey Zimmerman	17.190	+0.523	5112	94	8
9	9	34	SON OF A SINNER Bailee & Buddy/BMG/Stoney Creek Jelly Roll	16.394	+1.136	4863	239	9
10	10	17	COUNTRY ON Capitol Nashville Luke Bryan	15.321	+0.366	4596	104	10
•	11	37	PICK ME UP Warner Music Nashville/WAR Gabby Barrett	13.494	+0.573	4224	301	11
1	12	32	DOWN HOME Stoney Creek Jimmie Allen	13.203	+0.667	3988	72	12
B	13	22	WHAT MY WORLD SPINS AROUND MCA Nashville Jordan Davis	11.930	+1.066	3707	279	13
14	14	14	THAT'S WHATTEQUILA DOES Macon/Broken Bow Jason Aldean	11.210	+0.563	3385	102	15
Œ	15	38	OUT INTHE MIDDLE Home Grown/Warner Music Nashville/WAR Zac Brown Band	10.639	+0.281	3410	63	14
16	17	19	WHISKEY ON YOU Arista Nashville Nate Smith	9.617	+0.997	3130	285	16
①	16	29	SHE LIKES IT Triple Tigers Russell Dickerson & Jake Scott	9.354	+0.237	3062	110	18
18	19	7	THANK GOD Zone 4/RCA Nashville ★★ Most Increased Audience/Airpower ★★ Kane Brown With Katelyn Brown	9.024	+1.482	2757	427	20
19	18	37	PARTY MODE Broken Bow Dustin Lynch	8.462	+0.140	3087	17	17
20	20	47	SOUL Curb Lee Brice	7.315	+0.253	2855	59	19
3	22	48	YOU DIDN'T BMLG Brett Young	6.489	+0.595	2494	129	21
22	21	10	NO BODY Warner Music Nashville/WMN Blake Shelton	5.731	-0.215	2103	-65	24
23	24	9	WAIT INTHETRUCK Broken Bow/Big Loud ★★ Most Added ★★ HARDY Featuring Lainey Wilson	5.474	+0.382	1812	201	28
24	26	23	HEART LIKE ATRUCK Broken Bow Lainey Wilson	5.376	+0.551	2253	89	23
25	23	29	HEARTFIRST Black River Kelsea Ballerini	5.317	-0.026	2382	-11	22
26	25	13	GOLD Capitol Nashville Dierks Bentley	5.210	+0.337	1877	123	26
②	27	18	WHAT HE DIDN'T DO Big Machine Carly Pearce	4.629	+0.321	1866	161	27
28	32	11	HANDLE ON YOU MCA Nashville Parker McCollum	4.287	+1.018	1503	297	30
29	28	18	WATER UNDER THE BRIDGE MCA Nashville Sam Hunt	4.282	+0.150	1723	-51	29
30	30	29	JOY OF MY LIFE Mercury Nashville Chris Stapleton	3.974	+0.157	1974	160	25

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

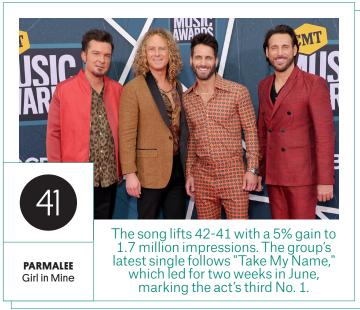
Awarded on Country Airplay to titles achieving airplay (at least one detection) at 60% of reporting stations for the first time

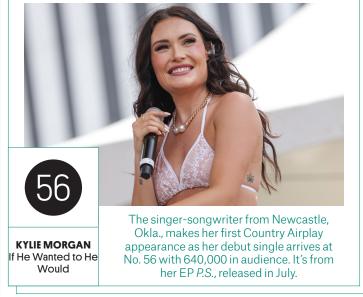
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billboard Country Airplay



THIS	LAST	WKS ON		AUDIENCE (I	N MILLIONS)		PLAYS	
THIS WEEK	WEEK	CHART	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
<u> </u>	31	12	WILD AS HER Combustion Masters/RCA Nashville ★★ Breaker ★★ Corey Kent	3.561	+0.237	1158	65	34
32	34	20	HUMAN CoJo/Warner Music Nashville/WMN Cody Johnson	3.306	+0.345	1203	65	33
3 3	35	7	HOW IT OUGHTA BE Harpeth 60/BMLG Shane Profitt	3.167	+0.248	951	82	38
34	33	15	BROWN EYES BABY Hit Red/Capitol Nashville Keith Urban	3.145	+0.129	1399	93	31
35	36	9	BEER WITH MY FRIENDS Blue Chair/Warner Music Nashville/WEAKenny Chesney & Old Dominion	2.543	-0.138	951	11	39
<u>36</u>	37	14	YOU Warner Music Nashville/WAR Dan + Shay	2.347	-0.029	1158	12	35
37	38	30	GOOD DAY FOR LIVING Quartz Hill Joe Nichols	2.098	-0.158	1261	-6	32
38	41	30	NOTETO SELF Magnolia Music Randy Houser	1.836	+0.217	1068	61	36
39	46	38	SON OF A Riser House Dillon Carmichael	1.680	+0.342	949	62	40
40	39	25	EVERYTHING SHE AIN'T Songs & Daughters/Pigasus/Big Loud Hailey Whitters	1.680	-0.048	653	48	44
41	42	8	GIRL IN MINE Stoney Creek Parmalee	1.674	+0.077	721	15	43
42	43	14	DOING LIFE WITH ME EMI Nashville Eric Church	1.664	+0.167	809	49	42
43	40	13	Y'ALL LIFE Monument Walker Hayes	1.639	-0.047	966	-1	37
44	44	16	SOMETHING INTHE ORANGE Belting Bronco/WAR Zach Bryan	1.553	+0.143	513	53	47
45	45	12	STRANGE Vanner/RCA Nashville Miranda Lambert	1.452	+0.080	598	52	45
46	47	18	MAN MADE RECORDS Nashville Matt Stell	1.231	+0.031	825	27	41
47	48	24	SONGS ABOUT YOU Warner Music Nashville/WMN Brett Eldredge	1.110	+0.016	482	-12	51
48	49	6	IT MATTERS TO HER Triple Tigers Scotty McCreery	1.093	+0.099	500	37	49
49	NE	w	GOING, GOING, GONE River House/Columbia Nashville ** Hot Shot Debut ** Luke Combs	1.082	+0.799	220	181	-
50	50	11	NEVERTIL NOW Back Blocks/BMLG/Big Loud Ashley Cooke + Brett Young	0.921	-0.057	553	-1	46
5 1	52	3	YOUR HEART OR MINE Capitol Nashville Jon Pardi	0.915	+0.103	444	66	53
52	54	5	EXCUSES Combustion/Wheelhouse Kolby Cooper	0.914	+0.180	504	46	48
53	53	5	CAN'T HAVE MINE Curb Dylan Scott	0.860	+0.111	496	44	50
54	51	8	WORTH A SHOT RCA/Columbia Nashville Elle King Featuring Dierks Bentley	0.812	-0.017	454	20	52
55	56	6	LONGNECK WAY TO GO Big Machine/Capitol Nashville Midland Featuring Jon Pardi	0.658	-0.033	403	-3	55
56	NE	w	IF HEWANTEDTO HEWOULD EMI Nashville Kylie Morgan	0.640	+0.169	342	41	58
5	57	3	SOUNDS LIKE SOMETHING I'D DO Stoney Creek Drake Milligan	0.620	+0.086	405	48	54
58	58	2	ROCK AND A HARD PLACE Elektra/Warner Music Nashville/WEA Bailey Zimmerman	0.568	+0.038	153	2	-
59	RE-EI	NTRY	MIND ON YOU RECORDS Nashville George Birge	0.553	+0.171	275	167	-
60	NE	w	TAKE IT SLOW Valory Conner Smith	0.511	+0.038	322	53	60





billboard Country Airplay



MOST	ADDED®	
TITLE Imprint/Label	Artist	ADDS
WAIT IN THE TRUCK Broken Bow/Big Loud	HARDY Featuring Lainey Wilson	14
YOU Warner Music Nashville/WAR	Dan + Shay	13
HANDLE ON YOU MCA Nashville	Parker McCollum	12
MIND ON YOU RECORDS Nashville	George Birge	11
THANK GOD Zone 4/RCA Nashville	Kane Brown With Katelyn Brown	10
GOING, GOING, GONE River House/Colum	bia Nashville Luke Combs	8
WHAT HE DIDN'T DO Big Machine	Carly Pearce	7
HOW IT OUGHTA BE BMLG	Shane Profitt	7
YOUR HEART OR MINE Capitol Nashville	Jon Pardi	7
IT MATTERS TO HER Triple Tigers	Scotty McCreery	6

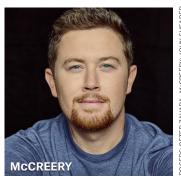
NEW AND ACTIVE					
TITLE Imprint/Label Artist	TOTAL AUDIENCE	TOTAL STATIONS	ADDS		
HOW IS SHE Warner Music Nashville/WMN Cole Swindell	0.403	1	0		
BURY ME IN GEORGIA Zone 4/RCA Nashville Kane Brown	0.402	2	0		
HOW YOU MAKE A MAN Broken Bow Craig Morgan	0.374	26	2		
TRY LOSING ONE Warner Music Nashville/WAR Tyler Braden	0.364	19	1		
UP THERE DOWN HERE Big Loud Jake Owen	0.301	25	1		
THOUGHT YOU SHOULD KNOW Mercury/Republic/Big Loud Morgan Wallen	0.300	2	0		

MOST INCREASED AUDIENCE							
TITLE Imprint/Label Artist	GAIN (IN MIILIONS)						
THANK GOD Zone 4/RCA Nashville Kane Brown With Katelyn Brown	+1.482						
SON OF A SINNER Bailee & Buddy/BMG/Stoney Creek Jelly Roll	+1.136						
WHAT MY WORLD SPINS AROUND MCA Nashville Jordan Davis	+1.066						
HANDLE ON YOU MCA Nashville Parker McCollum	+1.018						
WHISKEY ON YOU Arista Nashville Nate Smith	+0.997						
HALF OF ME Valory/BMLG Thomas Rhett Featuring Riley Green	+0.851						
GOING, GOING, GONE River House/Columbia Nashville Luke Combs	+0.799						
5 FOOT 9 Hubbard House/EMI Nashville Tyler Hubbard	+0.695						
DOWN HOME Stoney Creek Jimmie Allen	+0.667						
YOU DIDN'T BMLG Brett Young	+0.595						

	RECURRENTS							
THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)						
1	TAKE MY NAME Stoney Creek Parmalee	16.579						
2	WASTED ON YOU Republic/Big Loud Morgan Wallen	14.886						
3	WITH A WOMAN YOU LOVE Valory Justin Moore	13.901						
4	TRUTH ABOUT YOU Riser House/Columbia Nashville Mitchell Tenpenny	13.073						
5	'TIL YOU CAN'T CoJo/Warner Music Nashville/WMN Cody Johnson	12.661						
6	TROUBLE WITH A HEARTBREAK Macon/Broken Bow Jason Aldean	11.818						
7	LAST NIGHT LONELY Capitol Nashville Jon Pardi	10.548						
8	THINKING 'BOUT YOU Broken Bow Dustin Lynch Featuring Lauren Alaina Or MacKenzie Porter	10.393						
9	DAMN STRAIT Triple Tigers Scotty McCreery	9.404						
10	IF I DIDN'T LOVE YOU Macon/Capitol Nashville/Broken Bow Jason Aldean & Carrie Underwood	8.808						

MOST INCREASED PLAYS						
TITLE Imprint/Label Artist	GAIN					
THANK GOD Zone 4/RCA Nashville Kane Brown With Katelyn Brown	+427					
HALF OF ME Valory/BMLG Thomas Rhett Featuring Riley Green	+351					
PICK ME UP Warner Music Nashville/WAR Gabby Barrett	+301					
HANDLE ON YOU MCA Nashville Parker McCollum	+297					
WHISKEY ON YOU Arista Nashville Nate Smith	+285					
WHAT MY WORLD SPINS AROUND MCA Nashville Jordan Davis	+279					
SON OF A SINNER Bailee & Buddy/BMG/Stoney Creek Jelly Roll	+239					
5 FOOT 9 Hubbard House/EMI Nashville Tyler Hubbard	+229					
WAIT IN THE TRUCK Broken Bow/Big Loud HARDY Featuring Lainey Wilson	+201					
WHAT HE DIDN'T DO Big Machine Carly Pearce	+161					







TEXAS REGIONAL RADIO REPORT

WEEK ENDING OCTOBER 23, 2022

				_			_			_	
THIS Week		WKS ON CHART	TITLE (Label) ARTIST	TW Spins	SPINS +/-	THIS WEEK	LAST Week	WKS ON Chart	TITLE (Label) ARTIST	TW Spins	SPINS +/-
0	2	12	NOTHING BUT LOVE SONGS (Independent) ★★1 Week at 1 ★★ Randy Rogers Band	1844	47	11	9	23	HARDER STUFF (Independent) Adam Hood	1365	-17
2	3	14	EVERYTHING HAS YOUR MEMORY (Independent) Wade Bowen	1779	38	12	15	10	THE OLD MAN SAID (Independent) Aaron Watson	1359	119
3	4	11	STUCK (Independent) Ariel Hutchins	1695	81	13	13	15	GRAIN OF SALT (Independent) Kin Faux	1353	68
4	5	13	IF IT DON'T HAVE A HONKY TONK (Independent) Pat Green	1584	60	14	14	19	I'M NOT CRYING (Independent) Kaitlyn Kohler	1324	73
6	7	14	LOOSE LOUD & CRAZY (Independent) Jamie Richards	1562	132	15	16	13	HALF TO DEATH (Little Red Truck) Deryl Dodd	1168	21
6	10	20	WILDFLOWER (Independent) Love & Chaos f/ Willy Braun	1492	136	16	17	22	COUNTRY ON THE RADIO (Big R.I.G. Country) Robert Ray	1136	158
7	1	15	FREE MAN (Independent) Bri Bagwell	1492	-415	O	19	7	DON'T IT MAKE YOU WANNA DANCE (Independent) Josh Abbott f/ Flatland Cavalry	1001	73
8	8	17	HURT YOU (Independent) Cody Jinks	1427	18	18	22	9	BAD MEDICINE (Independent) Whiskey Myers	977	97
9	11	22	BL00D (Independent) Jon Stork	1385	38	19	21	7	LONELY GIRL (Independent) Cody Canada & The Departed	961	74
10	12	12	EASY AS HELLO (Aunt Daddy/Thirty Tigers) Sunny Sweeney	1384	62	20	18	23	DAMN SANDWICH (Independent) Jordan Rainer	888	-80

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

CARRIE UNDERWOOD

66 Underwood showcased just why she's one of the premier vocalists in any musical genre. 99

- BILLBOARD

REFLECTION: The Las Vegas Residency

CMT Music Awards

Sunday Night Football

Stagecoach Festival

FEMALE VOCALIST OF THE YEAR
MUSICAL EVENT OF THE YEAR
("IE I DIDN'T LOVE YOU" W/JASON ALDEAN)

CLICK HERE FOR 2022 PERFORMANCE HIGHLIGHTS

NASHVILLE & NATIONAL TOM ROLAND



Alana Springsteen made her Grand Ole Opry debut on Oct. 18, the same day she turned 22. From left: Opry director of artist relations and programming strategy Jordan Pettit, Eighteen Company president/manager Basak Kizilisik, Springsteen and WSM-AM Nashville personality Bill Cody.

RADIO & RECORDS®

River House hired **Lance Houston** as vp of promotion and artist development. He arrives on the label/management side of the business after nearly three decades in radio, most recently as WBWL Boston PD ... Big Loud added vp of A&R Nate Yetton, whose presence boosts the label beyond mainstream country borders. He founded Sensibility Management, which guided the careers of The Civil Wars, Birdtalker and Braison Cyrus. Reach Yetton here ... ONErpm established Amplifier, a marketing management tool that provides client artists insight into specific investments in their promotional campaigns ... Country comedian Cledus T. Judd signed a recording deal with the CDX label ... Audacy reached a distribution agreement with United Stations for two shows, including the daily country entry Katie & Company, hosted by Katie Neal. The partnership takes effect Jan. 1, 2023 ... KYKZ Lake Charles, La., tapped Agron Zytle as PD/morning host. He was most recently KUSJ Killeen, Texas, brand manager/morning personality ... Mike Miller was promoted to iHeart Media/Harrisburg-Lancaster, Pa., vp of programming from Harrisburg account executive, RadioInk.com reported. The territory includes country WRBT Harrisburg ... KQSC Colorado Springs, Colo., morning co-host Johnny Joy added assistant music director stripes, according to RadioInsight. com ... A company led by KUZZ Bakersfield, Calif., morning host Cliff Dumas is purchasing a bundle of stations in Arkansas, Texas and Alaska from Frontier Media for \$1.3 million, RadioInsight.com reported. Country signals in the package include Texas' KTTY New Boston, Arkansas' KTFS-HD3 Texarkana and KBYB Hope, and Alaska's KTKU Juneau and KGTW Ketchikan ... Country Radio Broadcasters (CRB) will accept nominees for the Country Radio Hall of Fame through Oct. 28 here, with the recipients to be revealed during the Country Radio Seminar March 13-15, 2023 ... CRB is also presenting an October webinar, "Song Wars," with Nuvoodoo principals digging into music research across several demographics within the country audience. Sign up for the event here.

'ROUND THE ROW

Make Wake founder Chris Kappy promoted Sophia Sansone and Jarrod Holley to managing partner. Sansone will continue as day-to-day manager of Luke Combs, while Holley remains manager for several acts, including Drew Parker and Jackie Lee ... Michael Knox was promoted to peermusic Nashville president from senior vp ... Belmont University is seeking a dean for the Mike Curb College of Entertainment & Music Business. Go here for more info ... Former Universal Music Group Nashville director of media marketing Ailie Birchfield has begun representing Nashville-based 615 Leverage + Strategy on a freelance basis. The role comes in addition to her full-time position as WE Communications account director in New York ... South by Southwest co-founder Roland Swenson is now executive chairman while two other execs have been promoted to co-president, Jann Baskett (from chief brand officer) and Hugh Forrest (from chief programming officer) ... Concord Music signed Russell Dickerson to a publishing deal ... Jo Dee Messina tapped 117 Entertainment for PR ... George Birge will make his Grand Ole Opry debut on Nov. 22, and Ashley McBryde will become

an Opry member during the Dec. 10 show ... Barmageddon, a USA Network game show executive-produced by Blake Shelton and Carson Daly, premieres Dec. 5. Shot at Ole Red Nashville, the show's trailer promises appearances by Kane Brown, Sheryl Crow, Trace Adkins and Chris Young ... Reportermusic exporter John Lomax III has launched a live-artist career, leaning on roots songs drawn from the work of his ancestors, musicologists John Avery Lomax Jr. and Alan Lomax. His setlists initially pull from historic cowboy songs and late folk-blues artist Huddie "Lead Belly" Ledbetter ... Luke Bryan joined as co-host when CMT's Hot 20 Countdown premiered its 500th episode on Oct. 22 ... Journalist and former publicist Kay West will be the subject of an in-depth interview on Nov. 15 during the Country Music Hall of Fame and Museum's annual Louise Scruggs Memorial Forum, dedicated to female executives in the country industry ... The Academy of Western Artists presented the Elmer Kelton Literary Award to freelance journalist Vernell Hackett and gave the Cindy Walker Humanitarian Award to frequent Billboard contributor Deborah Evans Price on Oct. 13 in Fort Worth, Texas ... Eric Church is among six figures to be honored by his home state during the North Carolina Awards on Nov. 15 ... Late songwriter Jim Weatherly ("Midnight Train to Georgia," "A Lady Like You") will receive a Mississippi Country Music Trail marker in Pontotoc on Oct. 29 ... Late Country Music Association executive director Jo Walker-Meador received a Tennessee Music Pathways marker on Oct. 21 in her hometown of Orlinda ... She Believed She Could, a stage production celebrating female singer-songwriters, will debut on Nov. 4 at the Woolworth Theatre in Nashville. Affiliated with Song Suffragettes, the show is scheduled to run every Thursday, Friday and Saturday through the year's end ... George Strait and Chris Stapleton have booked six stadium shows for 2023 with opening act Little Big Town, starting May 6 at State Farm Stadium in Glendale, Ariz., and concluding Aug. 5 at Raymond James Stadium in Tampa, Fla. ... Shania Twain headlines the first concert at Nashville's new soccer venue, Geodis Park, on June 7, 2023, with support acts Kelsea Ballerini and BRELAND ... Acme Feed & Seed unveiled a **Dolly Parton** mural on Oct. 21 with an endorsement from Parton ... Riley Green and The Cadillac Three will perform Oct. 26 when six racing figures are inducted into the Nashville Fairgrounds Speedway Hall of Fame ... Kristian Bush, Brooke Eden, Maggie Rose and a host of songwriters will perform at a hurricane relief event, Songwriters for Southwest Florida, on Nov. 2 at Nashville's 3rd & Lindsley. The concert is sponsored by BMI and iHeart Media/Fort Myers, Fla. ... A Country Music Association Awards viewing party is slated for 5:30 p.m. on Nov. 9 at Tin Roof Nashville Downtown benefiting Musicians On Call ... CMT will air Coal Miner's Daughter: A Celebration of the Life and Music of Loretta Lynn on Oct. 30. The public memorial will broadcast live from Nashville's Grand Ole Opry House. Additionally, the cable channel hosts "Next Women of Country: Celebrating the Songs of Loretta Lynn" on Nov. 8 at City Winery Nashville; the lineup includes Caylee Hammack, Erin Enderlin and Tiera Kennedy ... Actor-comedian Leslie Jordan died Oct. 24 in a car crash in Hollywood. He issued an independent country album, Company's Comin', in 2021 with guest appearances by Brandi Carlile, T.J. Osborne and Tanya Tucker. •



Kenny Chesney (center) was surprised with a doctorate of humane letters from his alma mater, East Tennessee State University in Johnson City, on Oct. 21. With him are ETSU provost Kimberly McCorkle and president Brian Noland.



BBR BMG







JASON ALDEAN

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

LAINEY WILSON

THE MOST NOMINATED CMA ARTIST

NEW ARTIST OF THE YEAR

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

FEMALE VOCALIST OF THE YEAR

SONG OF THE YEAR "THINGS A MAN OUGHTA KNOW"

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

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

LOCASH

VOCAL DUO OF THE YEAR



PARMALEE

"JUST THE WAY" PARMALEE X BLANCO BROWN
550M+ TOTAL ON-DEMAND STREAMS

"TAKE MY NAME"
220M+ TOTAL ON-DEMAND STREAMS

OVER 1 BILLION TOTAL ON-DEMAND STREAMS

MULTI-WEEK NUMBER 1 RADIO SINGLES WITH

"CAROLINA" & "TAKE MY NAME"



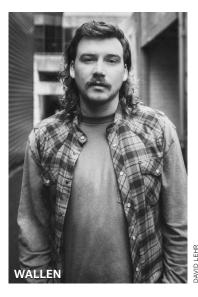
billboard Hot Country Songs

AIRPLAY, STREAMING & SALES DATA

THIS	LAST	TW0 WEEKS	WKS ON	TITLE	Artist	COUNTRY AIRPLAY	PEAK
WEEK	WEEK	AGO	CHART	PRODUCER (SONGWRITER) YOU PROOF ** No. 1 (10 Weeks) **	IMPRINT / PROMOTION LABEL	RANK	POSITION
1	1	1	23	J.MOI,CHARLIE HANDSOME (M.WALLEN,A.G.GORLEY,E.K.SMITH,CHARLIE HANDSOME)	Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	1	1
2	3	3	26	SOMETHING IN THE ORANGE R.HADLOCK (Z.LBRYAN)	Zach Bryan BELTING BRONCO/WARNER/WAR	44	2
3	4	4	61	WASTED ON YOU ★★ Airplay Gainer ★★ J.MOI,J.DURRETT (M.WALLEN,E.K.SMITH,J.THOMPSON,CHARLIE HANDSOME)	Morgan Wallen REPUBLIC/BIG LOUD	RC	1
4	2	2	18	THE KIND OF LOVE WE MAKE CHIP MATTHEWS, J.D. SINGLETON, L. COMBS, J. DAVIS, D. ISBELL, R. ISBELL)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	4	1
5	5	5	25	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	2	3
6	9	7	19	ROCK AND A HARD PLACE A.R.SHAWN (B.ZIMMERMAN,H.WARREN,J.HACKWORTH,J.HARVEY)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	58	2
0	8	8	36	FALL IN LOVE A.R.SHAWN (A.R.SHAWN, B.ZIMMERMAN, G.J.LUCAS)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	8	6
8	7	9	6	THANK GOD D.HUFF (C.D.STALNECKER,K.A.FISHMAN,J.FREE,J.HOGE,J.MULLINS)	Kane Brown With Katelyn Brown ZONE 4/RCA NASHVILLE	18	5
9	6	6	22	5 FOOT 9 T.HUBBARD,J.M.SCHMIDT (T.R.HUBBARD,J.JOHNSTON,C.MCGILL)	Tyler Hubbard HUBBARD HOUSE/EMI NASHVILLE	3	5
10	10	10	29	SON OF A SINNER ERNEST K,I.TOSHINSKY (J.B.DEFORD,E.K.SMITH,D.R.STEVENS)	Jelly Roll BAILEE & BUDDY/BMG/STONEY CREEK	9	9
0	14	14	21	DON'T COME LOOKIN' LDICK (J.DEAN,C.L.DICK) ★★ Streaming Gainer ★★	Jackson Dean BIG MACHINE	7	11
P	11	11	21	WHAT MY WORLD SPINS AROUND P.DIGIOVANNI (J.DAVIS,M.DRAGSTREM,R.J.HURD)	Jordan Davis MCA NASHVILLE	13	11
13	12	12	24	WHISKEY ON YOU LRIMES (N.SMITH,LRIMES,R.SUTTON)	Nate Smith ARISTA NASHVILLE	16	11
14	13	13	56	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	5	11
15	15	16	13	HALF OF ME D.HUFF,J.FRASURE (THOMAS RHETT,R.AKINS,W.BUNDY,J.THOMPSON)	Thomas Rhett Featuring Riley Green VALORY/BMLG	6	15
16	16	15	8	WAIT IN THE TRUCK J.MOI,HARDY (M.W.HARDY,H.PHELPS,J.M.SCHMIDT,R.BLAIR)	HARDY Featuring Lainey Wilson BROKEN BOW/BIG LOUD	23	15
Ð	17	17	45	PICK ME UP R.COPPERMAN,Z.KALE (G.BARRETT, J.M.NITE, R.COPPERMAN)	Gabby Barrett WARNER MUSIC NASHVILLE/WAR	11	15
13	18	19	16	COUNTRY ON J.STEVENS,J.STEVENS (D.FRASIER,S.HAURY,M.NESLER,MITCH OGLESBY)	Luke Bryan CAPITOL NASHVILLE	10	18
19	19	18	40	SHE LIKES IT J.KERR,J.SCOTT (R.DICKERSON,J.SCOTT,J.KERR)	Russell Dickerson & Jake Scott TRIPLE TIGERS	17	13
20	20	25	6	TENNESSEE ORANGE K.BUSH (M.MORONEY,B.WILLIAMS,P.JENKINS,D.FANNING)	Megan Moroney MEGAN MORONEY	-	20
a	22	20	35	SOUL B.GLOVER,K.JACOBS,LBRICE (K.KADISH,T.FERRARI)	Lee Brice CURB	20	20
22	21	22	24	THOUGHT YOU SHOULD KNOW J.MOI (M.WALLEN,N.GALYON,M.LAMBERT)	Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	-	1
23	24	26	20	DOWN HOME A.BOWERS, J. ALLEN (J. ALLEN, R. BALL, C. BEDELL, T. HOWELL)	Jimmie Allen Stoney Creek	12	23
24	23	23	15	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	15	23
25	25	21	32	WILD AS HER C.FARREN (M.WALLEN, BRETT TYLER, K. ARCHER)	Corey Kent COMBUSTION MASTERS/RCA NASHVILLE	31	15

COUNTRY SONGWRITERS™

	1	# 1 19 WKS	ZACH BRYAN
	2	МО	RGAN WALLEN
	3	ERI	NEST
	4	ВА	ILEY ZIMMERMAN
	5	AS	HLEY GORLEY
	6	СН	ARLIE HANDSOME
	7	JO	SH THOMPSON
TIE	8	AU	STIN SHAWN
TIE	8	GA	VIN J. LUCAS
	10	LUI	KE DICK



COUNTRY PRODUCERS™

1	# 1 7 WKS	AUSTIN SHAWN
2	JO	EY MOI
3	DA	NN HUFF
4	RY	AN HADLOCK
5	ZA	CH CROWELL
6	PA	UL DIGIOVANNI
7	JO	RDAN SCHMIDT
8	LU	KE DICK
9	СН	ARLIE HANDSOME
10	JA	COB DURRETT

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	26	27	21	WHAT HE DIDN'T DO S.M.CANALLY,J.OSBORNE (C.PEARCE,A.G.GORLEY,E.M.SHACKELTON)	Carly Pearce BIG MACHINE	27	26
2	35	41	5	NEVER LEAVE A.R.SHAWN (A.R.SHAWN, B.ZIMMERMAN, C.SLIGH, G.J.LUCAS, M.KUTTER)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	-	27
28	31	31	9	WHERE IT ENDS A.R.SHAWN (B.ZIMMERMAN,G.AVERILL,J.SPARGUR)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	-	7
29	30	33	10	THAT'S WHAT TEQUILA DOES M.KNOX (J.MORGAN, J.EDWARDS, T.KENNEDY, K.M.ALLISON)	Jason Aldean MACON/BROKEN BOW	14	29
30	27	28	42	JOY OF MY LIFE D.COBB,C.STAPLETON (J.C.FOGERTY)	Chris Stapleton MERCURY NASHVILLE	30	27
3	29	30	8	EVERYTHING SHE AIN'T J.GEAR,H.WHITTERS (H.WHITTERS, B.SIMPSON,R.TYNDELL)	Hailey Whitters SONGS & DAUGHTERS/PIGASUS/BIG LOUD	40	29
32	28	29	12	OKLAHOMA SMOKE SHOW E.SPEAR (Z.LBRYAN)	Zach Bryan BELTING BRONCO/WARNER	-	24
33	32	32	6	FOR WHAT IT'S WORTH S.SUMSER,S.SMALL,J.DURRETT (D.G.BRELAND,R.H.BLOCK,J.R.DURRETT,G.JAMES)	BRELAND BAD REALM/ATLANTIC	-	31
34	33	34	28	HEARTFIRST J.BUNETTA,S.MCANALLY (K.BALLERINI,K.FAIRCHILD,A.VANDERHEYM)	Kelsea Ballerini BLACK RIVER	25	25
35	34	35	10	HANDLE ON YOU JON RANDALL (P.MCCOLLUM,M.CRISWELL)	Parker McCollum MCA NASHVILLE	28	34
36	NE	w	1	WAITING ★★ Hot Shot Debut ★★ A.R.SHAWN (A.R.SHAWN,B.ZIMMERMAN,G.J.LUCAS)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	-	36
37	36	36	6	BURN, BURN, BURN ZLBRYAN,E.SPEAR (ZLBRYAN)	Zach Bryan BELTING BRONCO/WARNER	-	26
38	39	43	9	HEART LIKE A TRUCK J.JOYCE (LWILSON, D. WILSON, T. ANDERSON)	Lainey Wilson BROKEN BOW	24	38
39	38	37	7	NEXT THING YOU KNOW P.DIGIOVANNI (G.JAMES,J.OSBORNE,C.MCGILL,J.DAVIS)	Jordan Davis MCA NASHVILLE	-	37
40	37	40	6	NO BODY S.HENDRICKS (C.TOMPKINS, J.KEAR, R.CLAWSON)	Blake Shelton WARNER MUSIC NASHVILLE/WMN	22	34
43	46	45	14	Y'ALL LIFE J.THIBODEAU,W.HAYES (W.HAYES,P.GOOD,J.JENKINS,C.HAYNES, JR.,J.EPPERSON)	Walker Hayes MONUMENT	43	32
42	45	47	5	HUMAN ★★ Sales Gainer ★★ T.W.WILLMON (T.LANE,T.MEADOWS)	Cody Johnson Cojo/Warner Music Nashville/WMN	32	42
43	47	-	2	STARVED ZLBRYAN,C.BRYSON (ZLBRYAN)	Zach Bryan BELTING BRONCO/WARNER	-	43
44	40	38	26	PARTY MODE Z.CROWELL (J.FLOWERS,R.BEAVER,R.ALEXANDER,J.KEIM,M.MCGINN)	Dustin Lynch BROKEN BOW	19	30
45	42	50	3	YOU DIDN'T D.HUFF (B.YOUNG,A.G.GORLEY, J.M.NITE, J.ROBBINS)	Brett Young BMLG	21	42
46	48	46	14	CAN'T HAVE MINE MALDERMAN (D.SCOTT, MALDERMAN, J.MELTON, D.WILSON)	Dylan Scott CURB	53	35
47	43	39	4	GOLD R.COPPERMAN, JON RANDALL, F.R. SHIPPEN, D.BENTLEY (R.COPPERMAN, C.L. DICK, A.G. GORLEY, D. BENTLEY)	Dierks Bentley CAPITOL NASHVILLE	26	39
48	41	_	2	WAY OF THE TRIUNE GODS T. CHILDERS, THE FOOD STAMPS, CHARLIE BROWN SUPERSTAR (T.CHILDERS)	Tyler Childers HICKMAN HOLLER/RCA	-	41
49	49	_	2	IF HE WANTED TO HE WOULD B.JOHNSON,S.MCANALLY (K.MORGAN,Z.HOLUP,B.J.JOHNSON)	Kylie Morgan EMI NASHVILLE	56	49
50	44	42	17	HELL YEAH LITTLE BIG TOWN (J.WESTBROOK,P.SWEET,C.CROWDER,T.R.HUBBARD)	Little Big Town CAPITOL NASHVILLE	RC	22
				LITTLE BIG TOWN (J.WESTBROOK, P.SWEET, C.CROWDER, T.R.HUBBARD)	CAPITOL NASHVILLE		

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	1,444,000	1,718,883,000	130,560,000					
Last Week	1,463,000	1,736,811,000	135,679,000					
Change	-1.3%	-1.0%	-3.8%					
This Week Last Year	1,310,000	1,488,499,000	126,569,000					
Change	10.2%	15.5%	3.2%					

YEAR-TO-DA	TE		
	2021	2022	CHANGE
Album Consumption	56,851,000	60,233,000	5.9%
Album Sales	7,110,000	5,448,000	-23.4%
Audio On-Demand	63,211,381,000	70,550,293,000	11.6%
Video On-Demand	5,659,562,000	5,380,133,000	-4.9%

EAR-OVER-Y	EAR
ALBUM CONSU	IMPTION
21	56.85 million
222	60.23 million
	IAND STREAMS 66.87 billion
21	66.87 DIIIIOII
222	75.93 billion

All data measures U.S. activity as of the week ending October 20, 2022. All units counts are rounded to the nearest thousand. Album consumption units — also known as albums plus TEA plus SEA — consists of album sales; 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.



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	93	MORGAN WALLEN BIG LOUD 033180*/REPUBLIC DANGEROUS: THE DOUBLE ALBUM	2	1
2	2 NEW 1		1	BAILEY ZIMMERMAN LEAVE THE LIGHT ON ELEKTRA/WARNER MUSIC NASHVILLE/3EE/WMN		2
3	2	2	22	ZACH BRYAN AMERICAN HEARTBREAK BELTING BRONCO 86979/WARNER		1
4	3	5	49	TAYLOR SWIFT RED (TAYLOR'S VERSION) REPUBLIC 034504*		1
5	5	7	229	MORGAN WALLEN BIG LOUD 783*	2	1
6	7	6	281	LUKE COMBS THIS ONE'S FOR YOU RIVER HOUSE/COLUMBIA NASHVILLE 538883*/SMN	3	1
7	4	8	6	KANE BROWN ZONE 4/RCA NASHVILLE 996216/SMN		2
8	8	9	154	LUKE COMBS WHAT YOU SEE IS WHAT YOU GET RIVER HOUSE/COLUMBIA NASHVILLE 595687*/SMN	2	1
9	6	4	17	LUKE COMBS GROWIN' UP RIVER HOUSE/COLUMBIA NASHVILLE 997801/SMN		1
10	9	11	390	CHRIS STAPLETON TRAVELLER MERCURY NASHVILLE 019405*/UMGN	4	1
11	10	12	101	CHRIS STAPLETON STARTING OVER MERCURY NASHVILLE 032689*/UMGN		1
Œ	RE-ENTRY 20		207	ELVIS PRESLEY ELV1S: 30 #1 HITS RCA 68079*/LEGACY (19.98/12.98)	6	1
13	13	13	171	TYLER CHILDERS PURGATORY HICKMAN HOLLER 001*/THIRTY TIGERS		9
1	23	25	300	GEORGE STRAIT 50 NUMBER ONES MCA NASHVILLE 000459/UMGN (25.98)	7	1
Œ	14	17	80	TAYLOR SWIFT FEARLESS (TAYLOR'S VERSION) REPUBLIC 033578*		1
16	17	19	218	TAYLOR SWIFT SPEAK NOW BIG MACHINE TS0300A/BMLG (18.98)	6	1
17	15	16	28	COLE SWINDELL STEREOTYPE WARNER MUSIC NASHVILLE 694948/WMN		6
18	12	3	3	TYLER CHILDERS CAN I TAKE MY HOUNDS TO HEAVEN HICKMAN HOLLER 872237*/RCA		3
19	18	18	100	LEE BRICE HEY WORLD CURB 79537*	•	7
20	28	31	54	CODY JOHNSON HUMAN: THE DOUBLE ALBUM COJO/WARNER MUSIC NASHVILLE 666969*/WMN		3
21	16	14	5	KOE WETZEL YELLABUSH DIGITAL EX/COLUMBIA		3
22	22	22	333	TIM MCGRAW NUMBER ONE HITS CURB 79205 (13.98)		6
23	19	21	39	WALKER HAYES COUNTRY STUFF: THE ALBUM MONUMENT 98353*	•	2
24	20	24	108	HARDY A ROCK BIG LOUD 836*	•	4
25	25	26	14	ZACH BRYAN SUMMERTIME BLUES BELTING BRONCO DIGITAL EX/WARNER		7

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billboard AMERICANA/ FOLK ALBUMS

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THIS	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE IMPRINT & NUMBER / DISTRIBUTING LABEL	CERT.	PEAK POS.
1	1	1	22	ZACH BRYAN AMERICAN HEARTBREAK BELTING BRONCO 86979/WARNER		1
2	2	4	336	CHRIS STAPLETON TRAVELLER MERCURY NASHVILLE 019405*/UMGN	4	1
3	3	5	101	CHRIS STAPLETON STARTING OVER MERCURY NASHVILLE 032689*/UMGN		1
4	5	6	188	TYLER CHILDERS PURGATORY HICKMAN HOLLER 001*/THIRTY TIGERS		2
5	6	8	382	HOZIER RUBYWORKS/COLUMBIA 309996*/LEGACY	3	1
6	4	2	3	TYLER CHILDERS CAN I TAKE MY HOUNDS TO HEAVEN HICKMAN HOLLER 872237*/RCA		2
7	7	7	5	KOE WETZEL YELLABUSH DIGITAL EX/COLUMBIA		2
8	8	10	14	ZACH BRYAN SUMMERTIME BLUES BELTING BRONCO DIGITAL EX/WARNER		2
9	10	12	46	ZACH BRYAN ELISABETH BELTING BRONCO DIGITAL EX/WARNER		7
10	9	11	341	THE LUMINEERS CLEOPATRA DUALTONE 1738*		1

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.

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COUNTRY STREAMING SONGS billboard

STREAMING & SALES DATA COMPILED BY

COUNTRY DIGITAL SONG SALES

TITLE S ARTIST	THIS	WEEK	WEEK WKS ON	TITLE ARTIST
6 SOMETHING IN THE ORANGE ZACH BRYAN	€	1	6	THANK GOD KANE BROWN WITH KATELYN BROWN
9 ROCK AND A HARD PLACE BAILEY ZIMMERMAN	2	2	8	WAIT IN THE TRUCK HARDY FEAT. LAINEY WILSON
3 YOU PROOF MORGAN WALLEN	3	3	20	SON OF A SINNER JELLY ROLL
8 THE KIND OF LOVE WE MAKE LUKE COMBS	4	4	23	YOU PROOF MORGAN WALLEN
2 WASTED ON YOU MORGAN WALLEN	E	5	25	SOMETHING IN THE ORANGE ZACH BRYAN
THANK GOD KANE BROWN WITH KATELYN BROWN	•	8	28	FALL IN LOVE BAILEY ZIMMERMAN
6 FALL IN LOVE BAILEY ZIMMERMAN	7	6	43	WASTED ON YOU MORGAN WALLEN
1 SHE HAD ME AT HEADS CAROLINA COLE SWINDELL	8	7	26	SHE HAD ME AT HEADS CAROLINA COLE SWINDELL
9 WHISKEY ON YOU NATE SMITH	9	9	18	THE KIND OF LOVE WE MAKE LUKE COMBS
WHAT MY WORLD SPINS AROUND JORDAN DAVIS	10	0 11	1 19	ROCK AND A HARD PLACE BAILEY ZIMMERMAN
TENNESSEE WHISKEY CHRIS STAPLETON	1	19	9	WHAT MY WORLD SPINS AROUND JORDAN DAVIS
WHISKEY GLASSES MORGAN WALLEN	0	2	IEW	HEART LIKE A TRUCK LAINEY WILSON
WAIT IN THE TRUCK HARDY FEAT. LAINEY WILSON	0	3 1	IEW	DIXIELAND DELIGHT ALABAMA
TENNESSEE ORANGE MEGAN MORONEY	1	2	1 7	TENNESSEE ORANGE MEGAN MORONEY
O YOU SHOULD PROBABLY LEAVE CHRIS STAPLETON	1	5 17	7 20	SOUL LEE BRICE
DON'T COME LOOKIN' JACKSON DEAN	1	RE	ENTRY	Y'ALL LIFE WALKER HAYES
7 5FOOT 9 TYLER HUBBARD	1	7 20	21	5 FOOT 9 TYLER HUBBARD
8 CHASIN' YOU MORGAN WALLEN	1	B 16	18	DON'T COME LOOKIN' JACKSON DEAN
THOUGHT YOU SHOULD KNOW MORGAN WALLEN	1:	9 18	8	NEXT THING YOU KNOW JORDAN DAVIS
23 BEAUTIFUL CRAZY LUKE COMBS	2	D I	IEW	WAITING BAILEY ZIMMERMAN
8 SAND IN MY BOOTS MORGAN WALLEN	2) 1	IEW	GOOD HANDS KYLIE MORGAN
NEVER LEAVE BAILEY ZIMMERMAN	2	RE	ENTRY	TIL YOU CAN'T CODYJOHNSON
WHERE IT ENDS BAILEY ZIMMERMAN	2	2:	3 5	NEVER LEAVE BAILEY ZIMMERMAN
HEARTLESS DIPLO PRESENTS THOMAS WESLEY FEAT. MORGAN WALLEN	2	1	IEW	ALL YOUR'N Tyler Childers
3 BUY DIRT Jordan Davis Feat. Luke Bryan	2	RE-	ENTRY	HALF OF ME THOMAS RHETT FEAT. RILEY GREEN
	E ARTIST 6 SOMETHING IN THE ORANGE ZACH BRYAN 9 ROCK AND A HARD PLACE BAILEY ZIMMERMAN 3 YOU PROOF 8 UNE FOR WASTED ON YOU WE MAKE LUKE COMBS 2 WASTED ON YOU WORKANE BROWN WITH KATELYN BROWN 6 FALL IN LOVE BAILEY ZIMMERMAN 1 SHE HAD ME AT HEADS CAROLINA COLE SWINDELL 9 WHISKEY ON YOU NATE SHITT HE THE WISKEY CHRIS STAPLETON 3 TENNESSEE WHISKEY CHRIS STAPLETON 3 WHISKEY GLASSES MORGAN WALLEN 4 WHAT IN THE TRUCK HARD FEAT LAINEY WILSON 5 TENNESSEE ORANGE MEGAN MORONEY OU SHOULD PROBABLY LEAVE CHRIS STAPLETON 7 DON'T COME LOOKIN' 7 JACKSON DEAN 7 THE TRUCK HARD WISKEY CHRIS STAPLETON 8 CHASIN' YOU MORGAN WALLEN 9 WHISKEY GLASSES 10 WHISKEY GLASSES 10 WHISKEY GLASSES 10 WHISKEY GLASSES 11 WHISKEY GLASSES 12 WASTEN WHISKEY CHRIS STAPLETON 13 TENNESSEE ORANGE 14 WART IN THE TRUCK HARD FEAT LAINEY WILSON 15 TENNESSEE ORANGE 16 WASTEN WASTEN 17 WHISKEY GLASSES 18 WART IN THE TRUCK HARD FEAT LAINEY WILSON 17 THE TRUCK HARD FEAT LAINEY WILSON 18 TENNESSEE ORANGE 18 WASTEN WASTEN 19 WAS	6 SOMETHING IN THE ORANGE ZACH BRYAN 9 ROCK AND A HARD PLACE BAILEY ZIMMERMAN 3 YOU PROOF MORGAN WALLEN 8 THE KIND OF LOVE WE MAKE LUKE COMBS 4 WASTED ON YOU MORGAN WALLEN 5 HARD PLACE BAILEY ZIMMERMAN 6 FALL IN LOVE BAILEY ZIMMERMAN 7 THANK GOD KANE BROWN WITH KATELYN BROWN 6 FALL IN LOVE BAILEY ZIMMERMAN 8 CHEST STATE ST	6 SOMETHING IN THE ORANGE ZACH BRYAN 9 ROCK AND A HARD PLACE BAILEY ZIMMERMAN 3 YOU PROOF MORGAN WALLEN 8 THE KIND OF LOVE WE MAKE LUKE COMES 2 WASTED ON YOU MORGAN WALLEN 5 THANK GOD KANE BROWN WITH KATELYN BROWN 6 FALL IN LOVE BAILEY ZIMMERMAN 1 SHE HAD ME AT HEADS CAROLINA 1 SHE HAD ME AT HEADS CAROLINA 2 WHISKEY ON YOU MERSEY WHISKEY ON YOU ANTENDED THE AT HEADS CAROLINA 3 TENNESSEE WHISKEY CHISTER STAPLET ON AND WALLEN 3 WAIT IN THE TRUCK HADD WALLEN 3 WAIT IN THE TRUCK HADD WALLEN 4 THOUSH THE ALL SANGE MEGAN MORGAN WALLEN 7 SFOOT 9 TYLER HUBBARD 8 CHASIN' YOU MORGAN WALLEN 4 THOUGHT YOU SHOULD KNOW MORGAN WALLEN 5 SAND IN MY BOOTS MORGAN WALLEN 7 NEVER LEAVE BAILEY ZIMMERMAN 10 HEARTLESS 10 BUJ DIRTT 20 BEET 11 STAPLET ON SEALUR SHOULD WALLEN 12 IN MORGAN WALLEN 13 BUY DIRT 4 BUY DIRT 15 BEET 16 BEET 17 CORRESSION SHOWS WESLEY FEAT MORGAN WALLEN 20 IN WHERE IT ENDS BAILEY ZIMMERMAN 21 WHERE IT ENDS BAILEY ZIMMERMAN 22 BEDPLOPRESSITSTHOMAS WESLEY FEAT MORGAN WALLEN 3 BUY DIRT 4 BUY DIRT 4 BUY DIRT 5 BEET 17 CORRESSITSTHOMAS WESLEY FEAT MORGAN WALLEN 3 BUY DIRT 4 BUY DIRT 5 BEET 17 CORRESSION SHOWS WESLEY FEAT MORGAN WALLEN 4 BUY DIRT 5 BEET 17 CORRESSION SHOWS WESLEY FEAT MORGAN WALLEN 5 BUD PRESENTSTHOMAS WESLEY FEAT MORGAN WALLEN 5 BUD PRESENTSTHOMAS WESLEY FEAT MORGAN WALLEN 5 BUD PRESENTSTHOMAS WESLEY FEAT MORGAN WALLEN 5 BUY DIRT 5 BUY DIRT 1 CORRESSION SHOWS WALLEN 1 DIR CREATER SHOWS WESLEY FEAT MORGAN WALLEN 3 BUY DIRT 1 DIR CREATER SHOWS WALLEN 2 DIPLOPRESENTSTHOMAS WESLEY FEAT MORGAN WALLEN 3 BUY DIRT 1 DIR CREATER SHOWS WALLEN 2 DIPLOPRESENTSTHOMAS WESLEY FEAT MORGAN WALLEN 3 BUY DIRT 1 DIR CREATER SHOWS WALLEN 1 DIR CREATER SHOWS WALLEN 1 DIR CREATER SHOWS WALLEN 2 DIPLOPRESENTSTHOMAS WESLEY FEAT M	6 SOMETHING IN THE ORANGE ZACH BRYAN 9 ROCK AND A HARD PLACE BAILEY ZIMMERMAN 3 YOU PROOF MORGAN WALLEN 8 THE KIND OF LOVE WE MAKE LUKE COMBS 2 WASTED ON YOU MORGAN WALLEN 6 FALL IN LOVE BAILEY ZIMMERMAN 1 SHE HAD ME AT HEADS CAROLINA COLE SWINDFELL 9 WHISKEY ON YOU NAT SHATH WORLD SPINS AROUND JORDAN DAVIS 8 TENNESSEE WHISKEY CHIST STAPLETON 8 WAIT IN THE TRUCK HARD WITH STAPLETON 8 WAIT IN THE TRUCK HARD WITH STAPLETON 8 WAIT IN THE TRUCK HARD WITH STAPLETON 9 YOU SHOULD PROBABLY LEAVE CHIST STAPLETON 10 THE TRUCK HARD WITH STAPLETON 11 TO 20 12 TO 21 18 TO 21 19 18 8 WAIT IN THE TRUCK HARD WITH STAPLETON 10 THE TRUCK HARD WITH STAPLETON 11 TO 20 12 TO 21 13 TO 20 14 THOUGHT YOU SHOULD KNOW MORGAN WALLEN 4 THOUGHT YOU SHOULD KNOW MORGAN WALLEN 17 FOOT 9 TYLER HUBBARD 18 SAND IN MY BOOTS MORGAN WALLEN 19 18 8 SAND IN MY BOOTS MORGAN WALLEN 10 WEVER LEAVE BAILEY ZIMMERMAN 11 WERE IT ENDS BAILEY ZIMMERMAN 20 NEW 21 RE-ENTEN 22 RE-ENTEN 23 BUY DIRT 24 RE-ENTEN 25 RE-ENTEN 26 RE-ENTEN 27 RE-ENTEN 28 RE-ENTEN 29 RE-ENTEN 20 NEW

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bilboard Bluegrass Albums

SALES DATA COMPILED BY

THIS	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE IMPRINT & NUMBER / DISTRIBUTING LABEL	CERT.	PEAK POS.
0	NE	w	1	AMANDA COOK MOUNTAIN FEVER 221014		1
2	1	1	56	BILLY STRINGS RENEWAL ROUNDER 610142*/CONCORD		1
3	2	2	48	ROBERT PLANT / ALISON KRAUSS RAISE THE ROOF ROUNDER 610127*/CONCORD		1
4	RE-EI	NTRY	4	THE DEL MCCOURY BANDALMOST PROUD MCCOURY 0022*		4
5	3	3	61	STURGILL SIMPSON THE BALLAD OF DOOD & JUANITA HIGH TOP MOUNTAIN 36800*/THIRTY TIGERS		1
6	4	4	33	DOLLY PARTON RUN, ROSE, RUN BUTTERFLY RECORDS 001*		1
0	7	7	47	BELA FLECK MY BLUEGRASS HEART RENEW RECORDS 538689220/BMG		1
8	5	5	29	MOLLY TUTTLE & GOLDEN HIGHWAY CROOKED TREE NONESUCH 677309*/WARNER		2
9	6	6	34	VARIOUS ARTISTS COUNTRY FAITH BLUEGRASS CURB/BILLY BLUE 2334 CB EX		6
1	RE-ENTRY 42 JOHN HIATT WITH THE JI NEW WEST 6514*		42	JOHN HIATT WITH THE JERRY DOUGLAS BAND LEFTOVER FEELINGS NEW WEST 6514*		1

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ALL-GENRE DEBUT OF THE YEAR



IN BOTH US AND CANADA



SHE HAD ME AT HEADS CAROLINA

GOLESSWINDELL

THE ONLY ARTIST IN 2022 WITH CONSECUTIVE NO. 1 ON COUNTRY RADIO

COLE SWINDELL

SAY NEVER

LAINEY WILSON

FOR YOUR CMA CONSIDERATION: VOCAL EVENT OF THE YEAR MUSIC VIDEO OF THE YEAR

No Bull: Kolby Cooper Makes 'Excuses' Work For His First Radio Single

When psychiatrist **Elisabeth Kubler-Ross** introduced the five stages of grief in her 1969 book *On Death and Dying*, the original intent was to teach about coping with the loss of significant people in our lives.

But those stages — denial, anger, bargaining, depression and acceptance — don't apply solely to the passage of our loved ones. They play out with all sorts of losses, including the end of a job, a friend moving away, the crash of a dream or a romantic breakup. **Kolby Cooper**'s first radio single, "Excuses,"

puts that latter scenario into a hyper context, seemingly cycling through three stages before the first chorus even appears.

The pain "may not be as great as grieving a lost loved one," Cooper reasons, "but it's still a bad one for a lot of people. And I really think we did a decent job of getting that 'Oh my God, what has happened' feeling."

It helped that Cooper's road guitarist, **Paul Oliger**, offered a real-life road map when the subject emerged in a writing room on Oct. 13, 2020. Oliger's girlfriend had dumped him the weekend prior, and all of her namby-pamby waffling in the breakup only made it worse.

"She was like, 'You're too good for me,' and 'I don't deserve you' — all this bullshit, like, 'You can do better than me,' "recalls Cooper. "Everything was just all these excuses."

That single word, "excuses," provided the impetus to explore the topic when Cooper met up with fellow songwriters Jordan Walker ("When It Rains It Pours," "Can't Do Without Me") and Brett Tyler ("Cold Beer Calling My Name," "Wild As Her") at Combustion Music in Nashville. After perhaps an hour of scrolling through ideas that didn't spark much interest, Tyler ran across "Excuses." He had the title, the melody for the back half of the

chorus and not much more. But, of course, Cooper had his bandmember's heartbreak storyline. Those elements were a better match, it seems, than Oliger and his ex-girlfriend.

"I think it took like an hour to write," Walker says. "It was one of those things where we didn't really overthink anything and we kept everything simple. I think that's what kind of helps portray it to the audience because it's not something you have to think about. You just hear it once, and you get it."

They developed the scenario in a realistic manner, capturing a moment that nearly everyone has experienced.

"For me, it was a relationship from my past," notes Tyler. "When we started talking about stories and things like that, we were just kind of like, you know, 'That's just excuses. Let's cut through the crap.'"

They did that very directly in the chorus. The singer calls out his girlfriend's let-him-down-easy lines as "bullshit," saying the word outright in the initial version of "Excuses."

"I like a well-placed cuss word," Tyler says. "We were all kind of against saying 'B.S.' because B.S. just sounds like such a ridiculous way to say 'bullshit.'"

Verse two allows the guy to vent even more, though it also obliquely references the can't-win situation the girlfriend is in. He laments in the stanza that she "coulda saved us both some time/And just left me a letter." Of course, had she split by writing a letter — or, worse, by text — he would have thought she was cold and heartless.

"We were trying to figure out how we were going to write into the second chorus," says Walker. "Ihad the line, 'You could a come up with a couple better,'

and so needed a rhyme for 'better.' It was kind of a joke at first. I was like, 'What if she just wrote a letter?' We talked about it, that he'd probably be even more mad if she did write a letter, but it just rhymed so well that we ran with it."

They wrote a bridge that outlined a few more options for how to dump a man and left time for a guitar solo, too. Before they parted company, they cut a work tape with acoustic guitars that Cooper could play for his producer, **Philip Mosley** (**Blacktop Mojo**, **Colby Keeling**). Mosley subsequently recorded a demo

that sounded a bit heavier than the work tape, as well as a new scratch vocal on Cooper before a late-2020 session at Sound Stage.

The studio band mixed familiar country session players and local rock guys: bassist Jacob Lowery, drummer Miles McPherson, Hammond B3 player Will Houchens, steel guitarist Justin Schipper and three other guitarists — Tim Galloway on acoustic and Rob McNelley and Spence Peppard on electric. The crew mostly found its own direction while framing the music with a harder edge than what they heard on the demo.

"The last thing you want to do is just tell somebody of that caliber, 'Play this,' " Mosley reasons. "You've got those guys that are playing on Joe Bonamassa albums and playing with Bob Seger. The last thing you need is some little producer from East Texas telling those guys, 'Here's what you're going to play.'"

They started the production with drums, guitar and piano all playing light eighth notes, creating forward motion behind an otherwise languid and pensive verse melody. But that led to a bigger-sounding chorus.

"Miles McPherson is just a monster," says Walker, who attended the session. "Watching him bring it to life behind the drums was the

moment that we all looked around like, 'Damn, this could be a lot bigger than we thought it was.'"

"Excuses" helped Cooper secure his recording deal with Wheelhouse, which featured his unvarnished "bullshit" in the vocal on his EP Boy From Anderson County, released Aug. 6, 2021. When they issued a single to radio via PlayMPE on Aug. 29, 2022, the profanity was edited to sound like a sonic asterisk—"bullsh*t." They ended up trying multiple approaches to it, and finally, Mosley was summoned to Nashville from his family vacation on Sept. 10, the same day Cooper made his Opry debut. Cooper didn't want to bleep it, so they cut a version of the line that changed "some bullsh*t that you said" to "somethin' that you said," offering an even safer option to broadcasters.

"He wasn't a fan of doing a radio edit," Mosley says. "We just backed off trying to be clever with how we got around the edit. And he just said, 'You know what? I'll just write another completely different line, just to take its place.' And it worked out great."

In its fifth charted week, "Excuses" moves to a new high of No. 52 on the Country Airplay list dated Sept. 29. It's now a staple in Cooper's live set, which finds Oliger — whose 2020 breakup inspired it — handling the song's guitar solo onstage. Now engaged to another woman, Oliger is no longer grieving as he was when "Excuses" was conceived.

"He definitely wouldn't be as happy with his ex as he is now," says Cooper. The thing was, the week after she broke up with him, she was on a date with a rich dude from Dallas. And I don't know if they're still together, but I'm sure she's happier wherever she is."



GABRIEL MUNIZ PHOTOGRAPHY

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/Samily Farm Music, BMI (T.R.Hubbard, J.Johnston, C.McGill) 5

В

BEER WITH MY FRIENDS Amped II
Publishing, BMI/Songs Of Kobalt Music Publishing
America, Inc., BMI/God Made Most Played Most Paid
Publishing, BMI/BMG Platinum Songs US, BMI/N2D
Publishing Company, Inc., AS.A.PI/Carol Vincent And
Associates, Lic., ASCAP/OID Desperados, LLC, ASCAP (B.
Simpson, D.L.Murphy, Sny Carter) 35

BROWN EYES BABY W. Music Corp., ASCAP/ Music Of The Corn. ASCAP/Warner-Tamertane Publishing Corn., BMI/Speakers Go Boom Music, SOCAM/Qulyita Road Songs, BMI/Sony Tieer Publishing, BMI/MV3 Music, BMI/Red Bandana Publishing, BMI/Big Loud Mountain, BMI/Bo Wallace Publishing, BMI (W.Bundy, R.Clawson, J.Thompson, M.Wallen) 34

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CAN'T HAVE MINE Curb Songs, ASCAP/ Curb Congregation Songs, SESA(Good Vibes, Good Times Music, SEA/Csongs of Universal, Inc., BMI/ EbagbentertainmentFam, BMI/Songs of Riser House, BMI/Sony Countryside, BMI (D.Scott, M.Alderman, J.Melfon, DWI/Son) South

COUNTRY ON Sony Tree Publishing, BMJ/MV2 Music, BMJ/Beer Can Hilf Music, BMJ/Warner-lamerlane Publishing Corp., BMJ/Getyasome Music, BMJ/WC Music Corp., ASCAP/KJM Music Publishing, ASCAP/Mitchell Marlow Music, ASCAP (D.Frasier, S.Haury, M.Nesler, Mitch Oglesby) 10

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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/Leftrey Steele Music, BM/ (Echurch, C.Beathard, Jeffrey Steele) 42

DON'T COME LOOKIN' Little Louder Songs, BM/Emileon Songs, BM/Songs Of Kobalt Music Publishing America, Inc., BMI (J.Dean, C.L.Dick) **7**

DOWN HOME Endurance Juliet, SESA(/Sony Lakeview, SESA(/Rian Ball Music, ASCAP/Shut The Red Door, ASCAP/WC Music Corp., ASCAP/Cameron Bedell Music, BM/Wanger-Jamedane ublishing Corp., BM/Sony Timber Publishing, SESA(/Bettle James Music, SESAC/(J.Allen, R.Ball, C.Bedell, T.Howell) 12

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EVERYTHING SHE AIN'T WC Music Corp., ASCAP/Pigasus, ASCAP/Cockeved Hat Music, BM/Harolds Purple Heart Music, BM/Little Louder Songs, BM/Songs Of Kobalt Music Publishing America, Inc., BMI (HWhitters, B.Simpson, R.Tyndell) 40

EXCUSES Songs Of Combustion Five, ASCAP/ MeGusta Music, ASCAP/Hell Write Songs, BMI/Sony Tree Publishing, BMI/940 Songs, BMI (*K.Cooper, Brett Tyler,* JWAlker) 32

FALL IN LOVE, Gavin J. Lucas Publishing, ASCAP/WC Music Corp., ASCAP/Balley Zimmerman Publishing, BM/J Fart Creations, BM/Warner-Tameriane Publishing Corp., BMI (A.R.Shawn, B.Zimmerman, G.J.Lucas) 8

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GIRL IN MINE 33 Creative, BMI/Reservoir 416, BMI/Sony Countryside, BMI/JM Thomas Music, BMI/Sony Cross Revs Publishing, ASLAP/Master of Inv John Domain Music, ASCAP/Poppy's Picks, ASCAP/Concord Copyrights, BMI/These Are Pulse Songs, BMI/Creative Pulse Music, BMI/Track & Feels, Schar, W.C.H., Music Corp., SESA (D.Fanning, M.Thomas, A.G.Gorley, T.Wood, C.Brown) 41

GOING, GOING, GONE Songs Of Universal, Inc., BM/Bootleg Lyrics, BM/Keep (hoppin Publishing, BM// Exit B3 Songs, BM/Koyn Tree Publishing, BM/Young Man Publishing, BMI (L.Combs, R-Fucher, McNam) 49

GOLD EMI Blackwood Music Inc., BMI/Iris In The Sky With Diamonds, BMI/Emileon Songs, BMI/Little Louder Songs, BMI/Songs Of Koball Music Publishing America, Inc., BMI/Sony Cross Keys Publishing, AS (APICaleb's College Fund, ASCAP/Dude Lunes, ASCAP/Kobalt Songs Music Publishing LLC, ASCAP (R.Copperman, C.L.Dick, A.G.Gorley, D.Bentley) 26

GOOD DAY FOR LIVING Spirit Iwo Nashville, ASCAP/Spirit Vault Songs, ASCAP/Vesyes/all, BMI/Mason Gannon Music, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/Reveiry Music, BMI (D.Cohen, B.Hamrick, NAson) 37

HALF OF ME Warner-Tamerlane Publishing Corp BM/Ritten By Rhettro, BM/Cricket On The Line, BM/WC Music Corp., ASCAP/EM Blackwood Music Inc., BM/Big Music Machine, BM/MV2 Music, BM/Music Of MAM, BM/ Sony Tire Publishing, BMI (Thomas Rhett, R Akins, W.Bundy, J.Thompson) 6

HANDLE ON YOU Warner-Tamerlane Publishing (orp., BMI/Parkermac Publishing, BMI/Spirit Nashville One Crescendo, BMI/Injes Of Flind, BMI/Rust And Chrome Music, BMI (P.McCollum, M.Criswell) 28

HEARTFIRST Feel Your Way Through Publishing, ASCAP/Roc Nation US Music, SESAC/Self Made Entertainment, BM/Songs Of Rhythm House Black, SESAC/Sony Cross Kevs Publishing, ASCAP/Vandeezy Songs, SESAC/W. M. Music Corp. SESAC/Warnerlamerlane Publishing Corp., BMI (K. Ballerin, K. Fairchild, AVanderheym) 25

HEART LIKE A TRUCK Sony Accent, ASCAP/ Sony Countryside, BMI/Songs Of Riser House, BMI/ Songs Of Wild Cat Well Music, BMI (LWilson, D.Wilson, T.Anderson) 24

HOW IT OUGHTA BE. Anthem Music Publishing I BM/Old Tom Music Publishing, BM/Jennessee Backwoods Music, BM/Jensier Made Music, BM/JWC Music Corp., ASCAP/SM Music Publishing, ASCAP Mitchell Marlow Music, ASCAP (S.Profitt, D.Frasier, Mitch Oglesby) 33

HUMAN BMG Gold Songs, ASCAP/Heytone Music, ASCAP/She And I, LIC, BMI/Songs Of Mighty Isis Music, BMI/It's Killer Music, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI (7.Lane, 1.Meadows) 32

F HE WANTED TO HE WOULD Songs Of Smack Blue, BM/Songs Of Kobalt Music Publishing America, Inc. BM/Bad Angel Entertainment, BM/Ben Ihere Wirole That Publishing, BM/Artist 101 Publishing Group, BM/Hits From The Lape Room, BM/Round Hill Compositions, BM/ (K.Morgan, Z.Holup, BJ.Johnson) 56

IT MATTERS TO HER Songs Of Universal Inc. BMI/Dagum Music, BMI/Songs With Words That Rnyme With Truck, BMI/Warner-Tametane Publishing Corp., BMI/Little Brocephus Music, BMI (S.C.McCreery, L.T.Miller, R.Akins) 48

JOY OF MY LIFE Cody River Music Company, ASCAP/BMG Rights Management (UK) Ltd., PRS (J.C.Fogerty) 30

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THE KIND OF LOVE WE MAKE Songs Of Universal, Inc., BMI/Bootleg Lyrics, BMI/Sony Tree Publishing, BMI/Songs Of Ten Point Publishing, BMI/ Lunkertown Music, BMI/Sony Countryside, BMI/Big Music, Machine, BMI/So Egg Music, BMI (L.Combs, J.Davis, D.Isbell, R.Isbell) 4

LONGNECK WAY TO GO Warner-Tamerlane
Publishing Corp., \$MI/Kitt Cass Publishing Corporation
\$MI/Little Brocephing Music, \$MI/WC Music Corp., ASCAP/
Tiplop Music, ASCAP/Tiopical Cowboy Publishing,
ASCAP/Bound Hill Songs J. ASCAP/Eigh S College Fund,
ASCAP (J.Carson, C.Duddy, MWystrach, R.Akins, A.G.Gorley) 55

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MAN MADE Melodies Of Sea Gayle Music, SESAC/ Brett Sheroky Publishing, SEAC/Still Working For The Woman, ASCAP/Kobalt Songs Music Publishing LLC, ASCAP (B.Sheroky, I.Christian) 46

MIND ON YOU Whiskey Side, ASCAP/Peertunes, Ltd., SESAC/Marlow Sinclair Songs, SESAC/MTNoize, SESAC/Average ZI, Music Publishing, BMI (G.Birge, J.Boyer, Milyler, Cult Ford) 59

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NEVER TIL NOW Big Loud Mountain, BMI/ Back Block Music, BMI/BMG Platinum Songs US, BMI/ Rounding Third Publishing, BMI (A.Cooke, M.Roy) 50

NO BODY Big Loud Proud Songs, ASCAP/Ertie Bird Expressions, ASCAP/Ford Drives A Chew, BMI/Ikigai Music, ASCAP/Round Hill Compositions, BMI/Round Hill Songs BLS // ASCAP/Shirt At Work, BMI/Sony Cross Keys Publishing, ASCAP (C.Tompkins, J.Keär, R.Clawson) 22

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OUT IN THE MIDDLE Bootleg Lyrics, BMI/
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5 Years Ago

No 'Ifs' About It: Kane Brown And Lauren Alaina Reached The Top

In October 2017, "What Ifs" became Brown's first Country Airplay Leader and Alaina's second

On Oct. 28, 2017, Kane Brown's "What Ifs," featuring Lauren Alaina, topped Billboard's Country Airplay chart. Brown cowrote the song with Matt McGinn and Jordan Schmidt, and Dann Huff produced it

The single was Brown's first of eight Country Airplay leaders and Alaina's second of four. It was released from Brown's introductory LP that arrived at the Top Country Albums summit, becoming his first of two No. 1 sets.

Concurrently, "What Ifs" began a five-week command on *Billboard*'s streaming-, airplay- and sales-based Hot Country Songs chart. It dethroned **Sam Hunt**'s "Body Like a Back Road," which had logged a then-record 34-week domination. "All I can say is, 'Thirty-four weeks? Sam Hunt?' Damn. I'm happy

to get in there," Brown told *Billboard* upon learning of his achievement.

Brown, now 29, and Alaina, 28, are both from Georgia and were childhood friends, having met at Lakeview Middle School in Fort Oglethorpe, Ga., in a choir class. In May, Alaina hopped onstage during a Brown concert in Chattanooga, Tenn., near where they grew up. The twosome performed "What Ifs."

