bilboard Country Update

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Tom.Roland@billboard.com

The Grand Ole Opry's Humorous New Development Is Rooted In Its Past



People generally treat history as a serious subject, but when the Grand Ole Opry made history this month, the whole thing was... well... laughable.

Comedians Henry Cho and Gary Mule Deer were both unveiled on Jan. 6 as new invitees, a dual expansion

that shores up one of the Opry's foundational tent poles as the venerable **WSM-AM** Nashville show draws ever nearer to its 100th anniversary.

The Opry had not inducted a full-time comedian since Jerry Clower joined the ranks in October 1973 — nearly 50 years ago — and adding two comics is a clear pronouncement that management is reclaim-

ing the show's past. Founded in 1925, the Opry grew from a vaudevillian variety-show format, and humor was as essential to the radio show's original character as it would be to variety TV programs that followed, including *Laugh-In*, *Hee-Haw* and *The Carol Burnett Show*.

"The Opry is full of all these different styles of music and these different generations of artists," Opry GM Dan Rogers says. "But then you put a comedian out there for 10 or 12 minutes, and that's something completely different from everything else they've already seen, but also something that brings people together as much as an incredible performance

does. It changes the whole trajectory of the show, when 4,400 people are out there laughing."

Even though it has been decades since a full-time comic came aboard, it's not as if the Opry has been a dour place. Many of the artists affiliated with it—including **Brad Paisley**, **Marty**

Stuart, Mike Snider and Bill Anderson — bring their own brand of humor to the proceedings. And for a long time, the Opry still counted comedian Minnie Pearl and musical funnymen Bill Carlisle, Porter Wagoner and Little Jimmy Dickens among its membership. They have, unfortunately, all died, leaving a bit of a hole.

"Comedy became more important to us over the past few years with the loss

of Jimmy Dickens and folks of that ilk," Rogers notes.

"I don't think that gets recognized enough," says Opry member **Chris Young**. "I mean, all the shows that I got a chance to go to as a kid, there was [usually] at least one comedian. Little Jimmy Dickens would stand up there and tell [jokes]. I think that's part of the legacy."

The Opry isn't the only entity paying attention to the institution's humorous history. Belmont University hosted the premiere of Facing the Laughter: Minnie Pearl on Jan. 19. The documentary—featuring Amy Grant, Garth Brooks, Dwight



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Yoakam and **Reba McEntire**, among others—will appear in theaters on Feb. 6 for one day only through Fathom Events and Nashville Public Television.

At the end of the '90s, a research study found that Pearl was the individual most closely associated with the Opry, surpassing the musicians who dominate the show's membership rolls. Her frumpy, dated outfits and bonnet with the dangling price tag made the character instantly recognizable. It also made Pearl—the stage persona of Sarah Ophelia Colley Cannon—accessible to Opry fans.

"She didn't try to be a beauty queen," says Facing the Laughter producer Barb Hall. "We didn't look up to her and say, 'Man, there's no way we can ever look that beautiful or be that glamorous.' And so we could relate to that. She was all over television, all over Hollywood, and yet she was, you know, kind of average. That's a big part of why we related to her and why she is the person at the Opry that everybody wanted to see and connect with."

Pearl was, it appears, perfectly timed. After her debut at Nashville's War Memorial Auditorium in November 1940, she received piles of fan mail and was quickly added to the cast. As a rare female comic in a paternalistic society, she stood out from the Opry's male comedians, including **Rod Brasfield**, **Stringbean** and **Whitey Ford**. She also survived cultural shifts. The Opry featured some blackface performers — particularly **Jamup & Honey** — during its first three decades. That style of comedy, now recognized as racially offensive, was prominent across American stages when the country was segregated, and its practitioners ultimately faded.

"When I teach the history of the recording industry, I've got to cover minstrel shows," says Belmont professor of music business **Don Cusic**, who also wrote a theatrical production, *Minnie Pearl: The Musical*, that played briefly in Nashville before the pandemic ended its run. "You're not supposed to mention them, but they're key to understanding the evolving industry."

Cho, as the first Korean American member of the Opry, demonstrates a more progressive attitude among the institution's management, though his addition is neither an apology for past mistakes nor a token appointment.

"It's what he brings to the show in terms of talent," Rogers says. "Anytime the Opry can take steps toward embracing someone who looks different than I do, or than **Vince Gill** does, or than **Jeannie Seely** does, I think that's a step in the right direction. But Henry Cho will become an Opry member because he's such a funny person."

Cho and Mule Deer, in fact, bring a different energy to the backstage vibe at the Opry, according to Rogers. And they also attract side-of-stage gawkers from the cast, who need a dose of humor as much as the audience does.

"Vince Gill and **Connie Smith** and **Ricky Skaggs** enjoy laughing just as much as the rest of them," notes Rogers.

Expect the Opry to retell its history in the coming years. Rogers hints that the 100th-anniversary events could include an international tour, multiple network TV specials, wider distribution and a few more new members. Music remains the core, but with Cho and Mule Deer, the Opry will still be good for a laugh.

"And," Rogers adds, "with more legendary, contemporary and new artists to come." •



Jelly Roll celebrated his first No. 1 country single, "Son of a Sinner," during a Jan. 19 party at BMI in Nashville. From left: songwriter David Ray Stevens, producer Ilya Toshinskiy, Jelly Roll and songwriter-producer Ernest K. Smith.



HARDY visited Kelleigh Bannen to discuss his album the mockingbird & THE CROW for the Jan. 20 edition of Apple Music Country's Today's Country Radio With Kelleigh Bannen.



Singer-songwriter Troy Cartwright signed a publishing deal with Big Machine Music, announced Jan. 18. From left: BMM vp of publishing Tim Hunze, Cartwright and BMM director of publishing Michelle Attardi and GM Mike Molinar.





CELEBRATING THE POWER PLAYERS IN THE MUSIC INDUSTRY

The 2023 **BILLBOARD POWER 100** will celebrate the executives who are creating excitement and making a difference in the global music industry. Featured will be those who have had the greatest impact in recorded music, live entertainment, touring, publishing and other industry verticals who have had great success in the past year.

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CONTACT

East Coast/Midwest: Joe Maimone | joe.maimone@billboard.com.

Southeast: Lee Ann Photoglo | laphotoglo@gmail.com

Latin: Marcia Olival | marciaolival29@gmail.com

Touring & West Coast: Cynthia Mellow | cmellow615@gmail.com

International: Ryan O'Donnell | rodonnell@pmc.com

Jordan Davis

billboard Country Airplay

AIRPLAY MONITORED BY

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

Luke Combs Scores Sweet 16th Country Airplay Top 10 With 'Going, Going, Gone'

Luke Combs' "Going, Going, Gone" (River House/Columbia Nashville) reaches the top 10 on *Billboard*'s Country Airplay chart (dated Jan. 28) as the single rises 11-8. In the tracking week ending Jan. 19, the song increased by

12% to 21.2 audience impressions, according to Luminate.

Combs co-authored the track with Ray Fulcher and James McNair. It's the third single from Combs' LP Growin' Up, which opened at No. 1 on Top Country Albums in July 2022, marking his fourth leader.

On the streaming-, airplay- and sales-based Hot Country Songs survey, "Going" ranks at No. 7 on the most recently published list (dated Jan. 21), after reaching No. 6 one week earlier. It drew 9.9 million official U.S. streams and sold 2,000 downloads in the Jan. 6-12 tracking week.

"Going" follows Combs' "The Kind of Love We Make," which reached No. 2 on Country Airplay last Septem-

ber. Before that, he racked up a record 14 consecutive career-opening No. 1s, starting with his first entry, "Hurricane," which led for two weeks beginning in May 2017.

On Jan. 4, Combs took to social media to announce that he'll release a new (as yet untitled) studio album, sporting 18 songs, on March 24. He will kick off a worldwide tour — set to encompass 35 shows in 16 countries on three continents — on March 25 at AT&T stadium in Arlington, Texas.

MORE 'SPINS': Jordan Davis' "What My World Spins Around" (MCA Nashville) dominates Country Airplay for a second week (31 million impressions, up 4%). It's his fourth No. 1 among six career-opening top 10s. •

MIOST INCREASED AUDIENCE							
TITLE Imprint/Label Artis:	GAIN t (IN MILLIONS)						
PICK ME UP Warner Music Nashville/WAR Gabby Barret	, ,						
GOING, GOING, GONE River House/Columbia Nashville Luke Comb	s +2.314						
THOUGHT YOU SHOULD KNOW Mercury/Republic/Big Loud Morgan Waller	ı +2.210						
THANK GOD Zone 4/RCA Nashville Kane Brown With Katelyn Brown	+2.184						
ROCK AND A HARD PLACE Elektra/Warner Music Nashville/WEA Bailey Zimmerma	ı +1.989						
WHAT HE DIDN'T DO Big Machine Carly Pearce	+1.774						
HANDLE ON YOU MCA Nashville Parker McCollun	+1.441						
HEART LIKE A TRUCK Broken Bow Lainey Wilson	ı +1.285						
WAIT IN THE TRUCK Broken Bow/Big Loud HARDY Featuring Lainey Wilson	+1.195						

WHAT MY WORLD SPINS AROUND MCA Nashville

MOST INCREASED AUDIENCE

MOST INCREASED PLAYS						
TITLE Imprint/Label Artist	GAIN					
PICK ME UP Warner Music Nashville/WAR Gabby Barrett	+834					
THOUGHT YOU SHOULD KNOW Mercury/Republic/Big Loud Morgan Wallen	+716					
ROCK AND A HARD PLACE Elektra/Warner Music Nashville/WEA Bailey Zimmerman	+557					
THANK GOD Zone 4/RCA Nashville Kane Brown With Katelyn Brown	+483					
LOOKING FOR YOU RCA Nashville Chris Young	+400					
GOING, GOING, GONE River House/Columbia Nashville Luke Combs	+362					
WHAT HE DIDN'T DO Big Machine Carly Pearce	+336					
MEMORY LANE Arista Nashville Old Dominion	+332					
HEART LIKE A TRUCK Broken Bow Lainey Wilson	+308					
HANDLE ON YOU MCA Nashville Parker McCollum	+295					

	RECURRENTS							
THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)						
1	DOWN HOME Stoney Creek Jimmie Allen	19.168						
2	THE KIND OF LOVE WE MAKE River House/Columbia Nashville Luke Combs	18.778						
3	HALF OF ME Valory/BMLG Thomas Rhett Featuring Riley Green	17.652						
4	5 FOOT 9 Hubbard House/EMI Nashville Tyler Hubbard	15.169						
5	TAKE MY NAME Stoney Creek Parmalee	13.889						
6	OUT IN THE MIDDLE Home Grown/Warner Music Nashville/WAR Zac Brown Band	13.873						
7	WISHFUL DRINKING Atlantic/Warner Music Nashville/WEA Ingrid Andress With Sam Hunt	11.947						
8	WASTED ON YOU Republic/Big Loud Morgan Wallen	11.436						
9	FALL IN LOVE Elektra/Warner Music Nashville/WEA Bailey Zimmerman	11.079						
10	'TIL YOU CAN'T CoJo/Warner Music Nashville/WMN Cody Johnson	10.424						



ASON KEMPIN/GETTY IMAGES FOR ST. JUDE

TEXAS REGIONAL RADIO REPORT

WEEK ENDING JANUARY 15, 2023

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THIS Week	LAST 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	23	HALF TO DEATH (Little Red Truck) ★★1 Week at 1★★ Deryl Dodd	1709	90	0	14	16	COWGIRL (Independent) Jake Bush	1340	180
2	4	17	DON'T IT MAKE YOU WANNA DANCE (Independent) Josh Abbott f/ Flatland Cavalry	1666	86	1	16	12	MOST BEAUTIFUL PLACE I'VE EVER BEEN (Independent) Case Hardin	1319	270
3	7	16	ANDERSON COUNTY (King Hall Music) Chad Cooke Band	1573	181	ß	17	18	JACKSON (Independent) Kaitlin Butts	1277	288
4	9	13	STARTS IN A BAR (Independent) Casey Donahew	1558	230	1	12	23	NOTHING GOOD HAPPENS AFTER MIDNIGHT (Independent) Scotty Alexander	1271	101
6	6	18	DIE RUNNIN' (Independent) Mike Ryan	1532	55	15	15	20	PICKET FENCES (Independent) The Wilder Blue	1203	137
6	8	17	LONELY GIRL (Independent) Cody Canada & The Departed	1460	78	16	18	16	GOOD SIDE (Independent) The Great Divide	1162	215
0	11	21	THREE PEOPLE (ME, JIM BEAM AND YOU) (Independent) Sundance Head	1378	207	①	21	13	MOUNTAIN SONG (Independent) Flatland Cavalry	1024	152
8	3	20	THE OLD MAN SAID (Independent) Aaron Watson	1369	-227	18	27	7	FAST CAR (Independent) Randy Rogers Band	1010	327
9	13	13	BEERS WE AIN'T DRANK YET (Fool Hearted) Jon Wolfe	1360	192	19	19	22	BREAKIN' IN THESE BOOTS (Independent) Holly Tucker	1001	77
10	10	19	BAD MEDICINE (Independent) Whiskey Myers	1358	70	20	20	15	DAMN THIS HEART OF MINE (Independent) William Beckmann	982	70

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 2023, Texas Regional Radio Report

billboard Country Airplay

AIRPLAY MONITORED BY

	LAST WEEK	ON Chart		AUDIENCE (IN MILLIONS)				
_			TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
2		35	WHAT MY WORLD SPINS AROUND MCA Nashville ★★ No. 1 (2 Weeks) ★★ Jordan Davis	31.036	+1.166	7532	99	1
	4	20	THANK GOD Zone 4/RCA Nashville Kane Brown With Katelyn Brown	28.895	+2.184	7149	483	2
3	2	32	WHISKEY ON YOU Arista Nashville Nate Smith	28.462	+0.622	7100	222	3
4	3	32	YOU PROOF Mercury/Republic/Big Loud Morgan Wallen	26.249	-0.667	5762	-117	6
5	5	33	SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN Cole Swindell	24.818	-1.482	5490	-382	7
6	8	50	PICK ME UP Warner Music Nashville/WAR ★★ Most Increased Audience ★★ Gabby Barrett	24.763	+2.847	6652	834	4
0	9	12	THOUGHT YOU SHOULD KNOW Mercury/Republic/Big Loud Morgan Wallen	23.709	+2.210	6068	716	5
8	11	14	GOING, GOING, GONE River House/Columbia Nashville Luke Combs	21.187	+2.314	5241	362	9
9	6	47	SON OF A SINNER Bailee & Buddy/BMG/Stoney Creek Jelly Roll	20.198	-4.618	5086	-1149	10
10	10	27	THAT'S WHATTEQUILA DOES Macon/Broken Bow Jason Aldean	19.591	+0.451	5328	84	8
0	12	36	HEART LIKE ATRUCK Broken Bow Lainey Wilson	17.733	+1.285	4972	308	11
P	13	22	WAIT INTHETRUCK Broken Bow/Big Loud HARDY Featuring Lainey Wilson	16.529	+1.195	4382	242	13
B	15	31	WHAT HE DIDN'T DO Big Machine Carly Pearce	16.432	+1.774	4595	336	12
12	16	24	HANDLE ON YOU MCA Nashville Parker McCollum	15.660	+1.441	4095	295	14
1B	18	15	ROCK AND A HARD PLACE Elektra/Warner Music Nashville/WEA Bailey Zimmerman	14.584	+1.989	3804	557	16
16	17	61	YOU DIDN'T BMLG Brett Young	14.258	+0.040	3944	42	15
Ð	19	26	GOLD Capitol Nashville Dierks Bentley	12.991	+0.486	3514	83	17
B	20	25	WILD AS HER Combustion Masters/RCA Nashville Corey Kent	11.322	+0.392	3390	90	18
19	21	23	NO BODY Warner Music Nashville/WMN ★★ Airpower ★★ Blake Shelton	9.023	+0.282	2783	80	19
20	23	31	WATER UNDERTHE BRIDGE MCA Nashville Sam Hunt	8.962	+0.519	2682	142	21
3	22	28	BROWN EYES BABY Hit Red/Capitol Nashville Keith Urban	8.877	+0.270	2648	52	22
22	24	33	HUMAN CoJo/Warner Music Nashville/WMN Cody Johnson	8.860	+0.949	2779	214	20
23	25	20	HOW IT OUGHTA BE Harpeth 60/BMLG Shane Profitt	6.820	+0.560	2399	198	23
24	26	27	YOU Warner Music Nashville/WAR Dan + Shay	5.639	+0.082	1955	95	25
25	27	43	GOOD DAY FOR LIVING Quartz Hill Joe Nichols	5.429	+0.415	2163	108	24
26	28	19	IT MATTERSTO HER Triple Tigers Scotty McCreery	4.652	+0.659	1899	233	26
2	32	29	SOMETHING INTHE ORANGE Belting Bronco/WAR Zach Bryan	4.000	+0.435	1429	104	30
28	30	12	HATE MY HEART Capitol Nashville Carrie Underwood	3.908	+0.178	1392	232	31
29	31	26	Y'ALL LIFE Monument Walker Hayes	3.751	+0.060	1589	-17	27
30	33	21	GIRL IN MINE Stoney Creek Parmalee	3.610	+0.400	1389	68	32

COUNTRY AIRPLAY CHART LEGEND

RANKINGS

Country Airplay is ranked by total audience impressions for the week ending Sunday based on monitored airplay by Mediabase of 145 stations by Luminate. Audience totals on the chart are derived, in part, using certain Nielsen Audio-copyrighted Persons 12+ audience estimates (under license © 2023, Nielsen Audio). The list of all Country Airplay chart reporters can be viewed in Luminate's online platform.

TIES

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

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%.

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. Plus, songs that ascend to a peak between Nos. 1 and 5 will remain on the chart for one additional week even if dropping below No. 10.

HOT SHOT DEBUT

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

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

AIRPLAY MONITORED BY

THIS	LAST	WKS ON	Nobilities (In Interiore)		PLAYS			
THIS WEEK	LAST WEEK	CHART	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
<u> </u>	39	8	DANCIN' IN THE COUNTRY Hubbard House/EMI Nashville Tyler Hubbard	3.384	+0.704	1189	261	36
32	35	38	EVERYTHING SHE AIN'T Songs & Daughters/Pigasus/Big Loud Hailey Whitters	3.310	+0.325	1360	136	33
33	34	43	NOTETO SELF Magnolia Music Randy Houser	3.184	+0.077	1558	14	28
34	36	51	SON OF A Riser House Dillon Carmichael	3.083	+0.181	1546	62	29
35	38	27	DOING LIFE WITH ME EMI Nashville Eric Church	2.969	+0.282	1330	97	35
36	40	16	YOUR HEART OR MINE Capitol Nashville Jon Pardi	2.747	+0.424	872	46	39
3	41	9	TENNESSEE ORANGE Megan Moroney/Columbia/Arista Nashville Megan Moroney	2.713	+0.426	829	84	40
33	42	3	MEMORY LANE Arista Nashville ★★ Breaker ★★ Old Dominion	2.679	+0.637	743	332	41
39	37	31	MAN MADE RECORDS Nashville Matt Stell	2.649	-0.139	1346	-25	34
40	44	16	SOUNDS LIKE SOMETHING I'D DO Stoney Creek Drake Milligan	1.953	+0.060	664	0	43
41	43	18	EXCUSES Combustion/Wheelhouse Kolby Cooper	1.937	-0.051	887	-49	38
42	45	18	CAN'T HAVE MINE Curb Dylan Scott	1.863	+0.050	915	44	37
43	47	11	YOU, ME, & WHISKEY Valory Justin Moore & Priscilla Block	1.734	+0.315	705	85	42
44	49	7	WE GOT HISTORY Riser House/Columbia Nashville Mitchell Tenpenny	1.522	+0.261	502	85	49
45	46	11	HEAVEN BYTHEN Valory Brantley Gilbert And Blake Shelton Featuring Vince Gill	1.495	+0.052	617	19	44
46	50	21	WORTH A SHOT RCA/Columbia Nashville Elle King Featuring Dierks Bentley	1.331	+0.111	613	30	45
47	NE	€W	NEED A FAVOR Bailee & Buddy/BMG/Stoney Creek ★★ Hot Shot Debut ★★ Jelly Roll	1.218	+0.864	354	241	57
48	NE	€W	LOOKING FOR YOU RCA Nashville ★★ Breaker ★★ Chris Young	1.034	+1.034	400	400	53
49	51	3	UPTHERE DOWN HERE Big Loud Jake Owen	1.014	+0.016	404	24	52
50	55	10	IF HEWANTEDTO HEWOULD EMI Nashville Kylie Morgan	1.004	+0.127	455	6	50
5	52	3	IFYOU GO DOWN (I'M GOING DOWNTOO) Black River Kelsea Ballerini	0.921	-0.020	514	17	46
52	57	7	TAKE IT SLOW Valory Conner Smith	0.879	+0.059	506	49	47
53	48	13	OVER FOR YOU Warner Music Nashville/WEA Morgan Evans	0.867	-0.462	331	-133	60
54	53	10	I CAN'T LOVE YOU ANYMORE Columbia Nashville Maren Morris	0.860	-0.076	318	20	-
55	RE-EI	NTRY	OKLAHOMA BREAKDOWN Show Dog Nashville Toby Keith	0.850	+0.162	503	55	48
56	56	6	HOW YOU MAKE A MAN Broken Bow Craig Morgan	0.745	-0.080	331	-25	59
5	NE	w	GOD GAVE ME A GIRL Triple Tigers Russell Dickerson	0.741	+0.152	426	68	51
58	60	2	FORWHAT IT'S WORTH Bad Realm/Atlantic BRELAND	0.722	+0.024	335	-4	58
59	58	24	NEVERTIL NOW Back Blocks/BMLG/Big Loud Ashley Cooke + Brett Young	0.652	-0.151	384	-64	55
60	59	7	TRY LOSING ONE Warner Music Nashville/WAR Tyler Braden	0.645	-0.118	278	-45	-



Blake Shelton and Ryman Hospitality broke ground on Jan. 19 for Ole Red Las Vegas, which is projected to open in late 2023 at the corner of Las Vegas Boulevard and Flamingo Road. Celebrating from left: Shelton and former contestants from NBC's *The Voice*, Colton Swon and Zach Swon of The Swon Brothers and Wendy Moten.



Ingrid Andress (left) hung out with fellow artists Julie Williams (center) and Brittney Spencer during a CMT Next Women of Country unveiling on Jan. 17 at City Winery Nashville.



WOMEN IN MUSIC

On February 25th, *Billboard* will publish its highly anticipated Women in Music special issue, featuring top women in the music industry who are creating excitement and making their mark across labels, publishing and touring.

Coinciding with the issue, *Billboard's* Women in Music awards ceremony will be held March 1st This event will bring together music's most prominent female artists and the industry's top female business executives to recognize and celebrate their achievements.

Take this opportunity to congratulate the most powerful and talented women in music and wish them continued success.

CONTACT

East Coast: Joe Maimone | joe.maimone@billboard.com.
Southeast: Lee Ann Photoglo | laphotoglo@gmail.com
Latin: Marcia Olival | marciaolival29@gmail.com
Touring & West Coast: Cynthia Mellow | cmellow615@gmail.com
International: Ryan O'Donnell | rodonnell@pmc.com

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NASHVILLE & NATIONAL TOM ROLAND



Lady A's Hillary Scott walked the red carpet at a Jan. 19 Grammy nominees party at Nashville's Hutton Hotel with for King & Country — Joel Smallbone (left) and Luke Smallbone — after qualifying for best contemporary Christian music performance/song for their collaboration on "For God Is With Us."

LIZ ROSE IS HALL-BOUND

Nashville composer **Liz Rose** ("Girl Crush," "You Belong With Me") was named a 2023 inductee in the Songwriters Hall of Fame on Jan. 18, part of a contingent that includes **Snoop Dogg**, **Gloria Estefan** and **ELO** founder **Jeff Lynne**.

Rose joins a number of country-centric full-time writers who already occupy a place in the New York-based Hall, including **Harlan Howard** ("Busted," "Why Not Me"), **Bobby Braddock** ("He Stopped Loving Her Today," "People Are Crazy"), **Don Schlitz** ("The Gambler," "On the Other Hand") and **Felice** and **Boudleaux Bryant** ("Rocky Top," "Bye Bye Love").

Country singer-song writers with membership in the Hall include Willie Nelson, Dolly Parton, Toby Keith, Loretta Lynn, Kris Kristofferson, Alan Jackson, Bill Anderson and Tom T. Hall.

When Rose is officially inducted on June 15 in New York, she'll be accompanied in the class by two others who have earned country hits as writers, even though the genre is not their primary field. Lynne co-wrote the **Roy Orbison** single "You Got It," and **Glen Ballard**—whose hit list includes **Alanis Morissette**'s "Ironic," **Wilson Phillips** "Hold On" and **Michael Jackson**'s "Man in the Mirror"—also authored **George Strait**'s "You Look So Good in Love."

RADIO & RECORDS®

River House hired Lauren Branson as vp of publicity after eight years as BMI Nashville senior director of media relations. Reach her here beginning Jan. 23... Warner Music Nashville co-presidents Ben Kline and Cris Lacy officially added co-chair to their titles ... Dreamcatcher Artists hired promotion manager Annie Brooks. She previously held the same title with Triple Tigers. Reach her here ... Singer-songwriter **Ryan Larkins** signed a recording contract with Jay DeMarcus' Red Street Country ... Singer-songwriter Brei Carter joined the roster at Brown Lee Entertainment, with distribution through The Orchard ... John Coinman, band leader for Kevin Costner & Modern West, signed as a recording artist with Creative and Dreams Music Network ... WKML Fayetteville, N.C., promoted Sarah Weaver to PD from assistant PD ... Renee Castle joined the morning team at WGKX Memphis. She arrives from WKLB Boston, where she handled the night shift... Rick Thomas started Jan. 17 as Beasley/Tampa-St. Petersburg (Fla.) brand manager. The post includes the PD $role\,at\,country\,\textbf{WQYK}.\,Tho mas\,was\,previously\,PD\,for\,top\,40\,\textbf{WWST}\,Knoxville,$ Tenn. ... Beasley/Philadelphia welcomed web presence director Jim Antes, with country **WXTU** among his responsibilities. The job also entails station manager for top 40 WJBR Wilmington, Del. Antes spent the last three years as Townsquare/Monmouth-Ocean County, N.J., market president/content officer ... Cumulus/Tucson, Ariz., flipped midday personalities at two of its stations, with Bobbi Pereyda taking the role at country KIIM. Former KIIM midday talent **Krystal Pino** fills Pereyda's previous midday position at classic hip-hop KSZR... Beasley Media/Charlotte (N.C.) appointed Suzanne Carroll as general sales manager, with country WSOC among her portfolio. She arrives from the Audacy corporate sales acceleration team ... United Stations added

chief revenue officer **Eric Romero**, RadioInk.com reported. He had operated as Futbol de Primera senior director of network sales ... **Scott Langley** claimed the **WQIK** Jacksonville, Fla., PD position, according to RadioInsight.com. He will remain a member of the syndicated **Elvis Duran** morning team ... **Duane Shannon** and **Abby Summers** were hired as afternoon hosts for **WLFP** Memphis, RadioInsight.com reported. It marks a return to the market, where they used to host mornings for **WGKX**. In the interim, the husband-and-wife team appeared in mornings at **WIXY** Champaign-Urbana, Ill., a shift they will continue to maintain ... Country Radio Broadcasters has instituted a reduced \$199 unemployment rate to attend the Country Radio Seminar March 13-15 in Nashville. Student passes are discounted to \$149.

'ROUND THE ROW

Krista Farmer-Dykes will conclude an eight-year stint as Country Music Association manager of media relations on Feb. 24 to launch her Secret Mom Hacks podcast and focus on her voiceover career. Reach her here ... Jody Williams Songs hired creative coordinator Tenasie Courtright. She transitions from Simple Logistics Solutions, where she served as a brand ambassador. Reach her here ... The Neal Agency welcomed Adi Sharma as co-head. He was formerly a music agent for WME. Concurrently, Neal added four acts to its booking roster, including Bailey Zimmerman ... Trisha Yearwood's eponymous company appointed Mandy McCormack executive vp of marketing and partner strategy, segueing from Pearl Records/Team TY senior vp of radio promotion and marketing. Reach McCormack here ... The Canadian Country Music Association added four members to its board of directors: Melissa Cameron-Passley (Kilometre Music Group), Madelaine Napoleone (Warner Music Canada), Joelle Proulx (Agence Ranch) and Julia Rambeau Smith (MRG Group) ... Warner Chappell Nashville signed a new deal with Missi Gallimore's Truth or Dare Publishing, partnering in the process with a number of writers represented by her company, including Sam Williams, Abbey Cone and Track45's KK Johnson ... Former Warner Music Nashville singer-songwriter Troy Cartwright agreed to a copublishing contract with Big Machine Music ... Riser House act Meghan Patrick tabbed Make Wake Artists for management and pacted with WME for concert booking ... CAA Music Nashville co-founder John Huie was named a recipient of the CMA touring lifetime achievement award. Keith Urban will present the trophy during a Jan. 30 awards event ... Five established musicians who formed Cimarron 615 signed to KZZ Music, with Jan. 27 set for the release of the band's debut single, "High Lonesome Stranger." The lineup consists of Tom Hampton (Marshall Tucker Band), Bill Lloyd (Foster & Lloyd, Ringo Starr), Rick Lonow (Loretta Lynn, The Flying Burrito Brothers), Jack Sundrud (Vince Gill, Great Plains) and Michael Webb (Hank Williams Jr., John Fogerty) ... Pickle Jar donated \$5,000 to the Randy Travis Foundation during a Jan. 17 performance at the Country Music Hall of Fame & Museum that was headlined by Thompson Square ... Former Belmont University Curb College of Entertainment and Music Business dean Doug Howard donated \$100,000 to establish an endowed scholarship program to assist a student with a minimum 3.0 GPA ... The SOURCE Hall of Fame Awards recognizing women in Nashville's music community will host its annual trophy ceremony on Aug. 29 at the Musicians Hall of Fame and Museum. •



Tucker Wetmore agreed to a publishing and artist development deal with Back Blocks Music, announced Jan. 11. He's flanked by BMI Nashville executive director writer/publisher relations Leslie Roberts (left) and Back Blocks founder Rakiyah Marshall.

ALANNA MCARDLE

Expect The Unexpected In New Chris Young Single 'Looking For You'

Surprise!

Chris Young's "Looking for You" — which RCA Nashville released to country radio via PlayMPE on Jan. 12 — traverses familiar subject matter for the singer, set in the same sort of nightclub that has provided the focal point for "Lonely Eyes," "Neon" and the **Mitchell Tenpenny** duet "At the End of a Bar." But the results are not what one would expect.

For starters, despite a widespread belief that lasting relationships can't be found in a bar, "Looking" celebrates a guy who discovered a long time love when

he wasn't actually seeking one in a night spot. Additionally, the song takes a surprising turn at the end of the chorus, injecting a chord that normally wouldn't work and stamping it with a decidedly unusual melodic twist.

"It feels unexpected," Young says. "And it's one of the reasons I love the song so much."

"Looking for You" got started while his cowriters were waiting for Young on May 22, 2022, at the Middle Tennessee home studio of songwriter-producer **Chris DeStefano** ("From the Ground Up," "Something in the Water"). **James McNair** ("Lovin' On You," "Going, Going, Gone") had the "Looking for You" title, accompanied by a plot that contrasts with the similar-sounding title of **Johnny Lee**'s "Lookin' for Love." Where the guy in Lee's *Urban Cowboy* classic had spent much of his life searching for romance "in all the wrong places," the protagonist in McNair's idea wasn't looking at all.

"I remember him kind of disclaiming it," says **Emily Weisband** ("Jealous of Myself," "All for You"). "It's not going to blow your mind," she recalls McNair saying. "But it could be a great, uptempo country vibe. I think it might be something."

They fashioned it primarily as a two-chord country song, building off the "Looking for

You" title with a series of single-guy pursuits, including "looking for a feeling," "looking for an up-all-night-long" and "looking for a sunrise leading to a support"

The chorus was half finished when Young arrived. That part of the melody relied on syncopated waterfall intervals to cast a sense of adventure, but it needed a change in direction to bring it home. After mostly alternating between the tonic chord and the four chord up to that point, DeStefano took a risk. He lobbed a hit-or-miss four-minor chord, one that would either be a musical goldmine or a sonic train wreck.

"It's a little bit of a one-bullet gun," he says. "Sometimes I'll just kind of throw it out there and see if it feels right, if everybody in the room is digging it, because it's a commitment. In that situation, everybody was like, 'Oh, we've got to do that.' So it was like, 'OK, I trust y'all. Let's do it.'"

The minor chord changed what would typically be an E note to an E-flat — only a half-step difference, but that small alteration created a significant misdirection. Young fitted a melody to the new section, landing directly on that E-flat, the very note that changed the song's course. It created an enormous amount of musical tension.

But it also arrived at the perfect time for the song's message, following a "right out of the blue" lyric with an out-of-the-blue sonic flow.

"A lot of songs will end on a 'ta-da,' you know — a major chord, and you're like, 'Oh, there's the hook. There it is,' " says McNair. "But this one ends on

kind of a half 'ta-da,' where you're kind of hanging on the edge."

They had said pretty much everything that needed to be said with that maneuver—the words and the music both yelled, "Surprise!"—so they kept the song's lyrics to a minimum. When they reached the bridge, instead of introducing any new vocabulary, they borrowed two lines from the pre-chorus near the beginning of the song and paired them with one more four-minor chord, repeating the tension caused by that simple E-flat.

"You do something once, it could be an accident," DeStefano says. "You

do it twice, it's intentional."

The song was mostly written before DeStefano started building a track to support it, but that happened quickly. He didn't just develop a demo: He created almost the entire final master before his co-writers left.

"People don't realize just how good he is unless you've been in a room with him," says Young. "He's probably top five — one of the fastest editors on ProTools that I've ever seen. Just on the fly, he's laying stuff down, so by the time that we're done writing it, it is done. And that's not to say that he's just sitting there building the track. He's coming up with melodies, coming up with guitar parts, interjecting lyrics. He's an all-around [talent]."

DeStefano established a pulsing foundation, alternating — sometimes combining — guitar, programmed keyboards and/orbanjo to evolve the sound underneath the melody even as the beat moved forward. He also played a short guitar solo that used a series of flatted notes, complementing the attitude from the four-minor chord.

Weisband tossed in harmonies and some ad-libs to support Young's lead vocal, with one of those off-the-cuff ideas forming what became a key musical hook. DeStefano pitchshifted that phrase into a higher octave,

generating a sort of electronic Mariah Carey sound.

"I sound like a little alien on there," Weisband jokes.

Juxtaposed with Young's lead vocal, the effect brings contrasting elements together in a unique way.

"She's got an amazing voice, and she has a lot of pop sensibility," says Mc-Nair. "His tone is such a rich, country, smooth tone. Mixed with her, the blend of those was really cool."

The waterfall chorus melody and the tense E-flat in the four-minor chord are unusual enough that they'll likely challenge fans who sing along with "Looking for You," though in Young's experience, repetition solves that issue.

"I ended up singing the song the entire day of the video shoot over and over and over," he says. "So it's just ingrained in my head."

The song's inherent surprises invariably won over Young and his associates, and RCA Nashville made it the lead single from his forthcoming project. "Looking for You" will go for adds on Jan. 23.

"I loved it, and then the label loved it and other songwriter friends of mine that I played it for loved it," says Young. "It was like the same response every time because when they got to the end of that chorus, everybody was like, 'Ah, that's cool.'"

Not a shock, since most people like surprises. But it confirmed for Young that the risks in "Looking for You" were likely to pay off: "That's what I needed to hear." •



billboard Country Airplay Index

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YOU DIDN'T Super Big Music, ASCAP/Caliyille Publishing, ASCAP/Round Hills Songs II, ASCAP/Caleb's College Fund, ASCAP/RMS, ASCAP/Muse Magic, ASCAP/ EMI Foray Music, SESAC/Sony Cross Keys Publishing, ASCAP/Master Of My Domain Music, ASCAP (B.Young, A.G.Gorley, J.M.Nite, J.Robbins) 16

YOU, ME, & WHISKEY WC Music Corp., ASCAP/ Where I Started Music Publishing, ASCAP/Warner-lameriane Publishing corp., BM/Don't Be 4 cypsy, BMI/Sony, Tree Publishing, BM/Anthem coal Mining, songs, BMI/Randolph County Music, BMI/Taylor Made By The Red White And Blue, BMI (JLAlexander, B.Berryhill, C.Taylor) 43

YOU PROOF Big Loud Mountain, BM/Bo Wallace Publishing, BM/Roung Hill Songs II, ASCAP/Caleb's College Fund, ASCAP/Songs Of Dipyersal, Inc., BM/Ern Dog Music, BM/Sony Songs ILC, BM/Sony Cross Keys Publishing, ASCAP/Warner-Tamerlane Publishing Corp., BMI (M.Wallen, AG.Gorley, E.K.Smith, Charlie Handsome) 4

YOUR HEART OR MINE Songs Of Universal, Inc., BMI/Honkytonkaholic Music Publishing, BMI/ Universal Tunes, St. Sk./Phat Racoon, SESA//Universal Music Corp., ASCAP/Brumby Cooper Otis Music, ASCAP (B.Butler, J.Ebach, J.Pierce)



35 Years Ago Kathy Mattea Went To No. 1 With 'Gone'

In 1988, she scored her first of four Hot Country Songs leaders On Jan. 30, 1988, **Kathy Mattea** achieved her first Hot Country Songs No. 1 with "Goin' Gone."

Pat Alger, Bill Dale and Fred Koller co-wrote the song, which was released as the first single from Mattea's LP *Untasted Honey*.

Born June 21, 1959, in Cross Lanes, W. Va., Mattea clearly knew what she was after. In 1978, she set out for Nashville in her '75 Volvo station wagon with a mattress strapped to its roof. She signed her first recording contract in June 1983 with Mercury Nashville, which released her debut single, "Street Talk," shortly after. It hit No. 25 on Hot Country Songs, while Mattea notched her first of 16 top 10s with "Love at the Five and Dime" in 1986. She added three more leaders in 1988-89 and won the Country Music Association's female vocalist of the year award in 1989 and 1990.

Mattea has been wed to songwriter Jon Vezner since 1988, and they reside in Nashville. She has hosted the popular NPR show Mountain Stage since September 2021. She is currently touring with co-headliner Suzy Bogguss; they will perform in Weirsdale, Fla., on Jan. 28.

