bilboard Country Update

BILLBOARD.COM/NEWSLETTERS

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BILLBOARD COUNTRY UPDATE

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ACM Nominations Confirm HARDY's Unexpected Career Path Was Worth Its 'Wait'



Thanks in big part to "wait in the truck," **HARDY** could take a truckload of trophies home from Texas on May 11.

With seven nominations in the 58th Academy of Country Music (ACM) Awards, the singer-songwriter is the leading candidate for hardware, a position that's directly tied to his status

as one of the genre's most prolific composers. Five of those nods are for "wait in the truck," a Lainey Wilson collaboration he co-wrote, while the other two mentions are for songwriter-artist of the year and a song of the year entry for the Morgan Wallen recording "Sand in My Boots."

HARDY never intended to attract this kind of attention. When he moved to Nashville from Mississippi in 2010, his sole goal was to become a country songwriter, which would have left him working primarily in anonymity behind the scenes. But when Wallen and Florida Georgia Line cut the HARDY-penned "Up Down" in 2017, it started a shift into the spotlight, where "truck" was perfectly aligned for this awards cycle.

Under the ACM's generous awards structure, in which artists who write or produce their material accrue double nominations for handling two roles in their work, HARDY picked up a pair

of nominations when "truck" rolled into the song of the year category and two more when it snagged a music event nod. Just as importantly, the track successfully tackled a risky subject in a culturally difficult period, depicting a murder at a time when Americans are exhausted by frequent mass shootings.

"The country's in shock," he says. But where the real-life violence often seems irrational or pointless, the "wait in the truck" story is redemptive. The protagonist admits his guilt and accepts responsibility for his crime, carried out to save a woman from domestic abuse. The video, which is also nominated, underscores the song's dark qualities, bringing attention to a tragic reality.

"I've gotten a lot of messages, and a lot of women have told me in person the hell that they went through," says HARDY. "It was so bad that they actually do wish that somebody would have come to the rescue and done what, basically, this character did. And that means a lot."

Though HARDY made his initial inroads in Nashville as a songwriter, it's doubtful that "truck" would \(\frac{\pi}{\pi} \)

have been written had he not had his outlet as an artist. And that is a direct result of Big Loud's coaxing, beginning in late 2017 or early 2018.



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"We would talk to him a little bit and I would see him four months later, and I looked at him and I'm like, 'Wow, you look like you lost weight,' "Big Loud partner **Joey Moi** recalls. "He's like, 'Yeah, I lost like 20 pounds.' I'd come back and see him two months later, and he's down another 15 pounds. You could see he was starting to really contemplate doing the artist thing and getting himself excited about it. Finally, we all started talking, and he wanted to do it."

HARDY signed in July 2018, releasing the RIAA-certified platinum "Rednecker" as his first single. Even then, his co-writers hailed him for his ability to serve up fast, inventive slants on the English language, a skill developed by his music consumption as a kid.

"I listened to a lot of **Eminem** and a lot of **Kid Rock** and how they would find the little things that rhyme within a sentence, create internal rhymes, and that's something that I feel like I have a pretty decent grasp on," he says. "But when it comes to like, the twisting of words, I've always been a fan of words and poems, like **Shel Silverstein** ("A Boy Named Sue," "One's on the Way"). All that stuff, I just have always kind of had a knack for."

Those characteristics remain in the songs he's recording as an artist, though some of his material has taken on a complexity and a level of challenge that he might not have pursued if he didn't have a guaranteed outlet. Nashville's songwriters are focused on compositions with hit potential, and it's often difficult to persuade them to invest long amounts of time working on difficult songs that the public is likely to never hear. On his current album, the mocking bird & THE CROW, examples include "truck," with its touchy subject; "screen," a weighty juxtaposition of the screens on smartphones and back porches; and "happy," a clever personification of joy.

"I remember when we wrote 'A Rock,' I wrote it with Jake [Mitchell] and Smith [Ahnquist]," HARDY says. "Although they're great writers, I kind of kept having to say, 'Just go with me here. I know this is weird, but I'm going to cut this. This is my thing. And just bear with me because I'm going to be really difficult."

HARDY has been successful at persuading that kind of cooperation, in part because he can deliver, but also because he has built solid relationships across Music Row, evidenced by collaborations with BRELAND, Lauren Alaina, Brantley Gilbert, Thomas Rhett, Keith Urban, Marty Stuart and Ashland Craft, just for starters. The alliance with Wilson on "truck" exemplifies the depth of his friendships.

"He's like a brother of mine," she says. "And I'll be honest — when he sent me a song that said 'wait in the truck,' I didn't know what in the world it was going to be about because every time his truck breaks down, he calls me to borrow mine."

Between the field-leading seven nominations and the wide appreciation he has generated, it seems likely that HARDY will get some trophies from the ACM to go along with the three the academy has already awarded him. But the career already looks different than he had originally anticipated. He's not allowing himself any expectations.

"The odds are in my favor," he says. "But we'll see."



Chase Matthew visited WQIK Jacksonville, Fla., on May 1 during his radio promotion tour. From left: Matthew, Warner Music Nashville director of radio and streaming Lou Ramirez, WQIK PD Scott "Froggy" Langley and WMN regional radio manager Connor Brock.



Black River artist MaRynn Taylor announced April 26 she had signed a management contract with Jonas Group Entertainment. From left: JGE founder Kevin Jonas Sr. and artist manager Rachel Inglesino, Taylor and JGE CEO Phil Guerini.



Artists and programmers closed a three-day Live in the Vineyard Goes Country event on April 27 with a lunchtime concert at Regusci Winery in Napa, Calif. From left: artists Drake Milligan, William Beckmann and Kat & Alex members Alex Garrido and Kat Luna.







DOLLY PARTON AND GARTH BROOKS

prime

MAY 11
Watch Live 7PM ET/4PM PT

billboard Country Airplay

AIRPLAY MONITORED BY

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

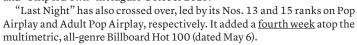
Morgan Wallen's 'Last' Is First On Country Airplay; Megan Moroney Hits Top 10

 $\label{lem:morgan Wallen} \begin{tabular}{l} Morgan Wallen \ earns his ninth \it Billboard \ Country Airplay chart leader as "Last Night" (Mercury/Republic/Big Loud) leaps from No. 5 to No. 1 on the May 13-dated survey. In the tracking week ending May 4, the single increased by 21% and the tracking week ending May 4 and the single increased by 21% and the tracking week ending May 4. The single increased by 21% and 21%$

to 29.5 million audience impressions, according to Luminate.

The song—written by John Byron, Ashley Gorley, Jacob Kasher Hindlin and Ryan Vojtesak—reaches the Country Airplay summit in just its 11th week on the chart, completing the quickest coronation since Luke Bryan's "Strip It Down" also needed only 11 frames to hit No. 1 in October 2015.

Plus, Wallen rules Country Airplay
11 weeks after his eighth leader, "Thought
You Should Know," reached the top. That
marks the quickest accumulation of two
chart-toppers by a single act since, again,
Bryan likewise went 11 weeks between
notching new No. 1s "Kick the Dust Up"
and "Strip It Down" in August-October 2015.



Wallen's second top 10 on the latest Country Airplay list (and 10th career top 10) is "One Thing at a Time," the title track to his new LP. Likewise being promoted to country radio, the song ranks at No. 9 (18.3 million).

'ORANGE' IS THE NEW TOP 10 Megan Moroney earns her first Country Airplay top 10 as her freshman entry, "Tennessee Orange" (Megan Moroney/Columbia/Columbia Nashville), rises 11-10 (17.6 million, up 2%). The song, which the 25-year-old co-wrote, marks the first top 10 by a woman in her debut appearance since Lainey Wilson's "Things a Man Oughta Know," which became her first leader in September 2021. **○**



MIOST INDICEASED ADDIENT						
TITLE Imprint/Label	Artist	GAIN (IN MILLIONS)				
LAST NIGHT Mercury/Republic/Big Loud	Morgan Wallen	+5.226				
LOVE YOU ANYWAY River House/Columbia Nashville	Luke Combs	+2.651				
NEXT THING YOU KNOW MCA Nashville	Jordan Davis	+2.545				

MOST INCREASED AUDIENCE

15 DANCIN' IN THE COUNTRY Hubbard House/EMI Nashville Tyler Hubbard +2.468 Parker McCollum **HANDLE ON YOU** MCA Nashville +1.913 FAST CAR River House/Columbia Nashville Luke Combs +1.759 YOU Warner Music Nashville/WAR +1.619 Dan + Shay NEED A FAVOR Bailee & Buddy/BMG/Stoney Creek Jelly Roll +1.541 YOU, ME, & WHISKEY Valory Justin Moore & Priscilla Block +1.327 IT MATTERS TO HER Triple Tigers +1.300 Scotty McCreery

MOST INCREASED PLAYS

TITLE Imprint/Label	Artist	GAIN
LAST NIGHT Mercury/Republic/Big Loud	Morgan Wallen	+1209
LOVE YOU ANYWAY River House/Columbia Nashville	Luke Combs	+627
NEXT THING YOU KNOW MCA Nashville	Jordan Davis	+571
DANCIN' IN THE COUNTRY Hubbard House/EMI Nashville	Tyler Hubbard	+532
HANDLE ON YOU MCA Nashville	Parker McCollum	+492
FAST CAR River House/Columbia Nashville	Luke Combs	+407
YOU, ME, & WHISKEY Valory Justin Moor	re & Priscilla Block	+365
YOU Warner Music Nashville/WAR	Dan + Shay	+358
NEED A FAVOR Bailee & Buddy/BMG/Stoney Creek	Jelly Roll	+330
IT MATTERS TO HER Triple Tigers	Scotty McCreery	+312

RECURRENTS

THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)
1	THOUGHT YOU SHOULD KNOW Mercury/Republic/Big Loud Morgan Wallen	19.730
2	SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN Cole Swindell	17.746
3	THANK GOD Zone 4/RCA Nashville Kane Brown With Katelyn Brown	17.603
4	GOING, GOING, GONE River House/Columbia Nashville Luke Combs	15.362
5	HEART LIKE A TRUCK Broken Bow Lainey Wilson	14.341
6	YOU PROOF Mercury/Republic/Big Loud Morgan Wallen	13.976
7	THE KIND OF LOVE WE MAKE River House/Columbia Nashville Luke Combs	13.705
8	WHAT MY WORLD SPINS AROUND MCA Nashville Jordan Davis	13.583
9	YOU DIDN'T BMLG Brett Young	12.388
10	WAIT IN THE TRUCK Broken Bow/Big Loud HARDY Featuring Lainey Wilson	10.224



TEXAS REGIONAL RADIO REPORT

WEEK ENDING MAY 4, 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	3	25	COWBOY CONSTITUTION (Independent) ★★1 Week at 1 ★★ Curtis Grimes	1791	108	11	12	26	VELVET CHAINS (Independent) Ryder Grimes	1137	-31
2	2	24	LOVING ALL NIGHT (Independent) Jesse Raub Jr.	1752	-22	1	17	11	WINE, BEER & WHISKEY (Independent) Cannon Brand	1118	123
3	6	16	ANYMORE (Bill Grease Rec) William Clark Green	1738	206	13	18	17	GOIN' GOIN' (Independent) Donice Morace	1089	134
4	5	13	HONKY TONK ROLL (Independent) Wade Bowen	1734	137	1	16	20	THINKIN' 'BOUT CHEATIN' (Independent) Brandi Behler	1024	6
6	4	16	SUNNY AND 72 (Independent) Kin Faux	1710	65	15	1	29	MOUNTAIN SONG (Independent) Flatland Cavalry	996	-851
6	7	15	CORAZON (Independent) Matt Castillo	1479	94	16	25	4	RED DIRT CINDERELLA (Independent) Kylie Frey	982	220
0	8	25	IT GOES ON (Independent) Mark Powell	1336	25	Ø	19	10	CAN'T STAND LEAVIN' (Independent) Adam Hood	980	42
8	9	17	LAKEVIEW GROCERY STORE (Independent) Jamie Richards	1307	-2	18	14	23	FAST CAR (Independent) Randy Rogers Band	947	-76
9	10	26	LOCAL PARTICIPATIN' HONKY TONK (Independent) James Robert Webb	1238	-47	19	20	14	WHAT THE WHISKEY GAVE YOU (Independent) Cynthia Rausch	924	31
10	13	28	LONELY (Independent) The Stateline Band	1142	-16	20	21	11	BETTER OFF (Independent) Saints Elever	911	47

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

		WKS		AUDIENCE (I	N MILLIONS)	PLAYS			
THIS WEEK	LAST WEEK	ON CHART	TITLE Imprint/Label	Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
0	5	11	LAST NIGHT Mercury/Republic/Big Loud ★★ No. 1 (1 Week)/ Most Increa	ased Audience ★★ Morgan Wallen	29.548	+5.226	7143	1209	2
2	3	39	HANDLE ON YOU MCA Nashville	Parker McCollum	28.918	+1.913	7550	492	1
3	1	30	ROCK AND A HARD PLACE Elektra/Warner Music Nashville/WEA	Bailey Zimmerman	27.378	-2.004	6288	-529	6
4	4	23	DANCIN' IN THE COUNTRY Hubbard House/EMI Nashville	Tyler Hubbard	27.276	+2.468	7063	532	3
5	2	41	GOLD Capitol Nashville	Dierks Bentley	27.048	-2.003	6849	-521	4
6	6	40	WILD AS HER Combustion Masters/RCA Nashville	Corey Kent	23.929	+0.198	6343	84	5
7	9	42	YOU Warner Music Nashville/WAR	Dan + Shay	19.863	+1.619	5520	358	7
8	10	34	IT MATTERS TO HER Triple Tigers	Scotty McCreery	18.746	+1.300	5237	312	8
9	8	17	ONETHING AT A TIME Mercury/Republic/Big Loud	Morgan Wallen	18.272	-0.233	4653	24	10
10	11	24	TENNESSEE ORANGE Megan Moroney/Columbia/Columbia Nashville	Megan Moroney	17.602	+0.291	4768	72	9
1	12	48	HUMAN CoJo/Warner Music Nashville/WMN	Cody Johnson	16.965	+0.528	4446	111	11
12	13	43	BROWN EYES BABY Hit Red/Capitol Nashville	Keith Urban	14.402	+1.019	3866	219	14
B	15	12	NEXTTHING YOU KNOW MCA Nashville	Jordan Davis	14.385	+2.545	4090	571	12
14	14	18	MEMORY LANE Columbia Nashville	Old Dominion	14.210	+1.107	4028	243	13
Œ	17	31	YOUR HEART OR MINE Capitol Nashville	Jon Pardi	9.703	+1.132	2926	220	17
16	16	35	HOW IT OUGHTA BE Harpeth 60/BMLG	Shane Profitt	9.493	-0.227	3138	-13	15
T	19	26	YOU, ME, & WHISKEY Valory ★★ Airpower ★★	Justin Moore & Priscilla Block	9.485	+1.327	2839	365	19
13	24	16	NEED A FAVOR Bailee & Buddy/BMG/Stoney Creek	Jelly Roll	8.542	+1.541	2622	330	21
19	22	14	ANGELS DON'T ALWAYS HAVE WINGS Valory	Thomas Rhett	8.475	+0.951	2572	216	23
20	18	58	GOOD DAY FOR LIVING Quartz Hill	Joe Nichols	8.430	+0.065	2985	65	16
a	21	36	GIRL IN MINE Stoney Creek	Parmalee	8.401	+0.618	2813	121	20
22	20	27	HATE MY HEART Capitol Nashville	Carrie Underwood	8.383	+0.524	2857	207	18
23	27	6	LOVE YOU ANYWAY River House/Columbia Nashville	Luke Combs	8.244	+2.651	2048	627	27
24	23	53	EVERYTHING SHE AIN'T Songs & Daughters/Pigasus/Big Loud	Hailey Whitters	7.732	+0.230	2576	25	22
25	25	44	SOMETHING INTHE ORANGE Belting Bronco/WAR	Zach Bryan	6.396	-0.009	2275	78	24
26	26	14	DRINKABY Warner Music Nashville/WMN	Cole Swindell	6.311	+0.665	2126	153	26
2	28	8	STANDING ROOM ONLY McGraw/Big Machine	Tim McGraw	5.604	+0.499	2141	189	25
28	29	16	LOOKING FOR YOU RCA Nashville	Chris Young	5.212	+0.710	1769	260	28
29	30	11	BURY ME IN GEORGIA Zone 4/RCA Nashville	Kane Brown	4.553	+0.603	1576	208	30
30	31	33	CAN'T HAVE MINE Curb	Dylan Scott	3.660	-0.075	1623	-35	29

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	TITLE Imprint/Label Artist	AUDIENCE (I		PLAYS THIS WEEK +/- RANK			
WEEK	WEEK 45	CHART 3	FAST CAR River House/Columbia Nashville Luke Combs	3.395	+/- +1.759	792	+/- 407	43	
32	35	16	GOD GAVE ME A GIRL Triple Tigers Russell Dickerson	3.183	+0.594	1309	230	32	
33	34	15	STARS LIKE CONFETTI Broken Bow Dustin Lynch	2.956	+0.348	1178	80	33	
34	33	22	WE GOT HISTORY Riser House/Columbia Nashville Mitchell Tenpenny	2.830	+0.216	1024	86	39	
35	36	18	IFYOU GO DOWN (I'M GOING DOWNTOO) Black River Kelsea Ballerini	2.720	+0.206	1434	81	31	
36	37	8	LIGHT ON INTHE KITCHEN Warner Music Nashville/WMN Ashley McBryde	2.609	+0.224	1028	13	38	
37	32	5	FIRES DON'T STARTTHEMSELVES Capitol Nashville Darius Rucker	2.606	-0.638	803	-40	42	
38	40	11	ALL I NEED IS YOU BMLG Chris Janson	2.468	+0.324	1140	75	34	
39	38	26	HEAVEN BYTHEN Valory Brantley Gilbert And Blake Shelton Featuring Vince Gill	2.357	+0.147	1048	33	37	
40	39	25	IF HE WANTED TO HE WOULD EMI Nashville Kylie Morgan	2.158	-0.048	953	90	40	
41	46	6	RELIGIOUSLY Elektra/Warner Music Nashville/WEA Bailey Zimmerman	2.036	+0.434	665	128	47	
42	41	14	FEARLESS (THE ECHO) Big Machine Jackson Dean	1.970	+0.041	1062	60	36	
43	43	36	WORTH A SHOT RCA/Columbia Nashville Elle King Featuring Dierks Bentley	1.957	+0.164	1082	78	35	
44	42	23	MIND ON YOU RECORDS Nashville George Birge	1.923	+0.087	761	17	45	
45	44	4	CREEK WILL RISE Valory ★★ Breaker ★★ Conner Smith	1.885	+0.160	926	117	41	
46	50	13	23 19/BMG/Wheelhouse Chayce Beckham	1.695	+0.225	743	67	46	
4	49	4	NOBODY'S NOBODY EMI Nashville Brothers Osborne	1.682	+0.147	763	81	44	
48	47	28	OVER FOR YOU Warner Music Nashville/WEA Morgan Evans	1.536	-0.010	578	9	49	
49	48	6	5 LEAF CLOVER River House/Columbia Nashville Luke Combs	1.292	-0.252	394	-115	52	
50	51	8	GIVING UP ONTHAT Mercury Nashville Dalton Dover	1.158	+0.088	647	52	48	
5	52	5	DRIVE YOU OUT OF MY MIND Interscope/MCA Nashville Kassi Ashton	0.984	+0.033	528	17	50	
<u>52</u>	54	6	MARRYTHAT GIRL Stone Country Easton Corbin	0.745	-0.013	382	13	57	
53	56	6	BOUT DAMN TIME Red Street Neon Union	0.703	+0.068	460	34	51	
54	55	4	SHOOTTEQUILA Monument Tigirlily Gold	0.689	+0.032	390	20	54	
55	53	17	FORWHAT IT'S WORTH Bad Realm/Atlantic BRELAND	0.668	-0.127	386	-19	56	
56	57	2	A SPECIAL PLACE BMLG Danielle Bradbery	0.589	+0.032	389	11	55	
5	59	2	BE ALRIGHT Stoney Creek Jimmie Allen	0.538	+0.028	390	21	53	
58		EW	THINKIN' BOUT ME Mercury/Republic/Big Loud ★★ Hot Shot Debut ★★ Morgan Wallen	0.535	+0.096	138	17	-	
59		NTRY	JEALOUS OF MYSELF Dreamcatcher Tenille Arts & LeAnn Rimes	0.506	+0.023	366	34	58	
60	58	4	'98 BRAVES Mercury/Republic/Big Loud Morgan Wallen	0.492	-0.051	78	-16	-	



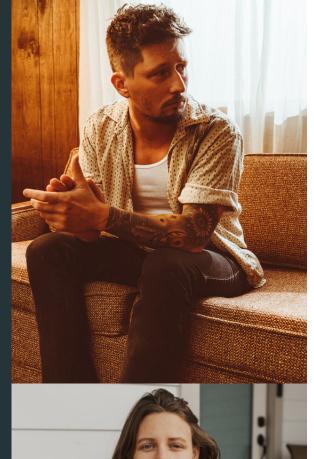
Tenille Townes performed her gold-certified single "Somebody's Daughter" during an April 27 visit to the RIAA in Washington, D.C. From left: RIAA chairman/CEO Mitch Glazier, Shopkeeper Management day-to-day manager Crystal Dishmon, Townes, Sony Music Entertainment senior vp of public policy/government affairs Lisette Morton and RIAA COO Michele Ballantyne.



Willie Nelson (left) sang "Pancho and Lefty" with George Strait on April 29 in the opening show of the two-night Long Story Short: Willie Nelson 90 event at the Hollywood Bowl in Los Angeles.

SHUA TIMMERMANS





JUNE 4 6:00 PM

The Reserve at Fat Bottom Brewing Benefiting Gilda's Club Middle Tennessee

Featuring:

Chris Housman Nell Maynard Chris Sligh Dakota Striplin



gildasclubmiddletn.org/songwriters-night

Gilda's Club Middle Tennessee, is dedicated to providing support, education and hope to all people impacted by cancer, all at not cost to the community





NASHVILLE & NATIONAL TOM ROLAND



Jon Pardi (center) received a surprise invitation to join the Grand Ole Opry during his April 28 performance at the Stagecoach Festival in Indio, Calif. He's flanked by Opry executive producer Dan Rogers (left) and restaurateur Guy Fieri.

HARD ROCK HANDOFF AT CMA FEST

The Country Music Association and the Boot Barn will pass the baton daily during CMA Fest with the return of an outdoor performance platform June 8-11.

The Hard Rock Stage, a small venue with large sonic impact, is returning to the festival, built temporarily on the Hard Rock Café's Lower Broadway entrance. The festival will feature daily performances at that locale from 10:15 a.m.-4:40 p.m. from new and developing acts, including Harper Grace, Miko Marks, Chris Housman, Brooke Eden and Jordan Harvey.

From 5 p.m.-10 p.m., entertainment marketing company Artistry Alliances takes over the venue's programming under a different stage name, the Boot Barn House at Hard Rock Café Nashville. Among the artists in the mix during that block are **Brian Kelley, Tenille Arts, David Nail** and **Hailey Whitters**.

That new programming wrinkle comes as CMA Fest talent announcements continue in the lead-up to the event. CMA unveiled new names for daytime stages at Walk of Fame Park and the Bridgestone Plaza, including Ty Herndon, King Calaway, Greylan James, John Morgan and Andrew Jannakos.

Additionally, the Country Music Hall of Fame and Museum slated several ancillary events, including a CMT Next Women of Country conversation and performance on June 9 with Catie Offerman and MaRynn Taylor, among others; a June 10 songwriter session featuring Laura Veltz ("Speechless," "The Bones"); and the June 10 screening of a 1990s TNN special, Fan Fair Phenomenon, with vintage appearances by LeAnn Rimes, Kenny Chesney and Alan Jackson.

'ROUND THE ROW

Reliant Talent hired human resources director Sue Ann Cordell. She arrives after working as WME assistant to the contemporary Christian music department co-head. Reach her here ... Rachel Brittain joined The Neal Agency as commercial and brand partnerships agent. She was previously a FlyteVu account manager. Reach her here ... Songwriter Ashley Gorley's Tape Room Music promoted its three staff members: Blain Rhodes was boosted to president from GM, Kelly Bolton climbed to senior vp from vp of creative, and Caroline Hodson rose to manager of A&R from catalog manager ... Shore Fire Media promoted Nashville-based Maria Eilert to account executive from junior account exec ... Brendan Rich launched Rich MGMT after working as a Wide Open manager. Joining him is day-to-day coordinator Sarah Paravia, formerly a Wide Open day-to-day manager. Rich's initial clients include Matt Stell, George Birge, Chris Bandi and Darren Kiely. Reach him here ... O Prime teamed with manager Aaron Frank to create a new Nashville-based division, Q Prime AF. Since 2017, he has run his own company, AMFM ... Washington, D.C.-based Artist Rights Alliance appointed Jen Jacobsen executive director. The music veteran was recently Kid Pan Alley executive director ... Fourward founder/CEO Will Ward established Fourward Ventures, a \$50 million venture capital fund ... Sony Music Publishing Nashville and Relative Music jointly signed Cam Montgomery to a publishing deal ... Singer-songwriter Graham Barham agreed to a joint publishing contract with Warner Chappell

and Cornman Music ... Singer-songwriter Mary Kutter joined the publishing roster at Reservoir Media ... SoNash Publishing signed Emma Zinck to a songwriting deal ... Levi Hummon established a management agreement with Jonas Group Entertainment and announced plans to renew his publishing deal with Reservoir Media ... Former American Idol competitor Alex Lambert signed a joint management agreement with Make Wake Artists and Deep Roots Management, and released his first EP, Rebel Ways ... Jacob Jones engaged PLA Media for PR ... Shucked, featuring an original score by Shane McAnally and **Brandy Clark**, received nine Tony nominations on May 2. The awards will be presented June 11 ... The late Jeff Carson's name will be added to the National Peace Officers Memorial Service wall near the U.S. Capitol in Washington, D.C., on May 15 ... Nominees for the Americana Honors & Awards will be announced at 12:30 p.m. CT on May 9 ... The Country Music Hall of Fame and Museum launched "Taylor Swift's Eras," an exhibit featuring 10 outfits tied to the singer's 10 albums, on May 1. It closes May 31 ... Eric Church's Outsiders Spirits debuted a new whiskey, JYPSI, on May 2 ... The Grammy Museum Grant Program is accepting submissions for its 2023 awards through June 2. Go here for guidelines ... The Country Music Association set its schedule for this year's CMA Awards balloting. First-round voting is open July 5-14, the second round runs Aug. 2-16, and the final ballot is in play Oct. 2-27 ... Canadian folk artist Gordon Lightfoot died May 1 at age 84 in Toronto. He scored a pop-country crossover with his 1974 single "Sundown." He also achieved a handful of country hits as a songwriter in the '60s and early '70s, led by Marty Robbins' No. 1 1965 single "Ribbon of Darkness" ... Services will be held for Claude Gray, 91, at Lakeview Baptist Church in Longview, Texas, on May 6. Gray died April 28 in Skokie, Ill. Known as "the Tall Texan," he collected four top 10 singles during the '60s, most notably "Family Bible," a 1960 release penned by Willie Nelson. Go here for complete service details.

RADIO & RECORDS®

Big Loud welcomed senior vp of A&R Sara Knabe after a year as the founder of Cake Maker Music, a multiservice creative company. Reach her here ... Virgin Music Group signed country singer-songwriter-rapper David Morris to a record $ing\,contract\,in\,conjunction\,with\,Grey\,Area\,Music\,...\,Bill board\,will\,begin\,counting$ combinations of merchandise and physical albums in its charts starting with the tracking week June 30 - July 6. The charts stopped allowing bundled albums to count toward rankings three years ago, but is instituting specific criteria to limit abuses. Go here for specifics ... Beasley Media/Las Vegas appointed Mike Cutchall vp/market manager, following an interim period in the role. The fivestation cluster includes country KCYE ... Jodee Woods joined the KUBL Salt Lake City morning show, RadioInsight.com reported. She previously worked the same shift at top 40 WNDV South Bend, Ind. ... Jeff Cochran was hired as Alpha/Fredericksburg, Va., operations manager and PD/afternoon host of country WFLS, according to RadioInsight.com. He segues from Townsquare/ St. George, Utah, where he served as director of content for the seven-station group, including country KCIN ... Carrie Underwood will launch a Sirius XM channel, Carrie's Country, in June ... The Country Music Association is accepting submissions for the CMA Broadcast Awards through June 30 here.



Eric Church, Musicians Hall of Fame CEO Linda Chambers and outgoing Nashville Convention & Visitors Corp. CEO Butch Spyridon were inducted into the Music City Walk of Fame on May 5. From left: presenters Garth Brooks and ESPN reporter Marty Smith, Church, Chambers and Spyridon.

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COUNTRY POWER PLAYERS

Billboard's tenth annual Country Power Players issue will profile the people who have driven another solid year for country music in sales, streaming and publishing. This special feature will highlight those who have had the greatest impact in the genre, including recorded music, live entertainment, publishing and more in the past year.

Advertise in *Billboard's* Country Power Players issue to congratulate this year's honorees while reaching key decision–makers who are driving the music business.

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

Everybody's Somebody: Brothers Osborne's 'Nobody's Nobody' Brings The Past Forward

Country music invariably draws on the past to create its present, and with Brothers Osborne's new single, "Nobody's Nobody," part of that past could be traced to an unlikely source: 1986 top 40 radio.

The track is built on a pulsing Wurlitzer piano figure that sounds a tad like a synthesizer, and that element could have easily fit back in the day alongside Pet Shop Boys' "West End Girls," Level 42's "Something About You" and The Rolling Stones' "Harlem Shuffle." The Osbornes' vocals, however, are

decidedly 2023 country, creating a fresh sonic juxtaposition.

"Nobody's Nobody" "fits in pop radio in the same way that **Don Henley** would have fit on pop radio," says guitarist John Osborne. "There's still a big organic element to it. It's all organic instruments."

The upbeat music and humble message of "Nobody's Nobody" came together fairly organically last year, though it took a bit of effort to find the spark. Brothers Osborne had essentially recorded their next album, their first with producer Mike Elizondo (Keith Urban, twenty one pilots), but the duo decided to take an extra week to write new material in an attempt to beat the existing songs. On the first day, Sept. 26, they were joined at Elizondo's Phantom Studio in Gallatin, Tenn., by singer-songwriter Kendell Marvel ("Don't Think I Can't Love You," "Right Where I Need To Be"), and they chased down several ideas that were OK, but not quite inspiring. Marvel and the

Osbornes stepped outside for a break, and while they cleared their minds, Elizondo stayed indoors, where he stumbled onto that pulsing Wurlitzer sound, essentially a string of watery, bubbling 16th notes.

"I had a delay pedal on it," he remembers. "It was kind of creating this certain rhythm, and when you play a chord, then the delay creates a rhythmic offshoot of it."

Meanwhile, the other three debated their options outdoors. Since things weren't really jelling, they could have easily called it a day. But Marvel mentioned a title he had thought about, "Nobody's Nobody." He wasn't entirely certain where to take it, but he envisioned it as something sad.

"I didn't hear it that way at all," says lead vocalist T.J. Osborne. "I actually heard it as, '[If] nobody's nobody, [then] everybody is somebody.' And then they were like, 'Oh shit, OK.'

When they returned to the studio, that positive ideal seemed to match up well with Elizondo's propulsive keyboard bed, and they set to work with a new sense of purpose, developing "Nobody's Nobody" in perhaps 45 minutes.

The opening lines contrasted a hall of fame inductee against someone else whose stardom might be short-lived. But the next two lines level the playing field a bit: "Some people never ever make a name/But change the game in someone's story." **Beethoven**'s mother exemplifies the thought: Most people know nothing about her, but it's a good bet that she had an effect on his enduring art.

"I think most people aren't meant to go down in the history books, but everyone has changed the trajectory of someone else's life," T.J. notes. "That is just a really simple line, but it speaks to me in such a way that just hits every time I hear it.'

The individual phrases in that opening verse ended primarily with blue notes, providing just the right amount of angst and grit.

"Most American music has blues influence," says John. "It's almost impossible to not have some version of that because it's so intrinsically a part of

American culture and American roots. And it's also something that we love to sing and play. So it's just in our DNA."

The song's atmosphere changed subtly when they reached the chorus, which uses longer notes and a bed of harmonies while inserting that "everybody's somebody" sentiment. After celebrating a range of people — "sinner, saint or son of a gun"—they flipped to the "nobody's nobody" hook. And they tagged it with a slow-cooking "No, no, nobody" post-chorus that extends the hook

into a bit of a mantra.

"I didn't want that to stop," T.J. says. "It just feels so good."

Elizondo built the demo, then played bass when they tracked the master version at Phantom with John on guitar, Abe Laboriel Jr. on drums and Phil Towns playing keyboards. They tried a number of different approaches they hadn't attempted on previous albums, starting with John layering more guitar parts into the fabric than

"As a guitar player, if you ask me to play more, I'm not going to say no," he quips.

He played some distinctive stabs in the chorus, with the sound intentionally washing out as the notes fade over Towns' pulsing keyboards. John also created an instrumental bridge for "Nobody's Nobody," a series of rising, dexterous patterns.

"One of my favorite bands of all time is Tom Petty & the Heartbreakers, and I didn't realize until I got further into play-

ing guitar how important of a guitar player Mike Campbell is," says John. "When I listen to Mike Campbell, everything is so incredibly intentional and does as much service to the song as possible. And I always wanted to lean in that direction.

T.J.'s lead vocals embraced the song's inherent humility with appropriate understatement, completing each of his performances with admirable consistency.

"Once he's got it locked and programmed in his brain, he will give you three, four takes of each section — or top to bottom, depending on the process — and they will be nearly identical," Elizondo says.

The Osbornes handled the harmonies differently from past efforts. They stacked loads of vocals into the background, and T.J. contributed to the supporting voices with his brother for the first time. They sang the parts faceto-face on separate mics in the same room, with Elizondo encouraging them to keep building.

'I'm a student of all the greats you'd hear about, like [producer] Roy Thomas **Baker** doing all the **Queen** vocals with everybody on one mic," says Elizondo. "They would sing each note three or four times, and then they'd go to the next note and they just kept layering and layering.'

Brothers Osborne's team, including EMI Nashville and Q Prime South, was nearly unanimous in assessing "Nobody's Nobody" as the best first single from their next album, and the duo agreed. EMI released it to country radio via PlayMPE on April 6. It climbs to No. 47 after four weeks on the Country Airplay chart dated May 13.

"The subject matter really aligns with who we are and what we'd like to see in the world," John notes. "It's crazy right now, everyone's so divided. Everyone is just looking for a reason to hate another [person]. And for us to have a song that isn't just your typical life or love song — it has a positive message it's just all the more reason for us to put this out first." •



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WORTH A SHOT Tempo Investments-Smack Hits, GMR/Warner Geo Met Ric Music, GMR/EM Blackwood Music Inc., BMI/Iris In The Sky With Diamonds, BMI/ Smackwood Music, GMR/Sony Accent, ASCAP/ Smackborne Music, ASCAP (S.M.CAnally, R.Copperman, J.Osborne) 43

YOU BMG Gold Songs, ASCAP/Beats And Banios, ASCAP/ Buckeye 26, ASCAP/WC Music Corp., ASCAP/Jreynmusic, ASCAP/Jawnwrangiers, ASCAP (D.Smyers, D.M.Barnes, J.Reynolds) T.

YOU, ME, & WHISKEY WC Music Corp., ASCAP/ Where I Started Music Publishing, ASCAP/Warner-Jamerlane Publishing Corp., BMI/Don't Be A Gypsy, BMI/ Sony Cross Keys Publishing, ASCAP/Anthem (Oal Mining Songs, ASCAP/Randolph County Music, ASCAP/Jaylor, Made By The Red White And Blue, ASCAP (J.L.Alexander, B.Berryhill, C.Taylor) 17

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45 Years Ago Dolly Parton Was 'Alright,' And No. 1

In 1978, the legend notched her eighth Hot Country Songs leader

On May 6, 1978, **Dolly Parton**'s "It's All Wrong, But It's Alright" began a two-week reign on *Billboard*'s Hot Country Songs chart. It became her eighth of 25 No. 1s, the most among women.

Parton wrote the song, and **Gary Klein** produced it. It was released as the second single from Parton's *Here You Come Again*, which became her second of eight No. 1s on Top Country Albums. The title track topped Hot Country Songs for five frames.

Parton was born in Sevier County, Tenn., on Jan. 19, 1946. The icon is widely known for her infectious personality, unique vocal stylings, songwriting, acting and rousing live performances. Her legendary career led to her induction into the Country Music Hall of Fame in 1999 and the Rock & Roll Hall of Fame last November. She has been a member of the Grand Ole Opry since 1969.

On May 11, Parton will co-host the 2023 Academy of Country Music Awards at the Ford Center in Frisco, Texas, with fellow superstar **Garth Brooks**. The event will livestream on Amazon Prime Video at 8 p.m. ET.

