billboard Country Update

BILLBOARD.COM/NEWSLETTERS

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BILLBOARD COUNTRY UPDATE

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'White Horse' Is No Trojan Horse — These Are The 'Glory Days' For Familiar Song Titles

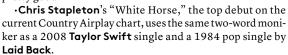
When **Dolly Parton** debuted her latest single, "World on Fire," during the Academy of Country Music Awards on May 11, **Nate** Smith was aghast.

RCA Nashville was set to release his single with the same

name to radio four days later.

"What are the odds of that?" Smith asks. "That's crazy to me."

The odds of two different songs with the same title being worked to the marketplace at the same time are not that large, though the likelihood that a title has been used before is pretty good:



SMITH

 $\hbox{\bf \cdot Gabby Barrett's "} Glory Days" shares its name with a {\bf Bruce Springsteen } classic and a recent {\bf Chapel Hart } single.$

• Parker McCollum's "Burn It Down" (see Makin' Tracks, page 10) mirrors the title of a 2012 Linkin Park single that topped Hot Rock & Alternative Songs. Jason Aldean also

launched a Burn It Down Tour behind the similarly titled "Burnin' It Down," and back in the '90s, **Marty Stuart**'s "Burn Me Down" and **Clint Black**'s "Burn One Down" were fairly close.





· Meanwhile, the July 26 death of Sinéad O'Connor, best known for "Nothing Compares 2 U," occurred just nine days after the release of Mickey Guyton's properly spelled "Nothing Compares to You," featuring Kane

Using the same at title isn't a sin, as 5 graduates "Glory Days" co-

writer **Seth Mosley** discovered early in his career. His first hit was **The Newsboys**' "Born Again," which peaked at No. 2 on the Christian chart in 2010. It came a year after **Third Day** reached No. 3 with its own take on "Born Again."

"You can write the same title five different ways," says "Glory Days" co-writer **Emily Weisband**.

Actually, five is a low number. There are nearly 300 songs with the name "Glory Days" in the Songview database, an online catalog of titles represented by performing rights agencies

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BMI and/or ASCAP. The index also features over 330 songs named "World on Fire," more than 650 called "Burn It Down" and more than 50 titled "Nothing Compares to You." **Morgan Wallen**'s "Last Night," in fact, is one of at least 1,000 songs with that moniker.

"I guess if everybody else has been trying to do it, maybe we were on to something," "Burn It Down" co-writer **Hillary Lindsey** reasons.

Whether or not a title has been written before hinges in great part on the familiarity of the phrase. Songwriters tend to lean toward songs that feature common language. Thus, the everyday phrase "Change of Heart"—associated with hits by **The Judds, Cyndi Lauper, Tom Petty** and **Eric Carmen**—appears nearly 800 times in Songview, while the **Joe Nichols** semi-novelty "Tequila Makes Her Clothes Fall Off" is the only song with that title.

The age of existing hits with a particular title can influence whether a phrase gets reused. Springsteen's version of "Glory Days," for example, was a hit in 1985, a full 15 years before Barrett was born. When the title came up in the writing room, she didn't know about the Boss' version, and nobody told her about it, either. The live-in-the-moment plot she and her co-writers developed is distinctly different from Springsteen's nostalgic take on it.

Similarly, the writers on Carrie Underwood's "Dirty Laundry" had little or no awareness of Don Henley's 1982 anti-media take on that title. And Old Dominion's current "Memory Lane," a title that appears more than 900 times in the Songview database, has not been a top 20 title since Paul Whiteman's Pennsylvanians took it to No. 1 in 1924. And Brothers Osborne's first top 10 single, 2015's "Stay a Little Longer," came 70 years after Bob Wills & His Texas Playboys recorded a Western swing hit with the same name.

"Shit, if you know the Bob Wills song, then more power to you," **T.J. Os-borne** said at the time.

Still, standard titles — such as "Georgia on My Mind," "I Will Always Love You" or "Your Cheatin' Heart" — are mostly out of bounds.

"There are some that when you hear it, you would never touch it or you look like assholes, like 'Yesterday,' "says "Burn It Down" co-writer **Liz Rose**.

Titles and basic ideas cannot be copyrighted—it would be unrealistic to ask writers to avoid "Without You" (a hit for **Badfinger**, **Keith Urban** and **Dixie Chicks**) as a title, or to not address a widely familiar topic such as heartbreak, simply because those subjects had been broached before.

It would also be difficult to referee disputes when more than one version of a title emerges at the same time. When "Day Drinking," for example, became a hit for **Little Big Town** in 2014, it was one of several songs with that title that had circulated around Music Row simultaneously. That sometimes happens when specific themes become popular and multiple songwriters attempt to capitalize on the trend. It could, however, derive from something deeper.

"Some people say that being creative, it's just out there in the universe, and you have to just be open to it to let it flow through you," Lindsey notes. "I believe in all that stuff. I haven't dove all the way into all that stuff, but I believe it."

That title, "I Believe It," has already been written more than 150 times, and it has yet to become a hit. •



Monument duo Tigirlily Gold stopped by WFUS Tampa, Fla., on July 18 during the act's radio promotion tour. From left: WFUS music director Sarah Jacobs, duo members Kendra and Krista Slaubaugh, and WFUS PD Ashley Morrison.



Curb artist Harper Grace performed "Oh Say Can You See" during the July 24 edition of NBC's *Today With Hoda & Jenna*. From left: *Today* cohost Jenna Bush Hager, Grace, *Today* co-host Hoda Kotb and Grace's mother, Kellie Gruzins.



Singer-songwriter J.D. Souther was featured in a public interview on July 24 in the Country Music Hall of Fame and Museum's *Poets and Prophets* series. From left: songwriter Gretchen Peters, senior museum writer/editor Michael McCall, Souther and songwriter Gary Burr.

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billboard Country Airplay

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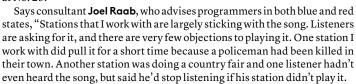
Radio Reacts To Jason Aldean's 'Try That In A Small Town'

Since CMT pulled the video for **Jason Aldean**'s "Try That in a Small Town" (Macon/Broken Bow) after three days in rotation, <u>as Billboard reported</u> on July 18, a firestorm of publicity about the song's intent and political messaging has followed.

Sales and streaming surges catapulted the single to No. 2 on the all-genre Billboard Hot 100 and No. 1 on the Hot Country Songs chart, dated July 29. The song, released in May, scored the biggest sales week for a country track in over 10 years, rising 27,625% to 228,000 sold July 14-20, according to Luminate. It also vaulted by 547% to 11.6 million U.S. streams.

How is that activity translating to country radio?

On the Aug. 5-dated Country Airplay chart, "Try That in a Small Town" sports a 21% gain to 7.9 million impressions July 21-27 as it holds at No. 25.



"Much of the reaction is similar to what happened when **Morgan Wallen** was banned from radio [in 2021]," Raab continues. "Fans are afraid Jason will be banned, too. That's not going to happen, though I do applaud him for editing his video.

"This song reminds me of when Merle Haggard sang 'The Fightin' Side of Me,' which appealed to the pro-Vietnam War, conservative-leaning part of the country and contains the line, 'If you don't love it, leave it.' It was a huge hit at the time. Historically, country has waded into controversy, and it will again, particularly if it's profitable."

MOST INCREASED AUDIENCE

TITLE Imprint/Label Artist	GAIN (IN MIILIONS)
WHITE HORSE Sound/Mercury Nashville Chris Stapleton	+9.547
NEED A FAVOR Bailee & Buddy/Broken Bow/BMG/Stoney Creek Jelly Roll	+2.213
YOU, ME, & WHISKEY inDent/Valory/Mercury Nashville Justin Moore & Priscilla Block	+1.705
BURY ME IN GEORGIA Zone 4/RCA Nashville Kane Brown	+1.592
BUT I GOT A BEER IN MY HAND Row Crop/Capitol Nashville Luke Bryan	+1.399
TRY THAT IN A SMALL TOWN Macon/Broken Bow Jason Aldean	+1.387
EVERYTHING I LOVE Mercury/Republic/Big Loud Morgan Wallen	+1.047
LOVE YOU ANYWAY River House/Columbia Nashville Luke Combs	+1.035
WATERMELON MOONSHINE Broken Bow Lainey Wilson	+0.797
PRETTY LITTLE POISON 717/Warner/WEA Warren Zeiders	+0.701

MOST INCREASED PLAYS

TITLE Imprint/Label Artist	GAIN
WHITE HORSE Sound/Mercury Nashville Chris Stapleton	+2122
NEED A FAVOR Bailee & Buddy/Broken Bow/BMG/Stoney Creek Jelly Roll	+432
YOU, ME, & WHISKEY inDent/Valory/Mercury Nashville Justin Moore & Priscilla Block	+400
BURY ME IN GEORGIA Zone 4/RCA Nashville Kane Brown	+383
BUT I GOT A BEER IN MY HAND Row Crop/Capitol Nashville Luke Bryan	+358
LOVE YOU ANYWAY River House/Columbia Nashville Luke Combs	+333
EVERYTHING I LOVE Mercury/Republic/Big Loud Morgan Wallen	+295
TRY THAT IN A SMALL TOWN Macon/Broken Bow Jason Aldean	+260
GOD GAVE ME A GIRL Triple Tigers Russell Dickerson	+225
PRETTY LITTLE POISON 717/Warner/WEA Warren Zeiders	+222

RECURRENTS

THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)
1	ROCK AND A HARD PLACE Elektra/Warner Music Nashville/WEA Bailey Zimmerman	19.596
2	SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN Cole Swindell	15.326
3	THOUGHT YOU SHOULD KNOW Mercury/Republic/Big Loud Morgan Wallen	14.639
4	WHAT MY WORLD SPINS AROUND MCA Nashville Jordan Davis	11.725
5	THANK GOD Zone 4/RCA Nashville Kane Brown With Katelyn Brown	11.171
6	YOU PROOF Mercury/Republic/Big Loud Morgan Wallen	10.981
7	MEMORY LANE Columbia Nashville Old Dominion	9.168
8	THE KIND OF LOVE WE MAKE River House/Columbia Nashville Luke Combs	8.828
9	'TIL YOU CAN'T CoJo/Warner Music Nashville/WMN Cody Johnson	8.452
10	IT MATTERS TO HER Triple Tigers Scotty McCreery	7.331



TEXAS REGIONAL RADIO REPORT

WEEK ENDING JULY 27, 2023

			NO. SECTION CO.								
THIS WEEK	LAST WEEK	WKS ON CHART	TITLE (Label) ARTIST	TW Spins	SPINS +/-	THIS WEEK		WKS ON Chart	TITLE (Label) ARTIST	TW SPINS	SPINS +/-
0	2	15	DRINKING GAMES (Independent) ★★1 Week at 1 ★★ David Adam Byrnes	2008	148	11	1	22	CAN'T STAND LEAVIN' (Independent) Adam Hood	1364	-540
0	3	16	STONED (Independent) Case Hardin	1624	12	12	11	14	AGAIN (Independent) Cody Canada & The Departed	1327	-9
3	4	15	ME WHEN I DRINK (Independent) Kyle Park	1560	7	B	14	15	NAME ON IT (Independent) Jake Bush	1162	81
4	6	11	TENNESSEE DRINKIN' (Independent) William Beckmann	1464	62	•	17	19	PEDAL STEEL (Independent) Amanda Kate Ferris	1035	146
6	5	21	SIX PACK STATE OF MIND (Independent) Grant Gilbert f/ Josh Abbott	1453	23	Œ	22	5	HELL OF A LIFE (Deep Frey'd Music) Kylie Frey	914	128
6	8	13	SEVEN YEAR ACHE (Independent) Aaron Watson f/Jenna Paulette	1442	64	16	15	22	FIRST TIME (Independent) Jon Stork	889	-176
0	9	17	INFINITE LINE (Independent) The Great Divide	1432	70	Ð	27	5	HELLO HIGHWAY (Independent) Bri Bagwell	886	221
8	10	19	LABEL (Independent) Ariel Hutchins	1409	68	13	19	11	COME BACK TO BED (10X Music Group) Love & Chaos	880	57
9	13	8	WE AIN'T THE ONLY ONES (Independent) Randy Rogers & Wade Bowen	1382	119	19	20	16	BROKE DOWN (Independent) Kendall Shaffer	876	61
10	7	12	MEAN OLD SUN (Independent) Turnpike Troubadours	1365	-31	20	12	17	MORE THAN FRIENDS (Independent) Lukas Nelson + POTR feat Lainey Wilson	874	-407

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 (IN MILLIONS)	PLAYS			
THIS WEEK	LAST WEEK	ON CHART	TITLE Imprint/Label Artis		+/-	THIS WEEK	+/-	RANK	
1	1	15	FAST CAR River House/Columbia Nashville ★★ No. 1 (5 Weeks) ★★ Luke Comb	33.767	-1.004	8239	-461	1	
0	3	28	NEED A FAVOR Bailee & Buddy/Broken Bow/BMG/Stoney Creek Jelly Ro	32.690	+2.213	8204	432	2	
3	2	23	LAST NIGHT Mercury/Republic/Big Loud Morgan Walle	30.142	-1.483	7230	-284	3	
4	6	38	YOU, ME, & WHISKEY inDent/Valory/Mercury Nashville Justin Moore & Priscilla Bloom	26.594	+1.705	7003	400	4	
5	4	24	NEXTTHING YOU KNOW MCA Nashville Jordan Davi	25.930	-0.666	6282	-159	5	
6	5	35	DANCIN' IN THE COUNTRY Hubbard House/EMI Nashville Tyler Hubbard	24.126	-1.784	5343	-320	9	
Ø	9	23	BURY ME IN GEORGIA Zone 4/RCA Nashville Kane Brow	22.187	+1.592	5867	383	7	
8	8	18	LOVE YOU ANYWAY River House/Columbia Nashville Luke Comb	22.140	+1.035	6031	333	6	
9	7	43	YOUR HEART OR MINE Capitol Nashville Jon Pare	i 21.339	+0.108	5786	13	8	
0	10	26	ANGELS DON'T ALWAYS HAVE WINGS Valory Thomas Rhe	18.284	+0.625	4829	153	10	
0	11	18	RELIGIOUSLY Elektra/Warner Music Nashville/WEA Bailey Zimmerma	16.376	+0.406	4342	149	11	
Ø	12	48	GIRL IN MINE Stoney Creek Parmale	15.371	+0.639	4291	66	12	
ß	15	12	BUT I GOT A BEER IN MY HAND Row Crop/Capitol Nashville Luke Brya	13.244	+1.399	3730	358	15	
•	13	28	LOOKING FOR YOU RCA Nashville Chris Youn	13.199	+0.179	3807	21	14	
Œ	14	26	DRINKABY Warner Music Nashville/WMN Cole Swinder	12.943	+0.036	3818	29	13	
10	16	20	STANDING ROOM ONLY McGraw/Big Machine Tim McGraw	12.230	+0.488	3574	15	16	
Ð	17	6	EVERYTHING I LOVE Mercury/Republic/Big Loud ** Airpower ** Morgan Walle	11.947	+1.047	3026	295	20	
B	18	10	WATERMELON MOONSHINE Broken Bow Lainey Wilso	11.049	+0.797	3188	205	17	
19	20	28	GOD GAVE ME A GIRL Triple Tigers Russell Dickerso	10.756	+0.646	3173	225	18	
20	19	65	EVERYTHING SHE AIN'T Songs & Daughters/Pigasus/Big Loud Hailey Whitten	9.867	-0.294	3170	-53	19	
3	NE	EW	WHITE HORSE Sound/Mercury Nashville ** Hot Shot Debut/Breaker/Most Increased Audience ** Chris Stapleto	9.551	+9.547	2123	2122	26	
22	22	45	CAN'T HAVE MINE Curb Dylan Sco	9.147	+0.351	2913	33	22	
3 3	23	30	IF YOU GO DOWN (I'M GOING DOWNTOO) Black River Kelsea Balleriu	i 8.647	+0.132	3002	13	21	
2	24	27	STARS LIKE CONFETTI Broken Bow Dustin Lync	8.381	+0.512	2716	199	23	
25	25	10	TRYTHAT IN A SMALLTOWN Macon/Broken Bow Jason Aldea	7.928	+1.387	2210	260	25	
20	26	23	ALL I NEED IS YOU BMLG Chris Janso	5.951	+0.203	2279	28	24	
3	27	34	WE GOT HISTORY Riser House/Columbia Nashville Mitchell Tenpenn	5.729	+0.060	1827	32	28	
28	28	20	LIGHT ON INTHE KITCHEN Warner Music Nashville/WMN Ashley McBryd	5.145	-0.140	1969	-11	27	
29	29	35	MIND ON YOU RECORDS Nashville George Birg	4.460	+0.470	1621	26	31	
30	30	16	NOBODY'S NOBODY EMI Nashville Brothers Osborn	4.199	+0.303	1679	92	30	

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	
WEEK 31	WEEK 21	CHART 2	SAVE METHETROUBLE Warner Music Nashville/WAR Dan + Shay	3.741	+/- -6.335	THIS WEEK	+/- -1050	RANK 35
32	32	25	23 19/BMG/Wheelhouse Chayce Beckham	3.720	+0.001	1466	6	33
33	31	16	CREEK WILL RISE Valory Conner Smith	3.708	-0.130	1688	17	29
<u>3</u>	35	7	GLORY DAYS Warner Music Nashville/WAR Gabby Barrett	3.328	+0.108	1293	103	34
35	33	12	DIFFERENT 'ROUND HERE BMLG Riley Green Featuring Luke Combs	3.231	-0.308	1212	-90	36
33	34	26	FEARLESS (THE ECHO) Big Machine Jackson Dean	3.220	-0.041	1532	3	32
3	37	9	SEE YOU NEXT SUMMER Nashville South/Big Machine Brian Kelley	3.047	+0.445	1192	164	37
33	41	8	OUT OFTHATTRUCK Capitol Nashville ** Breaker ** Carrie Underwood	2.778	+0.500	846	119	42
39	36	17	FIRES DON'T STARTTHEMSELVES Capitol Nashville Darius Rucker	2.670	-0.197	955	-28	38
40	40	12	THINKIN' BOUT ME Mercury/Republic/Big Loud Morgan Wallen	2.595	+0.162	670	60	47
41	38	6	WE DON'T FIGHT ANYMORE Big Machine Carly Pearce Featuring Chris Stapleton	2.409	-0.120	870	-11	41
42	39	11	TRUCK BED Big Loud HARDY	2.314	-0.198	925	-40	39
43	42	7	WORLD ON FIRE Arista Nashville/RCA Nashville Nate Smith	2.228	+0.086	882	52	40
4	48	3	PRETTY LITTLE POISON 717/Warner/WEA Warren Zeiders	2.191	+0.701	644	222	49
45	43	8	BURN IT DOWN MCA Nashville Parker McCollum	2.041	+0.104	710	53	45
46	44	9	ONTHE BOAT AGAIN Big Loud Jake Owen	2.037	+0.200	694	31	46
4	45	17	DRIVE YOU OUT OF MY MIND Interscope/MCA Nashville Kassi Ashton	1.847	+0.157	779	37	44
48	47	20	GIVING UP ON THAT Mercury Nashville Dalton Dover	1.616	-0.002	789	-17	43
49	49	9	SAVE ME Bailee & Buddy/Broken Bow/BMG/Stoney Creek Jelly Roll With Lainey Wilson	1.287	-0.133	346	-40	59
50	52	16	SHOOTTEQUILA Monument Tigirlily Gold	1.197	+0.175	610	49	50
5	50	11	SOMEBODY ELSE'S WHISKEY Stoney Creek Frank Ray	1.183	+0.055	647	14	48
€	53	11	BAD DAYTO BE A COLD BEER Dack Janiels/Broken Bow Chase Rice	1.010	+0.022	552	40	51
53	51	18	MARRYTHAT GIRL Stone Country Easton Corbin	0.961	-0.109	536	-17	52
5 4	NE	EW	OUTSKIRTS MCA Nashville Sam Hunt	0.840	+0.840	349	349	58
⊕	55	2	BUY A BAR Curb Tim Dugger	0.796	+0.053	276	-9	-
50	57	3	DRINKIN' PROBLEMS Riser House Dillon Carmichael	0.738	+0.055	406	50	53
57	56	12	IF I DIE YOUNG PT. 2 RECORDS/Columbia/RECORDS Nashville Kimberly Perry	0.677	-0.050	351	-33	57
<u>53</u>	58	9	LOVE YOU AGAIN Chase Matthew/Warner Music Nashville/WMN Chase Matthew	0.668	-0.012	362	14	55
59	60	4	SAVETHE ROSES Curb Lee Brice	0.649	+0.062	263	24	-
60	NE	EW	SOMETHING REAL Capitol Nashville Dierks Bentley	0.648	+0.065	340	25	60



Carrie Underwood performed July 22 during the Iowa IndyCar Weekend in Newton, Iowa, where Meyer Shank Racing displayed the Iogo of her SiriusXM channel, Carrie's Country, on one of its cars. From left: driver Conor Daly, Underwood and driver Helio Castroneves.



Jelly Roll (right) spent time backstage with fellow artist Alex Miller on July 21 during the Porter County Fair in Valparaiso, Ind.



SOUNDEXCHANGE TWENTY YEARS OF INNOVATION

2023

SOUNDEXCHANGE 20TH ANNIVERSARY

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Adam Doleac (left) visited with Boston Red Sox third baseman Justin Turner on July 23 at Fenway Park, where the Sox defeated the visiting New York Mets.

MCGRAW MAKES ROOM FOR SPRING TOUR

Tim McGraw remains in good standing with country fans and expects to be standing tall when spring arrives.

The country superstar announced the Standing Room Only Tour 2024 on July 28 with **Carly Pearce** on tap as the opening act. The performances will launch with three Florida shows—in Jacksonville, Tampa and Orlando—during the weekend of March 14-16 and will close out June 27 at the Footprint Center in Phoenix. The calendar includes high-profile stops at Chicago's United Center on May 31 and Philadelphia's Wells Fargo Center on June 20, plus a hometown date at Nashville's Bridgestone Arena on April 25.

The tour takes its name from McGraw's current single, "Standing Room Only," positioned at No. 16 in its 20th week on the Country Airplay chart (see page 5). The track is also the title cut for his next album, due Aug. 25.

McGraw teased next year's concert run during a July 24 preview show at Los Angeles' historic Whisky a Go Go, providing a standing-room-only setting to help roll out the news. The show included a surprise appearance by **Richard Marx**, who shared the stage with McGraw for a version of his biting 1987 debut, "Don't Mean Nothing."

RADIO & RECORDS®

Big Machine Label Group promoted Liz Meade to senior manager of communications from manager. Reach her here. The company plans to add one more publicist for the department. Go here for details ... Monument artist Walker Hayes added the New York-based division of RCA to his label arrangement. The adjustment was announced July 28, in conjunction with the release of two new tracks, "Stetson" and "Show Me the Country" ... Morgan Myles signed a recording deal with Los Angeles-based KZZ Music/Blue Elan Records ... WXTU Philadelphia morning personality Andie Summers signed a multiyear extension with the station ... Beasley Media Group promoted Tom Carrozza to corporate director of production operations from Beasley/ Tampa, Fla., creative services director for classic rock WPBB and top 40 WLLD ... William Casey Atkins started July 24 as WKML Fayetteville, N.C., assistant PD/afternoon drive personality. He spent the previous five years with WKKW Morgantown, W.V., where he handled afternoons ... Compass Media Networks made a half-dozen staff changes. Liane Sousa shifted to advertising sales account executive from director of affiliate sales, while Kassandra Faber and Sydney Sperling were hired as associate directors of affiliate sales. Faber recently graduated from Hofstra University, and Sperling earned a degree from Trinity College. **Jim Davison** took over as project manager for subsidiary Yamanair Creative, shifting from KALF Redding, Calif., PD/music director. Matt Wallach was promoted to accounting analyst from a junior position. And Marc Siegel joined as director of audio sales/GM of spoken word sponsorships and activations after a stint as classic rock WAXQ New York vp of sales ... Kris Daniels and Joe Castelan started July 24 as KSKS Fresno, Calif., morning hosts, RadioInk.com reported. Jody Jo Mize moved from mornings to afternoons. Daniels previously held a morning a role at WQNU Louisville, Ky.; Castelan most recently served as KATM Stockton-Modesto,

Calif., morning host/promotions director ... Anthony "Big Ant" Simmons added KRMD Shreveport, La., PD to his duties, according to RadioInk.com. He will continue as PD for hip-hop sister KMJJ ... WTGE Baton Rouge, La., PD/afternoon co-host Abby Leigh resigned from her position, RadioInsight. com reported ... Sticks Media acquired classic country KTNK Lompoc, Calif., from Cross and Crown Broadcasting, according to RadioInsight.com. Sticks' president is KBEQ Kansas City personality Todd Nixon.

'ROUND THE ROW

SMACKSongs promoted Jeremy Groves to senior creative director from director. Reach him here ... Kelli Wasilauski joined the Oriel Company as director of operations in Nashville. She was formerly Adkins Publicity vp of publicity. Reach her here ... Play It Again Music Group hired creative manager Grayson Clotfelter after two years on the road with Seaforth and Lily Rose ... Pistol Annies member Ashley Monroe inked a writing agreement with Sheltered Music Publishing ... Songwriter-producer-engineer Nick Brophy (Kenny Chesney, Kip Moore) signed a publishing deal with peermusic Nashville ... Sea Gayle added songwriter-producer lan Christian ("Man Made") to its publishing roster ... Reel Muzik Werks signed songwriter Jennifer Adan ("She Wouldn't Be Gone") to a publishing deal ... Apple Music established Lost & Found, a showcase for Nashville songwriters, hosted by Kelleigh Bannen ... Walker Hayes is featured, along with his song "Haircut," in a Great Clips back-to-school campaign that launched July 25 ... Jimmie Allen enters new territory with a three-city stand-up comedy schedule, the invite-only I Said What I Said Tour, planned for October. Specific dates and markets have not yet been named by Allen, whose country career was decimated by recent sexual assault allegations ... The Nashville Songwriters Hall of Fame will announce this year's inductees on Aug. 3 ... The Nashville Songwriters Association International's 24th annual NSAI Song Contest, presented by The Bluebird Cafe and CMT, launches Aug. 1. Among the prizes are mentoring opportunities with Ingrid Andress or songwriter David Hodges ("Because of You," "Miss Me More") ... Former MCA Nashville senior vp of marketing Walt Wilson died July 3 in Gallatin, Tenn., The Tennessean reported. Artists whose careers were the subject of his work included Reba McEntire, George Strait and Trisha Yearwood. No memorials are planned; the family requests that condolences and memories be communicated here ... Australian country artist Arthur Blanch, 94, died July 26 following a heart attack and kidney failure. He spent over a decade in Nashville during two stints in the city, recording for Dot and for Curb, and acted as a mentor for Keith **Urban**. Blanch's survivors include a daughter, Nashville publishing veteran Jewel Coburn ... Bassist-vocalist Randy Meisner, 77, an original member of **The Eagles**, died July 27 of complications from chronic obstructive pulmonary disease. He also worked with Poco and with Rick Nelson & The Stone Canyon Band before his run with The Eagles, which ended in 1977 following the release of Hotel California. He was most closely identified as the lead voice on the band's "Take It to the Limit." •



Bill Anderson, a 62-year member of the Grand Ole Opry, was celebrated July 22 as the longest-serving member in the WSM-AM Nashville show's history. From left: Opry VP/executive producer Dan Rogers and Opry members Jeannie Seely, Anderson and Vince Gill.

CHRIS HO

ON SALE SEPTEMBER 23

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Parker McCollum's 'Burn It Down' Matches Smoldering Music And Message

In the chorus of his latest single, "Burn It Down," **Parker McCollum** fantasizes intensely about reducing the memories of a freshly ended relationship to "smoldering coals."

It's a subtly unique idea, that word "smolder." It's not particularly obscure, but it's not one that appears in songs every day, and it's a key entry point to the tone of "Burn It Down." The production is an all-out blaze by the time it reaches

a guitar solo more than two minutes through its three-minute, 36-second running time. But it's a slow burn getting there, and McCollum credits producer Jon Randall (Dierks Bentley, Miranda Lambert) for that patient pacing.

"I wanted the first [chorus] to really just floor it," McCollum says. "He was like, 'Man, you just got to make them wait, you just got to make them wait.' And I remember being like, 'I think he's got to give it to them.' Now when I hear it in the store or on the radio or whatever, I'm glad we waited to grow."

McCollum's enthusiasm is the opposite of the attitude he brought to the writing session when he hosted the Love Junkies—aka songwriters Liz Rose ("You Belong With Me," "Girl Crush"), Lori McKenna ("Humble and Kind," "It All Comes Out in the Wash") and Hillary Lindsey ("Blue Ain't Your Color," "Ghost Story")—at his Nashville home on Sept. 27, 2022.

"I was burned out, and I so did not want to be a songwriter at all for several months," he remembers.

His album *Never Enough*, released May 12, was already finished, and when Rose arrived first, he confessed to her in the kitchen that he wasn't sure why they were even writing. It wasn't an encouraging start.

"I'm thinking, 'Oh, thanks, you know. We're all here,' " she recalls. "And then I thought, 'You know, Parker, you say that, but you know what always happens. You write that song that you didn't have, and you can't believe that you wrote [it].' He goes, 'I know. How many times has that happened?' "

Neither told McKenna or Lindsey he wasn't into it, and once the actual work began, they spent about a half-hour just talking and strumming guitars. At some point, he worked into a slow-boiling groove and repeated the phrase "Burn it down" as if it were a mantra.

"I love songs like that," says Lindsey. "But it felt like the emotion wasn't all the way there."

McCollum soon shifted into another gear, filling in extra lines after each "Burn it down": "'Til it's ashes and smoke," "To the smoldering coals," "'Til I don't want you no more."

"It's almost like it's an answer to 'Burn it down,' "Lindsey says. "It just started to develop."

As they inserted those extra lines between the "Burn it down" phrases, McCollum began to see its bigger-picture potential, and that's when he became fully engaged.

"He was just sitting down in a chair—I feel like it was an armchair vibe, like one of those cushy armchairs," says Lindsey. "But he threw his hand back. It was as if he were onstage, and he was like, 'Burn it,' and he started visualizing what he wanted onstage. He was like, 'Oh my gosh, y'all. I think we're on to something. I need this. I need this visually. I need the fire in the back. I need this energy for my set.' It all just started coming together, and when he threw his arm back, I was like, 'Hell, yeah. You throw that arm back, partner.'"

They wrote a good part of the chorus, then shifted back to the beginning, where McCollum developed a symbolic line about an ex scattering the good-

by e across the lawn. The protagonist finds himself stuck with a house full of memories. "Burn it down," he concludes. Then in verse two, he considers the bed and the passion it represented. "Burn it down."

By the time they got to the third verse, they focused more closely on vanquishing abstractions rather than physical items, and that brought more clarity to the song's metaphoric disposition.

"My drummer was telling me he actually knows a guy who burned down his girlfriend's house," notes McCollum. "He's literally going to go to prison for a considerable amount of time, and I kind of made the joke, 'I hope he hasn't been listening to my song.' I don't think anybody has listened to the song and actually done it, I would hope. I guess in today's world, you never know."

They made a guitar/vocal work tape at the end of the session with Lindsey providing harmony. Ahead of the third chorus, Lindsey freestyled another smoldering "Burn it, burn it," teeing up the finale. McCollum brought that rough recording to Randall, who prefers that bare-bones format.

"I love listening to the work tapes," Randall says. "Because I've spent enough time as a writer and I know what goes on in those rooms, I can get a pretty good idea of what the mindset was just because I kind of know the process. And I think that that works in my favor, more than it doesn't."

Randall recognized McKenna was using an alternate guitar tuning and wanted to re-create its open, droning sound during the tracking date at Nashville's Blackbird Studios. Session player Jedd Hughes invented a staccato counterpoint

riff, and the band built up gradually with each new stanza, primarily from drummer **Chad Cromwell**'s ascending intensity: After two verses, the kick drum joins subtly at the chorus, and the full kit is employed by verse three. The searing guitar solo brings the entire band to its maximum point and, after a quieter bridge, maxes out again for the finale.

Engineer **F. Reid Shippen** helped even more in post-production, adding a shaker at verse two and, most notably, running McCollum's voice through a filter during the first two verses. The effect hollows out his tone and emphasizes the consonants and breaths in his performance.

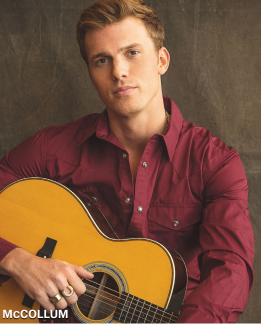
"I think his vocal is smoldering," says Rose. "The whole song is, honestly, the tempo and the mood of the track, and the way he's singing it. It's a lot of smoldering."

When MCA Nashville decided to make it a single, Randall did a quick, more typical, remix that dropped the vocal filtering and ramped up the sound before the first chorus. By then, everyone agreed that the slow-building approach was right for this release.

"Everybody kind of fought me on it, and I think everybody thought I was crazy to not go big on the first chorus," Randall says. "But eventually everybody came back and said, 'The coolest part of the song is that it waits to get big.' Which breaks [with] the way everybody thinks in town."

Country radio received the single via PlayMPE on June 5, and it moves to No. 45 on the Country Airplay chart dated Aug. 5. "Burn It Down" seems positioned for a long, smoldering life rather than flaming out in a flash, which would aptly reflect both the slow build McCollum experienced on the day he wrote it and the arrangement that Randall oversaw.

"He's such a seasoned veteran," McCollum says. "He knew exactly what $\frac{8}{5}$ he was doing. I was the young guy trying to bust it out real quick, and he was right. He usually is." \bullet



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TRY THAT IN A SMALL TOWN BMG Gold Songs, ASCAP/Makena Cove Music, ASCAP/Make Platinum Songs US, BM/Irishosmusic, BM/Irish S'Mel! Music Publishing, ASCAP/Songs Of Red Street Country, ASCAP/Wit Music Corp., ASCAP/Sonit Askiville Iwo Crescendo, BM/Irinash Town Music, ASCAP/Sonit Vault Songs, ASCAP (K.M.Allison, T.Kennedy, J.K.Lovelace, N.Thrasher) 25

WATERMELON MOONSHINE Sony Accent. ASCAP/The Money Tree Vibez, ASCAP/Pile Of Schmidt Songs, ASCAP/Sony Cross Keys Publishing, ASCAP/ Ikigāl Music, ASCAP/WC Music Corp., ASCAP (LWilson, J.M.Schmidt, J.Kear) 18

WE DON'T FIGHT ANYMORE BMG Gold Songs, ASCAP/For The Kids Gold, ASCAP/Smackwood Music, GMR/W-Smack Songs, LLC, GMR/W-CM, Music Corp., SESAC/King Pen Songs, SESAC/Warner Geo Met Ric Music, GMR/Tempo Investments-Smack Hits, GMR (C. Pearce, P.Good, S.McAnally) 41

WE GOT HISTORY Sony Countryside, BMI/Riser Ien Music, BMI/Concord Sounds, ASCAP/Tacklebox Publishing, ASCAP/Warner-Tamerlane Publishing Corp., BMI/Black Jeans Music, BMI/Neon Cross Music, BMI/ Sony Accent, ASCAP/The Money Tree Vibez, ASCAP/Pile Of Schmidt Songs, ASCAP/WC Music Corp., ASCAP (M. Tenpenny, A.Albert, D.Dawson, J.M.Schmidt) 21

WHITE HORSE WC Music Corp., ASCAP/House Of Sea Gayle Music, ASCAP/Spirit Nashyille Two Crescendo, BM/Songs From The Alcove, ASCAP/BMG Gold Songs, ASCAP (C.Stapleton, D.DWilson) 21

WORLD ON FIRE Sony Cross Keys Publishing, ASCAP/Coreent Music, ASCAP/Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP/Warner-Tamerlane Publishing Corp. BM/I/DP Publishing, BM/Hits From The Tape Room, BM/Sony Tree Publishing, BM/Rudy Rocks The USA, BMI (N.Smith, A.G.Gorley, T.Phillips, L.Rimes) 43

YOU, ME, & WHISKEY W. Music Corp., ASCAP/ Where I Started Music Publishing, ASCAP/Warner-Jamerlane Publishing Corp., BM/John't BA & Gypsy, BM/ Jony Cross Keys Publishing, ASCAP/AIHHEN (Oal Mining Songs, ASCAP/Randolph County Music, ASCAP/Taylor Made By The Red White And Blue, ASCAP (J.L. Alexander, B. Berryhill, C. Taylor) 4

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



40 Years Ago George Jones Got 'Lucky' To No. 1

In 1983, the legend scored the most recent of his 13 Hot Country Songs leaders On July 30, 1983, George Jones' "I Always Get Lucky With You" topped *Billboard*'s Hot Country Songs chart, marking the most recent of the icon's 13 No. 1s. Merle Haggard—who co-wrote the song with Gary Church, Freddy Powers and Tex Whitson—originally released it in 1982.

From October 1958 (when Hot Country Songs became an allencompassing genre chart) to 2011, Jones logged a record 158 entries, including 71 top 10s through 1990's "A Few Ole Country Boys," with Randy Travis. He led the chart longest with "Tender Years" (seven

weeks, 1961), followed by "She Thinks I Still Care" (six, 1962) and "White Lighting" (five, 1959).

Jones was married four times, most famously to Tammy Wynette (1969-75), with whom he shared three No. 1 hits from 1973-77. He was inducted into the Country Music Hall of Fame in 1992 and died in April 2013 at age 81. Marking 10 years since his passing, the all-star concert Still Playin' Possum: Music & Memories of George Jones was held in April and is scheduled to premiere on PBS' Great Performances later this year.

-JIM ASKER

