billboard Country Update

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BILLBOARD COUNTRY UPDATE



CMA Fest Opens, Showcasing Country's Variety Of Sounds And Voices



Two weeks ago, millions of red-eyed bugs raised an incessant ruckus during a short stay in Middle Tennessee.

On June 6, tens of thousands of sun-fried, red-eyed coun-

try music fans turned up the decibels for their own short ruckus, taking over Downtown Nashville with the dawn of the 51st CMA Fest.

Any Brood XIX cicadas still alive in Nashville are experiencing a different CMA Fest than their ancestors would have witnessed 13 years ago. Those changes were evident from the first morning when openly gay Fancy Hagood repeatedly labeled himself a queer country artist while on the Hard Rock Stage.

"The fact that I get to be here and do this is amazing," he told the audience.

He was hardly alone. Sam Williams turned in a subsequent set at the Good Molecules Reverb Stage that included a cover of father Hank Williams Jr.'s "Born To Boogie," altered with an extra verse about Sam's life. Roughly an hour later, Brooke Eden took the same stage in lavender fringe, encouraging attendees to follow their inner voice.

"You have to life your life 100% in authenticity," she said, echoing messages delivered by Hagood and Sam. "Otherwise, what the hell are we doing here?"

Those artists' embrace of their authentic selves places a value on discovering and expressing an individual's unique makeup. The emergence of gay voices within a format that's widely seen

as conservative may appear, on the surface, antithetical to country's values. But the genre has a historic appreciation for songs that celebrate following a path of self-direction, even in the face of staunch skepticism. "Don't let nobody tell you you can't do nothin'," Bryan Martin observed in the day's final Riverfront Stage performance, noting his own debut in country's top 10 with current single "We Ride" at age 36. Self-actualization repeatedly informed the day's music, which inhabits free Downtown stages during the day before CMA Fest moves to Nissan Stadium for nighttime z concerts. **Gretchen Wilson** made a Fossur surprise appearance, performing her og 20-year-old "Redneck Woman" – an anthem about finding personal pride in unglamorous circumstances – with EDEN

ABC on June 25.

McBryde's music specializes in finding, and accepting, an $\frac{14}{9}$ individual's unique path. "Girl Goin' Nowhere" thumbs its nose



at a teacher who predicted that her aspirations to sing country music were a dead end. The rippling "Light on in the Kitchen" advises to "love yourself" and "trust yourself" while navigating love and adulthood. And her closing number, "Devil I Know," is a thumping nod to living unapologetically.

The 80,000 or so fans who typically visit CMA Fest daily during its four-day summer schedule are similarly following their own muses by buying tickets to the festival, which piles up hundreds of performances on multiple stages and offers a chance to secure autographs or selfies in short meet'n'greets with the genre's acts. Dolly Parton, who has famously fashioned a unique brand by accepting her East Tennessee heritage and inspiring others to soar, opened the event by launching a large pop-up store, in addition to announcing a series of new products (see page 8).

The cicadas might have taken note of the preponderance of Black acts -Chapel Hart, Reyna Roberts and Shaboozey all played a role in the opening night's stadium concert - the upbeat sound of Latin American Frank Ray and the plethora of female performers. The lineup represents a heightened attention to diversity within country's power brokers.

CMA Fest thus showcases how country music is living out the individualism of many of its artists, providing more options for those who don't fit the genre's traditional boxes.

Not that this push negates the format's traditions. Craig Morgan's Nissan Stadium set list embraced church, rural life and patriotic service. (He waved a $gigantic flag-notably right side up-at the close of ``Soldier.") \\ \textbf{Brett Young}$ performed an acoustic show grounded in country's ever-present heartache at a Big Machine takeover of Lainey Wilson's Bell Bottoms Up bar. And Jordan Davis' "Buy Dirt" and "Next Thing You Know" - delivered at Nissan-reveled in the prescribed stories of classic nuclear families.

Day 1 featured everything from the unexpected late-night pairing of Post Malone and Blake Shelton to performances by Jackson Dean, Little Texas, Kylie Morgan, Thomas Rhett, Drew Parker, Jake Owen and Shenandoah, among others.

The volume of unique sounds, backstories and journeys suggests that country has more paths than ever to success, and it comes ironically at a time when a large segment of culture seems hellbent on stuffing people back into boxes that don't fit them.

Just as importantly, the artists and sounds are generally desegregated. Ty $_{\circ}$ Herndon may have hosted a Concert for Love and Acceptance that clustered gay people and allies in one show, but minorities are being featured across CMA Fest's various stages, similar to the mix of sonic differences. Traditional country, pop country and hip-hop-influenced vibes dot the schedule in a manner that highlights the genre's sonic variety.

More acceptance of more options creates more opportunities.

"You're now seeing queer people being integrated on so many other stages," Hagood said after his morning performance. "It's not just like one stage for diversity. It's randomly sprinkled throughout the whole festival. Honestly, that feels really important." O

Jo Dee Messina (left) checked in with WKLB Boston personality

Carolyn Kruse when she played Indian Ranch in Webster, Mass., on June 1.



Nashville CEO Rusty Gaston.



Darius Rucker welcomed St. Jude Children's Research Hospital patient Madelyn as his 15th annual **Darius Rucker & Friends benefit** raised \$715,000 on June 3 at Nashville's Ryman Auditorium.

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"HALFWAY TO HELL" 4TH CONSECUTIVE

"I AM NOT OKAY" ON YOUR DESK WEDNESDAY, JUNE 12TH

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billboard Country Airplay

AIRPLAY MONITORED BY

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

Jelly Roll Notches His Fourth Consecutive Country Airplay No. 1 With 'Halfway To Hell'

Jelly Roll banks his fourth No. 1 in a row on *Billboard*'s Country Airplay chart as "Halfway to Hell" (Bailee & Buddy/Broken Bow/BMG/Stoney Creek) ascends to the top of the tally dated June 15. It rose by 16% to 33.2 million audience impressions May 30-June 6, according

to Luminate.

The singer-songwriter co-authored the song with Jessie Jo Dillon, Jesse Frasure and Matt Jenkins. It's from his LP Whitsitt Chapel, which entered Top Country Albums at No. 2 in June 2023 with the largest week — 90,000 equivalent album units in the United States — for an initial entry since the survey transitioned to a consumption-based methodology (from one based on pure sales) in February 2017.



PENSKE

Jelly Roll previously topped Country Airplay with "Save Me," with Lainey Wilson, for two

weeks in December 2023; "Need a Favor" (four weeks, beginning in August 2023); and his debut entry at the format, "Son of a Sinner" (one week, January 2023).

His streak of four consecutive No. 1s is the chart's longest active run, matching that of **Bailey Zimmerman**, whose "Where It Ends" dominated for two weeks before being dethroned by "Halfway to Hell." Since the survey began in January 1990, **Luke Combs** has the overall record: 14 straight No. 1s, from his debut hit, "Hurricane," in May 2017 through "Doin' This" in May 2022.

'COWGIRLS' TROTS TO TOP 10 Morgan Wallen's "Cowgirls" (Mercury/ Republic/Big Loud), featuring **ERNEST**, climbs 11-7 on Country Airplay, up 11% to 20.5 million in reach. Wallen lands his 16th top 10 – and eighth from his 2023 album, *One Thing at a Time*.

ERNEST achieves his maiden top 10 as a recording artist, in his second such appearance on the chart; "Flower Shops," featuring Wallen, hit No. 18 in June 2022. "Cowgirls" ups his total to 12 top 10s as a songwriter.

MOST INCREASED AUDIENCE

TITLE Imprint/Label Artist	GAIN (IN MIILIONS)
HALFWAY TO HELL Bailee & Buddy/Broken Bow/BMG/Stoney Creek Jelly Roll	+4.583
I HAD SOME HELP Mercury/Republic/Big Loud Post Malone Featuring Morgan Wallen	+3.035
AIN'T NO LOVE IN OKLAHOMA Universal Studios/Atlantic/Seven Ridges/Columbia Nashville Luke Combs	+2.749
COWGIRLS Mercury/Republic/Big Loud Morgan Wallen Featuring ERNEST	+2.067
A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music Shaboozey	+1.473
YOUR PLACE Back Blocks/Big Loud Ashley Cooke	+1.367
LET YOUR BOYS BE COUNTRY Macon/Broken Bow Jason Aldean	+1.085
THIS IS MY DIRT Valory Justin Moore	+1.058
SHE'S SOMEBODY'S DAUGHTER (REIMAGINED) Patoka Sounds/Lyric Ridge Drew Baldridge	+1.013
BULLETPROOF RCA Nashville Nate Smith	+0.800

MOST INCREASED PLAYS

TITLE Imprint/Label Artist	GAIN
HALFWAY TO HELL Bailee & Buddy/Broken Bow/BMG/Stoney Creek Jelly Roll	+1131
I HAD SOME HELP Mercury/Republic/Big Loud Post Malone Featuring Morgan Wallen	+782
AIN'T NO LOVE IN OKLAHOMA Universal Studios/Atlantic/Seven Ridges/Columbia Nashville Luke Combs	+727
COWGIRLS Mercury/Republic/Big Loud Morgan Wallen Featuring ERNEST	+654
A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music Shaboozey	+437
YOUR PLACE Back Blocks/Big Loud Ashley Cooke	+343
THIS IS MY DIRT Valory Justin Moore	+299
HANG TIGHT HONEY Broken Bow Lainey Wilson	+278
WE RIDE Average Joes Bryan Martin	+267
LET YOUR BOYS BE COUNTRY Macon/Broken Bow Jason Aldean	+248

RECURRENTS

THIS WEEK	TITLE Imprint/Label Artis	t (IN MILLIONS)
1	TUCSON TOO LATE MCA Nashville Jordan Davi	s 19.578
2	BACK THEN RIGHT NOW Hubbard House/EMI Nashville Tyler Hubbar	d 18.376
3	WORLD ON FIRE RCA Nashville Nate Smit	h 15.837
4	FAST CAR River House/Columbia Nashville Luke Comb	s 14.943
5	PRETTY LITTLE POISON 717/Warner/WEA Warren Zeider	s 14.148
6	THINKIN' BOUT ME Mercury/Republic/Big Loud Morgan Walle	n 13.663
7	LAST NIGHT Mercury/Republic/Big Loud Morgan Waller	n 13.417
8	SAVE ME Bailee & Buddy/Broken Bow/BMG/Stoney Creek Jelly Roll With Lainey Wilso	n 13.171
9	TRUCK BED Big Loud HARD	Y 12.008
10	SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN Cole Swinde	II 8.237

	TEXAS REGIONAL RADIO REPORT WEEK ENDING JUNE 6, 2024										
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	24	HELLO TEXAS (Flying C) ★★1 Week at 1 ★★ Brooke Graham	1570	161	0	13	14	RUNNING OUT OF TIME (Almost Country) Casey Donahew ft. Pat Green, Randy Rogers & Wade Bowen	1015	-26
2	4	17	TE NECESITO (Independent) Matt Castillo	1449	137	Ð	15	20	FIRE IN YOUR EYES (Independent) Chuck Wimer	983	57
3	3	19	SOMETHING OUT OF NOTHING (Independent) James Robert Webb	1442	80	₿	17	12	UNDOMESTICATED ME (Independent) Mark Powell	917	20
4	5	10	RAININ ON ME (Independent) Wade Bowen	1441	149	1	18	16 THIS AIN'T MY FIRST RODEO (Independent) Olivia		902	41
6	6	21	8 SECONDS AT A TIME (Independent) Ryder Grimes	1291	86	Ð	16	13	HUNT YOU DOWN (Independent) Kaitlin Butts	882	-19
6	7	12	DON'T HAVE TO DO THIS LIKE THAT (Flatland Cavalry/Interscope Records) Flatland Cavalry	1253	110	16	14	18	\$10 COWBOY (Son of Davy/Thirty Tigers) Charley Crockett	848	-181
0	8	20	NEON (Independent) Mikayla Lane		27	17	12	18	MILWAUKEE (Island/IDJMG) Wyatt Flores	820	-223
8	11	10	HURRY UP WHISKEY (Independent) Ben McPeak	1148	75	13	19	16	DAMN GOOD FRIENDS (Independent) Keller Cox	803	24
9	10	19	BLUE SKY GOODBYE (Independent) Drew Fish Band	1084	3	19	21	10	MY KIND OF WEATHERED (Independent) Kin Faux	802	77
10	1	15	THE RESCUE (Independent) Bri Bagwell	1043	-620	20	20	19	5 FT AND BULLETPROOF (Soundly Music) Kyle Nix & The 38's	780	50

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 2024, Texas Regional Radio Report

billboard Country Airplay

AIRPLAY MONITORED BY

THIS	LAST	WKS ON		AUDIENCE (I			PLAYS	
WEEK	WEEK	CHART	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK 1
0	2		HALFWAY TO HELL Bailee & Buddy/Broken Bow/BMG/Stoney Creek ** No. 1 (1 Week)/Most Increased Audience ** Jelly Roll	33.325	+4.583	8694	1131	
2	1	36	WHERE IT ENDS Elektra/Warner Music Nashville/WEA Bailey Zimmerman	29.773	-3.845	7472	-1201	2
3	4	5	I HAD SOME HELP Mercury/Republic/Big Loud Post Malone Featuring Morgan Wallen	26.930	+3.035	6926	782	4
4	3	30	TAKE HER HOME Blue Chair/Warner Music Nashville/WEA Kenny Chesney	26.700	+0.677	7198	187	3
6	7	25	YOUR PLACE Back Blocks/Big Loud Ashley Cooke	22.724	+1.367	6426	343	5
6	5	46	OUTSKIRTS MCA Nashville Sam Hunt	22.147	-1.193	5335	-291	8
0	11	9	COWGIRLS Mercury/Republic/Big Loud Morgan Wallen Featuring ERNEST	20.451	+2.067	5180	654	10
8	9	36	WE RIDE Average Joes Bryan Martin	19.991	+0.705	5811	267	6
9	10	17	BULLETPROOF RCA Nashville Nate Smith	19.417	+0.800	5261	176	9
0	12	28	LET YOUR BOYS BE COUNTRY Macon/Broken Bow Jason Aldean	19.356	+1.085	5538	248	7
0	13	39	YOUNG LOVE & SATURDAY NIGHTS RCA Nashville Chris Young	17.961	-0.009	4773	116	11
Ð	14	21	DIRT CHEAP CoJo/Warner Music Nashville/WMN Cody Johnson	17.494	+0.562	4717	65	12
13	15	51	WE DON'T FIGHT ANYMORE Big Machine Carly Pearce Featuring Chris Stapleton	13.535	-0.236	4361	27	13
14	16	54	LOVE YOU AGAIN Chase Matthew/Warner Music Nashville/WMN Chase Matthew	13.229	+0.350	4068	131	14
15	18	32	SHE'S SOMEBODY'S DAUGHTER (REIMAGINED) Patoka Sounds/Lyric Ridge Drew Baldridge	12.881	+1.013	3776	227	15
16	17	26	CHEVROLET Broken Bow Dustin Lynch Featuring Jelly Roll	12.486	+0.367	3594	184	16
Ð	20	4	AIN'T NO LOVE IN OKLAHOMA Universal Studios/Atlantic/Seven Ridges/Columbia Nashville ** Airpower ** Luke Combs	12.397	+2.749	3313	727	18
13	19	44	I'M NOT PRETTY Megan Moroney/Columbia/Columbia Nashville Megan Moroney	10.817	-0.207	3382	9	17
19	21	4	HANGTIGHT HONEY Broken Bow ** Airpower ** Lainey Wilson	9.251	+0.693	2571	278	20
20	22	20	ONE BAD HABIT McGraw/Big Machine ** Airpower ** Tim McGraw	8.797	+0.482	2844	116	19
2	23	30	THIS IS MY DIRT Valory Justin Moore	7.799	+1.058	2566	299	21
22	24	6	A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music Shaboozey	7.799	+1.473	2213	437	22
23	25	9	LOVE YOU, MISS YOU, MEAN IT Row Crop/Capitol Nashville Luke Bryan	6.371	+0.416	1922	103	27
24	28	31	GONNA LOVE YOU Stoney Creek Parmalee	6.053	+0.587	2107	220	24
25	27	14	MESSED UP AS ME Hit Red/Capitol Nashville Keith Urban	5.916	+0.304	2081	170	25
26	29	11	AUSTIN VERSION III/Warner Dasha	5.680	+0.691	1744	229	29
27	26	42	DANCE WITH YOU Nashville Harbor Brett Young	5.642	-0.005	2044	-12	26
23	30	31	RODEO MAN Pearl/Big Machine Garth Brooks & Ronnie Dunn	4.951	+0.078	2132	44	23
29	31	4	BEAUTIFUL AS YOU Fifty-One/Forty-Nine/Valory Thomas Rhett	4.715	+0.215	1484	85	31
30	33	22	SOUNDS LIKE THE RADIO Leo33 Zach Top	4.711	+0.431	1732	77	30
		1				T		

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 © 2024, 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

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THIS WEEK	LAST	WKS ON			AUDIENCE (IN MILLIONS)				PLAYS		
	WEEK	CHART	TITLE Imprint/Label	Artist Dan + Shay	THIS WEEK	+/-	THIS WEEK	+/-	RANK		
3	32	18	BIGGER HOUSES Warner Music Nashville/WAR	4.688	+0.399	1785	89	28			
32	36	14	COWBOY SONGS RECORDS Nashville	George Birge	4.206	+0.397	1441	112	32		
3	34	11	TIE UP Home Grown/Warner Music Nashville/WAR	Zac Brown Band	4.072	+0.016	1163	92	38		
34	35	5	MILES ON IT Joytime Collective/RCA Nashville	Marshmello & Kane Brown	4.016	+0.143	1319	64	34		
35	37	15	AMERICAN GIRL Tom Petty Legacy/Capitol Nashville/Valor	Dierks Bentley	3.793	+0.034	1363	20	33		
36	39	22	BOYS BACK HOME PIA/Curb/Columbia Nashville	Dylan Marlowe & Dylan Scott	3.352	+0.496	1195	130	37		
37	38	11	CALLED CRAZY Interscope/MCA Nashville	Kassi Ashton	3.293	+0.228	727	41	47		
38	40	12	DAMN GOOD DAY TO LEAVE Nashville Harbor	Riley Green	3.069	+0.217	1065	70	39		
39	42	21	BREAKIN' IN BOOTS RECORDS/Columbia/RECORDS Nash	ville Matt Stell	2.892	+0.489	1206	140	35		
40	41	32	FIND ANOTHER BAR Voyager/Red Street	Chris Lane	2.496	-0.116	1198	53	36		
41	43	16	THINK I'M IN LOVE WITH YOU Sound/Mercury Nashville	Chris Stapleton	2.484	+0.207	864	53	44		
42	44	13	THISTOWN'S BEEN TOO GOOD TO US Curb	Dylan Scott	2.259	+0.156	885	5	42		
43	45	13	WHATCHA SEE IS WHATCHA GET Nashville Harbor	Chris Janson	2.169	+0.202	946	24	41		
4	46	8	FOREVER TO ME Warner Music Nashville/WMN	Cole Swindell	2.145	+0.193	666	45	48		
45	50	7	FRIENDS LIKE THAT Night Train/Broken Bow	John Morgan Featuring Jason Aldean	1.886	+0.341	770	111	45		
46	48	5	WRANGLERS Vanner/Republic/Big Loud	1.849	+0.206	757	20	46			
4 7	47	6	DRINKIN' BUDDIES Curb	Lee Brice, Nate Smith & Hailey Whitters	1.826	-0.014	565	9	50		
48	51	10	LIFE WITH YOU Curb	Kelsey Hart	1.671	+0.137	868	75	43		
49	49	18	ITRIED A RING ON Monument	Tigirlily Gold	1.666	+0.034	965	40	40		
50	54	2	WIND UP MISSIN' YOU Back Blocks/EMI Nashville	Tucker Wetmore	1.458	+0.506	416	134	55		
5 1	53	34	I'M IN LOVE Songs & Daughters/Pigasus/Big Loud	Hailey Whitters	1.374	+0.001	572	-25	49		
52	56	7	COUNTRY BACK Magnolia Music	Randy Houser	1.074	+0.190	563	2	51		
53	55	20	KING OF COUNTRY MUSIC Red Street	Ryan Larkins	0.958	+0.052	446	4	54		
54	57	10	SINGLE AGAIN The Core/Universal Music Canada/Mercury	Nashville Josh Ross	0.863	+0.015	503	17	52		
55	58	3	THIS HEART Combustion Masters/RCA Nashville	Corey Kent	0.850	+0.122	480	32	53		
56	N	EW	HOMETOWN HOME BMG/Galaxy Label Group	** Hot Shot Debut ** LOCASH	0.715	+0.131	344	36	59		
57	N	EW	EVERYTHING I NEED 19/Wheelhouse	Chayce Beckham	0.654	+0.071	373	35	57		
58	59	2	ROULETTE ON THE HEART Valory	Conner Smith Featuring Hailey Whitters	0.652	+0.026	377	19	56		
5 9	N	EW	COUNTRY HOUSE MCA Nashville	Sam Hunt	0.625	+0.230	242	96	-		
60	N	EW	DEVILYOU KNOW Warner Music Nashville/WMN	Tyler Braden	0.584	+0.146	320	40	-		
									(



Warner Music Nashville presented Cumulus vp of country formats Charlie Cook a good-natured retirement gift basket before his May 31 departure from the company — presumably, the Depends and BenGay will not be used in tandem. From left: WMN vp of radio and commercial partnerships Kristen Williams, Cook and WMN vp of radio accounts Tom Martens and director of radio accounts James Marsh.



Reba McEntire was among the artists on hand for a 50th-birthday celebration of music veteran Shane Tarleton (center) on May 28 that raised \$15,000 for Musicians On Call in a pre-opening event at new Nashville venue The Blueprint Underground Cocktail Club. Also pictured is MOC president/CEO Pete Griffin.

THANK YOU COUNTRY RADIO! 2ND MOST ADDED - 30 FIRST WEEK STATIONS



MUSIC CHOICE KBAY/SAN FRANCISCO KKBQ/HOUSTON WYCD/DETROIT KMNB/MINNEAPOLIS WJVC/NASSAU KUPL/PORTLAND KSOP/SALT LAKE CITY WWKA/ORLANDO KWNR/LAS VEGAS KBEQ/KANSAS CITY WGH/NORFOLK WGNE/JACKSONVILLE WKMK/MONMOUTH WKHK/RICHMOND WQNU/LOUISVILLE WWGR/FT. MYERS WZZK/BIRMINGHAM

KATM/STOCKTON WOGK/GAINESVILLE KDRK/SPOKANE KXLY/SPOKANE WWQM/MADISON WKRO/DAYTONA WUSY/CHATTANOOGA WRNS/GREENVILLE KFDI/WICHITA WGTY/YORK WXBQ/JOHNSON CITY KTTS/SPRINGFIELD

BMG



NASHVILLE & NATIONAL TOM ROLAND tom.roland@billboard.com



Parker McCollum (center) headlined May 30 at the Gulf Coast Jam in Panama City Beach, Fla. With him are Gulf Coast Jam COO Mark Sheldon (left) and executive producer Rendy Lovelady.

DOLLY PARTON UNVEILS MORE PROJECTS

This year's CMA Fest in Nashville launched with music icon **Dolly Parton** spilling the details on several projects she has in the works—namely, a Broadway musical as well as a hotel.

"It's true: I'm going to have a hotel right here in Nashville, and a museum, too," Parton told the crowd June 6 at the festival's Fan Fair X.

The country icon officially revealed her upcoming Songteller Hotel, which will be located on Third Avenue and Commerce Street in Downtown Nashville. It will also include a Parton museum that will feature memorabilia from her career and many of her fashionable outfits, including a replica of Parton's "Coat of Many Colors," which inspired her signature song of the same name.

The hotel takes its name from Parton's 2020 book, *Songteller: My Life in Song*, written with author-journalist **Robert K. Oermann**.

Parton, of course, is no stranger to launching hotels — the singer, songwriter and business mogul's Dollywood theme park includes the Dreammore Resort, which opened in 2015, and the Heartsong Lodge and Resort, which opened in 2023.

She also announced her upcoming Broadway project, *Hello, I'm Dolly: An Original Musical*, set to open in 2026. Parton says she affectionately calls it "a Grand Ole Opera."

"I tried for years, how to do my life story and make it make sense. I needed to write some original music. I'm hoping you're going to laugh and cry," Parton said.

The musical will be produced by Parton, **Adam Speers** (ATG Productions) and **Danny Nozell** (CTK Enterprises), and takes its name from Parton's first studio album, which was released in 1967. *Hello, I'm Dolly* will feature a score by Parton that will include some of her biggest hits, as well as new songs she has written especially for the musical and a book by Parton and **Maria S. Schlatter**.

In addition, Parton revealed the launch of Dolly Wines (a Dolly 2023 California chardonnay is the first offering) and the cookbook *Good Lookin' Cookin'* that she created with her sister **Rachel**. *Good Lookin'* Cookin' will be published Sept. 17.

These business ventures expand on Parton's recent teaming with Duncan Hines to launch a line of cake and muffin mixes, as well as her partnership with Krispy Kreme for the limited-time Dolly Parton Southern Sweets Doughnut Collection. She also recently revealed her upcoming familyoriented album, *Smoky Mountain DNA – Family, Faith and Fables*, that will arrive in November. –*Jessica Nicholson*

RADIO & RECORDS®

Amy O'Connor joined Riser House as head of sales and streaming following a stint as Sony/Legacy country catalog marketing director. Reach her here ... Universal Music Group Nashville welcomed artist-writer Carter Faith to the label ... KKGO Los Angeles hired consultant Pat Welsh as PD, *The Los Angeles Daily News* reported, as the station injects more gold into its rotation. Albright & O'Malley & Brennan partner Kenny Jay will consult ... KOKE Austin morning hosts Bob Cole and Eric Raines resigned when the station left the airwaves to become an online-only outlet, according to RadioInsight.com. Evening personalities **Scotty Bennett** and **Amber Sorensen** segued into mornings, and weekend host **Rita Ballou** took over afternoons ... Townsquare/Shreveport (La.) PD/personality **Erin Bristol** announced her departure from the company to take a nonprofit position, RadioInsight.com reported ... **Keith Urban**, **Thomas Rhett** and **Shaboozey** will take part in the multigenre iHeartRadio Music Festival Sept. 20-21 at T-Mobile Arena in Las Vegas. Hulu is set to stream the event ... Country Radio Broadcasters presents its June CRS360 webinar, "Tame the Tech, Unleash the Potential: How AI Can Be Your Ally in Country Radio," at 1 p.m. CT on June 12. Go <u>here</u> to register.

'ROUND THE ROW

Former Warner Music Nashville executives Kelli Haywood and Leigh Holt launched Hsquared Management with Capitol Christian Music Group artist Riley Clemmons as their inaugural client. Haywood was a 2019 co-founder of podcasting platform That Sounds Fun Network, while Holt established the branding/management firm maddiett ... The Recording Academy elected 19 leaders to its 2024-2025 board of trustees, including at least two Nashville executives: entertainment attorney E.J. Gaines and F2 Entertainment president/CEO Fletcher Foster ... Big Yellow Dog Music signed producerguitarist Kenny Greenberg (Josh Turner, Allison Moorer) to a synch deal ... Jelly Roll and Ashley McBryde were tapped to host the CMA Fest special, airing June 25 on ABC ... Jordan Davis and NeedToBreathe collaborate in the next edition of CMT Crossroads, premiering June 13 ... The U.S. House of Representatives unanimously passed legislation on June 3 that will rename an Arkansas mail center as the Kingsland "Johnny Cash" Post Office, KARK-TV Little Rock reported ... Still Playin' Possum: A Tribute to George Jones won three Telly Awards, including a gold trophy for best music performance (television). An All-Star Salute to Lee Greenwood also collected three honors, including a silver prize for best music experience (non-broadcast) ... Rhiannon Giddens will serve as keynote speaker for Ireland folk conference Your Roots Are Showing, to be held Jan. 15-19, 2025 ... Occasional Kenny Chesney collaborator Grace Potter established the Grand Point Foundation to support local arts and culture in Vermont ... ERNEST hosted the annual Stars for Second Harvest benefit at Nashville's Ryman Auditorium for the first time on June 4. He was joined by HARDY, Darius Rucker, Chase Rice and Jamey Johnson, among others, raising enough to money to facilitate 1.4 million meals ... Craig Campbell's 10th annual Celebrity Cornhole Challenge, won by Jerrod Niemann's team, raised \$28,000 for the Kenny Campbell Foundation on June 4 ... Riley Green, who was captain for Team First Responders during the June 3 Folds of Honor Tennessee Jock N Rock Celebrity Softball Game, surprised the Folds organization with a check for \$50,000 from his Buford Bonds Charitable Fund ... Veterans charity organization Operation Song will host its inaugural Hitting the Note Charity Golf Classic on Aug. 26 in Franklin, Tenn. Registration opens June 10 ... A celebration of life was scheduled for June 6 in Brentwood, Tenn., for songwriter John Schweers, 78, who died May 28. After moving to Nashville in 1972, he fashioned at least a dozen top 20 hits, including Ronnie Milsop's "Daydreams About Night Things," Alabama's "Born Country," Dave & Sugar's "Golden Tears" and Trace Adkins' "I Left Something Turned On at Home." The family encourages donations be made in his memory to MusiCares.



"Austin" singer Dasha (center) visited with WKKT Charlotte, N.C., PD/ midday host Ashley Wilson during a May 20 radio promotion tour stop. They're joined by Warner Music Nashville regional manager of radio and streaming Justin Newell.

billboard

2024



On June 22, *Billboard* will publish its sixth annual Pride Issue, honoring culturally moving and influential people who have contributed to the community's history and its current landscape. Year-round, *Billboard* covers LGBTQIA+ issues across our editorial channels, including Billboard Pride. Building on this platform, *Billboard* will dedicate the month of June to celebrate love, acceptance, diversity and what it means to be queer in music.

All month long, *Billboard* will be the go-to destination for music- and entertainment-related Pride content. Leveraging our iconic voice within music and culture, *Billboard* will curate a mix of engaging video and social content featuring thought-provoking panels, heartfelt performances and glam tutorials – all in the spirit of building a community for consumers and influencers in celebration of Pride.

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ISSUE DATE 6/22 | AD CLOSE 6/11 | MATERIALS DUE 6/13

billboard Country Airplay Index

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billboard CRAMMU FRST LOOK

On July 13, *Billboard* will publish a GRAMMY First Look special feature showcasing the artists, producers and other creative professionals whose music was released from September 16, 2023 – August 30, 2024 and look at the early contenders for the 67th GRAMMY Awards® in the categories of Record Of The Year, Song Of The Year, Album Of The Year and Best New Artist.

7/17/24: Online Entry Process (OEP) Opens 8/30/24: Online Entry Process (OEP) Closes

Take advantage of this early opportunity during this eligibility period to showcase accomplished work to the music industry as they prepare to cast their entries for Music's Biggest Night[®].

ISSUE DATE 7/13 AD CLOSE 7/1 MATERIALS DUE 7/3

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45 Years Ago Kenny Rogers Reigned With A Crossover Smash

In 1979, he notched his seventh Hot Country Songs No. 1, and his first on Adult Contemporary

On June 9, 1979, **Kenny Rogers**' "She Believes in Me" began a two-week stay atop *Billboard*'s Hot Country Songs chart.

Penned by **Steve Gibb** and produced by **Larry Butler**, the ballad was released as the second single from Rogers' album *The Gambler*. The set dominated Top Country Albums for 23 weeks, and its title track ruled Hot Country Songs for three frames in December 1978. "She Believes in Me" became Rogers' seventh of 21 No. 1s on the latter chart—spanning 1977-2000 as well as his first of eight leaders on Adult Contemporary.

Born Aug. 21, 1938, in Houston, Rogers became an iconic hit-maker, actor and entrepreneur. He was inducted into the Country Music Hall of Fame in 2013. Rogers died March 20, 2020, from natural causes at 81. Due to the coronavirus pandemic, he didn't receive a proper send-off until exactly two years after his death, when family, friends and artists including frequent touring cohorts **Linda Davis** and **Billy Dean**, who co-hosted the tribute — could gather near his grave site at Atlanta's Oakland Cemetery. —JIMASKER

Rogers in a 1979 portrait.

REWINDING THE COUNTRY CHARTS

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