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BILLBOARD COUNTRY UPDATE



Barroom Takeovers Become A Larger Factor At CMA Fest



The Country Music Association's CMA Fest has been experiencing a growth trend ever since it relocated to Downtown Nashville in 2001.

Last year, the festival hit 90,000 visitors a day for the first time, and local media reported that it equaled those numbers in the 2024 edition, held June 6-9.

But the growth most evident at this year's festival was the bulging presence of "barroom takeovers." From Spotify to iHeartMedia to Warner Music Nashville and even *Billboard*, at least 11 labels, booking agencies and other organizations rented out performance spaces — or even entire buildings for a range of extracurricular concerts. In some cases, artists played shows at those venues on top of their official CMA Fest activities. In other instances, artists dropped into the side bars without appearing at a sanctioned CMA event.

The uptick in these ancillary events is a natural outgrowth of the booming business in artist-affiliated bars. In the last year alone, **Garth Brooks**, **Eric Church** and **Morgan Wallen** have all opened the doors on new clubs along Lower Broadway, and **Lainey Wilson** took over the FGL House from **Florida Georgia Line**, rebranding as Bell Bottoms Up. **Bon Jovi** even opened a new bar during the run of the festival.

Those locales offer a ready-made spot at the edge of the festival's footprint for businesses that want to market to core fans; thus CAA took over the weekly Whiskey Jam at the Skydeck for one night, Big Machine Label Group offered daytime shows at Wilson's club, and Sony Music Nashville occupied Acme Feed and Seed with its Camp Sony at the same intersection where CMA Fest hosted its Hard Rock Stage and Riverfront Stage. It's advantageous for the label, fans and the artists, too.



Shaboozey performed June 9 during the SiriusXM Music Row Happy Hour at Margaritaville.

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"Being right there at the end where all the action is happening, it helps in terms of foot traffic," SMN senior vp of marketing Jennifer Way says. "It helps in terms of catching artists that [play] a show and then can just pop up into the bar."

Not that the adjunct shows are limited to the run of the festival or to the Downtown footprint. WME held its annual three-night Losers Live at a bar on the edge of Music Row, about a mile and a half away, June 3-5. Randy Houser, Brantley Gilbert and Mark Chesnutt headlined the three nights, all playing for free to make an impression on country-centric fans and other members of the industry.

"Many people arrive in Nashville prior to the official start of CMA Fest, and they travel from all over the world to hear live music," says WME country music agent Carter Green. "So WME



The volume is impressive. While the festival itself yielded more than 300 artist performances, Spotify House trotted out 40 acts-including BRELAND, Tyler Hubbard and Dustin Lynch - during its three-day run at the Blake Shelton-affiliated Ole Red. SiriusXM booked 56 artists across four days at Margaritaville for performances and/or interviews, including Lainey Wilson, Jake Owen and Riley Green. "This is surely the only genre who could

pull this off the way we pull it off because all of the artists are so punctual, on time or early," SiriusXM associate director of strategy, operations, and artist and industry rela-

and Losers give the people what they want."

tions Aling Thompson says. "We were on schedule all four days, and I was just so grateful to every artist and every artist team that came through the door."

The opportunities, though, also represent a potential long-term problem. Several veteran music executives grumbled that the festival's official daytime stages lacked some of the star power that they have boasted in previous years, though that's a direct result of country's current popularity. At least 50 artists -including Kenny Chesney, Luke Combs, Kane Brown and HARDY-played up to four out-of-town gigs during the four-day CMA Fest. Many were booked at the Carolina Country Music Festival, which overlaps with CMA Fest in Myrtle Beach, S.C. Some of those acts made it back for the Nashville event. Some did not.

That's not a new development, but combined with the artists who choose to play the nearby clubs, it meant that the smaller stages had a higher volume of acts who were unfamiliar to many festival attendees.

That doesn't mean the festival faces any sort of imminent disaster or that it represents a long-term trend.

"I think it changes year by year," Carter says. "If people feel that way this year, it could change next year, and you could have all the biggest acts in country at that time playing during the day.'

Artists' outlook on the festival is tied to their place in the food chain. It's great exposure for acts who haven't hit the commercial mainstream – Wyatt Flores and Puddin (K. Michelle), for example, garnered attention with multiple appearances. But the artists play for free, and the headliners are key to attracting the thousands of fans whose ticket expenditures assist music education charities.

"If you're a newer artist, you need to be there," says SiriusXM/Pandora vp of music programming - country Johnny Chiang. "A-listers or B-plus artists, it's not so much a need for them to do it. It's just a way for them to give back. There's a different perspective."

In most instances, the artists and the ancillary businesses seem to defer to CMA in booking artists, a sign that the industry supports the festival's mission.

'The CMA typically gets all their stuff scheduled first," Way says. "We don't really confirm the exact unique fan experience or activation until the stages are booked, until the artist knows where they're going to be."

Meanwhile, if the barroom takeovers syphon off too much of CMA's business, Chiang suggests it might be effective for the organization to "get in deeper" with the unofficial groups, many of which are already partners in some way.

"At the end of the day, it doesn't matter if it's on one of their stages or one of our bar locations," Chiang says. "What you're talking about is still promoting country music and the CMA." •



Warner Music Nashville executives greeted Bailey Zimmerman backstage when he made his Nissan Stadium main stage debut on June 9 during CMA Fest in Nashville. From left: WMN vp of A&R Rohan Kohli, Zimmerman and WMN co-chair/co-president Cris Lacy and vp of publicity Mary Catherine Rebrovick.



Tucker Wetmore performed at Nashville's Tequila Cowboy on June 9 during iHeartMedia's Country House Party barroom takeover. From left: Back Blocks founder Rakiyah Marshall, WSIX Nashville midday personality Brooke Taylor, Wetmore and iHeartMedia executive vp of country programming strategy Rod Phillips.



Tigirlily Gold performed June 9 at the Chevy Vibes Stage during CMA Fest. From left: Tigirlily Gold's Kendra Slaubaugh, Country Music Association senior vp of industry relations Tiffany Kerns, Monument GM Katie McCartney and Tigirlily Gold's Krista Slaubaugh.



BMI Nashville vp of creative Clay Bradley (left) and assistant vp of creative Mason Hunter (right) presented Russell Dickerson with a dozen BMI Millionaire certificates during a June 6 Raising Canes event at Nashville's Ryman Auditorium.

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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 Sept. 16, 2023-Aug. 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.

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billboard Country Airplay

AIRPLAY MONITORED BY LUMINATE

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

Kenny Chesney Brings 'Home' His Record-Extending 33rd **Country Airplay No.1**

Kenny Chesney banks his record-padding 33rd No. 1 on Billboard's Country Airplay chart as "Take Her Home" (Blue Chair/Warner Music Nashville/

WEA) hikes from No. 4 to the summit on the survey dated June 22. It increased by 13% to 30.1 million audience impressions June 7-13, according to Luminate.

Since Country Airplay launched in January 1990, Tim McGraw ranks second with 29 No. 1s, followed by **Blake Shelton** with 28.

"Home" was co-written by **Zach Abend**, HARDY and Hunter Phelps. Chesney coproduced it with **Buddy Cannon**. It's the lead single from Chesney's album Born, which arrived at its No. 5 high on Top Country Albums in April, becoming his 22nd top 10.

Chesney notches his first Country Airplay No. 1 since Kelsea Ballerini's "Half of My

Hometown," on which he's featured, led for one week in March 2022. The Knoxville, Tenn., native first reigned with "She's Got It All," his ninth of 97 entries, for three frames beginning in August 1997. He also shares the record, with George Strait, for the most top 10s-61-dating to his first, "Fall in Love" (No. 6, July 1995). McGraw, who places third with 60, ranks at No. 21 with his latest single, "One Bad Habit" (McGraw/Big Machine; 9.1 million, up 4%).

Currently on tour, Chesney is set to make his next stop at Chicago's Soldier Field on June 15 with special guests Zac Brown Band, Megan Moroney and Uncle Kracker.

HIGHER 'HELP' Post Malone's "I Had Some Help" (Mercury/Republic/Big Loud), featuring Morgan Wallen, ascends 3-2 on Country Airplay in just its sixth week on the survey (29.7 million, up 10%). The collaboration wraps the speediest trip to the top two since Garth Brooks' "More Than a Memory" launched at No. 1 in September 2007, becoming the only hit in the survey's 34-year history to debut at the summit.



MOST INCREASED AUDIENCE

	GAIN
TITLE Imprint/Label Artist	(IN MIILIONS)
I AM NOT OKAY Bailee & Buddy/BMG/Republic/Stoney Creek Jelly Roll	+7.055
TAKE HER HOME Blue Chair/Warner Music Nashville/WEA Kenny Chesney	+3.389
SIX FEET UNDER (CALEIGH'S SONG) Big Loud Rock/Mercury/Republic/Big Loud HARDY	+3.127
A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music Shaboozey	+2.802
I HAD SOME HELP Mercury/Republic/Big Loud Post Malone Featuring Morgan Wallen	+2.753
COWGIRLS Mercury/Republic/Big Loud Morgan Wallen Featuring ERNEST	+2.207
AIN'T NO LOVE IN OKLAHOMA Universal Studios/Atlantic/Seven Ridges/Columbia Nashville Luke Combs	+1.505
HANG TIGHT HONEY Broken Bow Lainey Wilson	+1.198
THIS IS MY DIRT Valory Justin Moore	+1.035
WE RIDE Average Joes Bryan Martin	+0.863

MOST INCREASED PLAYS

TITLE Imprint/Label Artist	GAIN
I AM NOT OKAY Bailee & Buddy/BMG/Republic/Stoney Creek Jelly Roll	+1601
TAKE HER HOME Blue Chair/Warner Music Nashville/WEA Kenny Chesney	+1054
SIX FEET UNDER (CALEIGH'S SONG) Big Loud Rock/Mercury/Republic/Big Loud HARDY	+828
COWGIRLS Mercury/Republic/Big Loud Morgan Wallen Featuring ERNEST	+702
A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music Shaboozey	+643
I HAD SOME HELP Mercury/Republic/Big Loud Post Malone Featuring Morgan Wallen	+531
HANG TIGHT HONEY Broken Bow Lainey Wilson	+390
AIN'T NO LOVE IN OKLAHOMA Universal Studios/Atlantic/Seven Ridges/Columbia Nashville Luke Combs	+266
LOVE YOU, MISS YOU, MEAN IT Row Crop/Capitol Nashville Luke Bryan	+217
SHE'S SOMEBODY'S DAUGHTER (REIMAGINED) Patoka Sounds/Lyric Ridge Drew Baldridge	+188

RECURRENTS

THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)
1	BACK THEN RIGHT NOW Hubbard House/EMI Nashville Tyler Hubbard	17.552
2	WORLD ON FIRE RCA Nashville Nate Smith	15.924
3	TUCSON TOO LATE MCA Nashville Jordan Davis	15.694
4	FAST CAR River House/Columbia Nashville Luke Combs	13.730
5	LAST NIGHT Mercury/Republic/Big Loud Morgan Wallen	12.868
6	PRETTY LITTLE POISON 717/Warner/WEA Warren Zeiders	12.779
7	THINKIN' BOUT ME Mercury/Republic/Big Loud Morgan Wallen	12.505
8	SAVE ME Bailee & Buddy/Broken Bow/BMG/Stoney Creek Jelly Roll With Lainey Wilson	12.411
9	TRUCK BED Big Loud HARDY	10.612
10	SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN Cole Swindell	8.210

TEXAS REGIONAL RADIO REPORT WEEK ENDING JUNE 13, 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	18	TE NECESITO (Independent) ★★ 1 Week at 1 ★★ Matt Castillo	1703	254	0	13	13	UNDOMESTICATED ME (Independent) Mark Powell	982	65
0	3	20	SOMETHING OUT OF NOTHING (Independent) James Robert Webb	1524	82	Ð	14	17	THIS AIN'T MY FIRST RODEO (Independent) Olivia Harms	933	31
8	4	11	RAININ ON ME (Independent) Wade Bowen	1483	42	₿	19	11	MY KIND OF WEATHERED (Independent) Kin Faux	893	91
4	5	22	8 SECONDS AT A TIME (Independent) Ryder Grimes	1352	61	Ø	18	17	DAMN GOOD FRIENDS (Independent) Keller Cox	884	81
6	8	11	HURRY UP WHISKEY (Independent) Ben McPeak	1308	160	Ð	21	8	JUST DRIVE (Independent) Case Hardin	840	77
6	6	13	DON'T HAVE TO DO THIS LIKE THAT (Flatland Cavalry/Interscope Records) Flatland Cavalry	1307	54	ſ	22	13	PAINTED HORSES (Independent) Jordan Rainer	813	74
7	7	21	NEON (Independent) Mikayla Lane	1113	-38	Ð	20	20	5 FT AND BULLETPROOF (Soundly Music) Kyle Nix & The 38's	809	29
8	9	20	BLUE SKY GOODBYE (Independent) Drew Fish Band	1093	9	18	15	14	HUNT YOU DOWN (Independent) Kaitlin Butts	802	-80
9	12	21	FIRE IN YOUR EYES (Independent) Chuck Wimer	1031	48	19	1	25	HELLO TEXAS (Flying C) Brooke Graham	742	-828
0	11	15	RUNNING OUT OF TIME (Almost Country) Casey Donahew ft. Pat Green, Randy Rogers & Wade Bowen	989	-26	20	24	18	AIN'T GONNA TAKE IT (Independent) Kaitlyn Kohler	715	12

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		
0	4	31	TAKE HER HOME Blue Chair/Warner Music Nashville/WEA ** No. 1 (1 Week) ** Kenny Chesney	30.089	+3.389	8252	1054	1		
0	3	6	I HAD SOME HELP Mercury/Republic/Big Loud Post Malone Featuring Morgan Wallen	29.683	+2.753	7457	531	2		
3	2	37	WHERE IT ENDS Elektra/Warner Music Nashville/WEA Bailey Zimmerman	27.086	-2.687	6665	-807	4		
4	1	22	HALFWAY TO HELL Bailee & Buddy/Broken Bow/BMG/Stoney Creek Jelly Roll	26.580	-6.745	7053	-1641	3		
6	5	26	YOUR PLACE Back Blocks/Big Loud Ashley Cooke	22.916	+0.192	6560	134	5		
6	7	10	COWGIRLS Mercury/Republic/Big Loud Morgan Wallen Featuring ERNEST	22.658	+2.207	5882	702	6		
0	8	37	WE RIDE Average Joes Bryan Martin	20.854	+0.863	5878	67	7		
8	6	47	OUTSKIRTS MCA Nashville Sam Hunt	20.732	-1.415	4951	-384	10		
9	9	18	BULLETPROOF RCA Nashville Nate Smith	19.289	-0.128	5368	107	9		
10	10	29	LET YOUR BOYS BE COUNTRY Macon/Broken Bow Jason Aldean	19.229	-0.128	5507	-31	8		
0	11	40	YOUNG LOVE & SATURDAY NIGHTS RCA Nashville Chris Young	17.982	+0.021	4870	97	11		
12	12	22	DIRT CHEAP CoJo/Warner Music Nashville/WMN Cody Johnson	17.435	-0.059	4669	-48	12		
ß	17	5	AIN'T NO LOVE IN OKLAHOMA Universal Studios/Atlantic/Seven Ridges/Columbia Nashville Luke Combs	13.902	+1.505	3579	266	17		
6	15	33	SHE'S SOMEBODY'S DAUGHTER (REIMAGINED) Patoka Sounds/Lyric Ridge Drew Baldridge	13.672	+0.791	3964	188	15		
Ð	14	55	LOVE YOU AGAIN Chase Matthew/Warner Music Nashville/WMN Chase Matthew	13.393	+0.164	4088	20	14		
16	13	52	WE DON'T FIGHT ANYMORE Big Machine Carly Pearce Featuring Chris Stapleton	13.190	-0.345	4153	-208	13		
Ð	16	27	CHEVROLET Broken Bow Dustin Lynch Featuring Jelly Roll	13.087	+0.601	3782	188	16		
B	18	45	I'M NOT PRETTY Megan Moroney/Columbia/Columbia Nashville Megan Moroney	11.084	+0.267	3459	77	18		
Ð	22	7	A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music Shaboozey	10.601	+2.802	2856	643	21		
20	19	5	HANG TIGHT HONEY Broken Bow Lainey Wilson	10.449	+1.198	2961	390	19		
ð	20	21	ONE BAD HABIT McGraw/Big Machine Tim McGraw	9.143	+0.346	2939	95	20		
2	21	31	THIS IS MY DIRT Valory Justin Moore	8.835	+1.035	2731	165	22		
23	NE	w	I AM NOT OKAY Bailee & Buddy/BMG/Republic/Stoney Creek ** Hot Shot Debut/Breaker/Most Increased Audience ** Jelly Roll	7.055	+7.055	1601	1601	32		
2	23	10	LOVE YOU, MISS YOU, MEAN IT Row Crop/Capitol Nashville Luke Bryan	6.956	+0.585	2139	217	23		
29	26	12	AUSTIN VERSION III/Warner/WMN Dasha	6.504	+0.824	1898	154	28		
20	24	32	GONNA LOVE YOU Stoney Creek Parmalee	6.249	+0.196	2049	-58	26		
27	25	15	MESSED UP AS ME Hit Red/Capitol Nashville Keith Urban	5.827	-0.090	2060	-21	24		
28	27	43	DANCE WITH YOU Nashville Harbor Brett Young	5.576	-0.066	1949	-95	27		
29	29	5	BEAUTIFUL AS YOU Fifty-One/Forty-Nine/Valory Thomas Rhett	5.017	+0.302	1605	121	31		
30	28	32	RODEO MAN Pearl/Big Machine Garth Brooks & Ronnie Dunn	4.870	-0.081	2058	-74	25		

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

						-				
THIS	LAST	WKS ON				N MILLIONS)	PLAYS			
WEEK 31	WEEK 30	CHART 23	TITLE Imprint/Label SOUNDS LIKETHE RADIO 1 6033	Artist Zach Top	THIS WEEK 4.665	+/-	THIS WEEK 1658	+/- -74	RANK 30	
				· · · · ·						
32	31	19	BIGGER HOUSES Warner Music Nashville/WAR	Dan + Shay	4.623	-0.065	1701	-84	29	
<u>6</u> 3	34	6	MILES ON IT Joytime Collective/RCA Nashville	Marshmello & Kane Brown	4.066	+0.049	1383	64	33	
34	35	16	AMERICAN GIRL Tom Petty Legacy/Capitol Nashville/Valory	Dierks Bentley	3.857	+0.064	1374	11	34	
35	32	15	COWBOY SONGS RECORDS Nashville	George Birge	3.840	-0.366	1319	-122	35	
36	38	13	DAMN GOOD DAY TO LEAVE Nashville Harbor	Riley Green	3.486	+0.416	1165	100	39	
(36	23	BOYS BACK HOME PIA/Curb/Columbia Nashville	Dylan Marlowe & Dylan Scott	3.354	+0.002	1184	-11	36	
3 8	37	12	CALLED CRAZY Interscope/MCA Nashville	Kassi Ashton	3.295	+0.002	736	9	49	
39	NE	SIX FEET UNDER (CALEIGH'S SONG) Big Loud Rock/Mercury/Republic/Big Loud ** Breaker ** HARE				+3.127	828	828	46	
40	39	22	BREAKIN' IN BOOTS RECORDS/Columbia/RECORDS Nashville	Matt Stell	2.968	+0.076	1184	-22	37	
41	33	12	TIE UP Home Grown/Warner Music Nashville/WAR	Zac Brown Band	2.954	-1.117	1031	-132	40	
2	41	17	THINK I'M IN LOVE WITH YOU Sound/Mercury Nashville	Chris Stapleton	2.886	+0.402	946	82	43	
43	40	33	FIND ANOTHER BAR Voyager/Red Street	Chris Lane	2.464	-0.032	1179	-19	38	
4	43	14	WHATCHA SEE IS WHATCHA GET Nashville Harbor	Chris Janson	2.444	+0.275	997	51	41	
4 5	42	14	THISTOWN'S BEEN TOO GOOD TO US Curb	Dylan Scott	2.335	+0.076	911	26	44	
46	44	9	FOREVER TO ME Warner Music Nashville/WMN	Cole Swindell	2.232	+0.087	676	10	50	
Ð	45	8	FRIENDS LIKE THAT Night Train/Broken Bow	John Morgan Featuring Jason Aldean	2.039	+0.153	811	41	47	
48	50	3	WIND UP MISSIN'YOU Back Blocks/EMI Nashville	Tucker Wetmore	1.925	+0.467	574	158	52	
49	46	6	WRANGLERS Vanner/Republic/Big Loud	Miranda Lambert	1.908	+0.060	783	26	48	
60	49	19	ITRIED A RING ON Monument	Tigirlily Gold	1.767	+0.101	962	-3	42	
51	47	7	DRINKIN' BUDDIES Curb Let	e Brice, Nate Smith & Hailey Whitters	1.721	-0.105	571	6	53	
52	48	11	LIFE WITH YOU Curb	Kelsey Hart	1.616	-0.055	847	-21	45	
53	52	8	COUNTRY BACK Magnolia Music	Randy Houser	1.006	-0.068	594	31	51	
54	53	21	KING OF COUNTRY MUSIC Red Street	Ryan Larkins	0.916	-0.043	439	-7	56	
55	55	4	THIS HEART Combustion Masters/RCA Nashville	Corey Kent	0.810	-0.040	460	-20	55	
56	54	11	SINGLE AGAIN The Core/Universal Music Canada/Mercury Nasl	nville Josh Ross	0.810	-0.054	509	6	54	
67	NE	w	FALL OF SUMMER Triple Tigers	Scotty McCreery	0.775	+0.210	389	71	59	
68	56	2	HOMETOWN HOME BMG/Galaxy Label Group	LOCASH	0.766	+0.051	438	94	57	
69	60	2	DEVILYOU KNOW Warner Music Nashville/WMN	Tyler Braden	0.727	+0.143	332	12	-	
60	58	3		nner Smith Featuring Hailey Whitters	0.723	+0.071	409	32	58	



Lainey Wilson joined the *Grand Ole Opry* during the June 7 installment of the WSM-AM Nashville show. From left: Trisha Yearwood, Jeannie Seely, Wilson, Terri Clark and Mandy Barnett.



Cody Johnson headlined June 1 during the Gulf Coast Jam in Panama City Beach, Fla. From left: CAA music agent Kylen Sharpe, Gulf Coast Jam executive producer Rendy Lovelady, Johnson, Gulf Coast Jam COO Mark Sheldon and CAA music agent Chris Burrus.

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AMERICANA MUSIC ASSOCIATION 25th ANNIVERSARY

In our Aug. 24 issue, *Billboard* will celebrate the 25th anniversary of the Americana Music Association. Since its beginning in 1999, the association has given a voice and a home to roots musicians all over the world.

Through its efforts, the Recording Academy now recognizes the genre with multiple Grammy Awards, including best Americana album, best American roots performance, best American roots song and best Americana performance. With the addition of AMERICANAFEST, the Americana Music Association has played a vital role in exposing the music and artists to a global audience. On its 25th anniversary, please join us in congratulating the Americana Music Association on its remarkable achievements on behalf of the many talented roots musicians around the world.

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ISSUE DATE 8/24 | AD CLOSE 8/13 | MATERIALS DUE 8/15

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



Avery Anna performed "Narcissist" during a June 8 appearance at Spotify House at Ole Red during CMA Fest in Nashville. From left: WME Nashville partner Barrett Sellers, 33 Creative co-owner Tina Crawford, Anna and 33 Creative co-owner David Fanning.

JELLY ROLL'S NEW SINGLE IS 'OKAY'

Just days after notching his fourth consecutive *Billboard* Country Airplay chart-topper with "Halfway to Hell," **Jelly Roll** released his new ballad, "I Am Not Okay," promoting the single in a manner that demonstrates the upward trajectory of his life.

"I Am Not Okay" is an emotionally raw song that delves into the singer's struggles with mental health, concluding with the affirmation "I'm not okay but it's all gonna be alright."

The former hip-hop artist's popularity has surged in country music thanks to his 2023 album, *Whitsitt Chapel*, along with a slate of frank and vulnerable hits, including "Need a Favor," "Son of a Sinner" and his **Lainey Wilson** collaboration, "Save Me."

"I Am Not Okay," which Jelly Roll first performed as part of the season finale of *The Voice*, previews new music to come from the rising star.

He also performed the song during CMA Fest in Nashville, where he closed out the June 8 lineup at Nissan Stadium. The moment contrasted with his rocky past: The venue is located across the street from the Davidson County Juvenile Detention Center, where Jelly Roll was incarcerated as a teen.

He dedicated his CMA Fest performance to youths who are currently at the center, growing emotional as he said, "I know they can hear us because I was one of them, one time. I was in and out of jail and in and out of drug addiction, and tonight, I am headlining CMA Fest at Nissan Stadium."

—Jessica Nicholson

RADIO & RECORDS®

Frontline Recordings/BMG North America president Jon Loba added oversight of Brazil to his territory ... BMG Canada appointed Bryan Columbus as vp of recorded music. He was previously label director for Concord Label Group/ Canada ... Indie label Leo33 signed Ashland Craft to a recording deal. She will make her Grand Ole Opry debut on July 23 ... Jelly Roll extended his deals with Stoney Creek/BBR and BMG Music Publishing, and will release his next album through a partnership with Republic ... Black Opry founder Holly Gestablished a Black Opry label, distributed by Thirty Tigers. The company signed its first artist, Jett Holden, who has scheduled his debut album in the deal, The Phoenix, for an Oct. 4 release ... Big Loud added Kashus Culpepper to the roster. His first single, "After Me?," is due June 21 ... Lone Star/Santa Anna signed 18-year-old Bayker Blankenship to a recording contract ... Beasley/Philadelphia promoted Paul Blake to cluster manager from vp/director of sales. The company's seven in-market stations include country WXTU ... Sirius XM/Pandora hired artist and industry relations coordinator - country and Christian Victoria Alfonso. A May graduate of Belmont University, she held internships with Big Machine Label Group, Capitol Christian Music Group and Warner Music Nashville ... Kriston Aitken will take over as Cumulus chief human resources officer on July 1. She replaces retiring Todd McCarty after serving two years as a senior vp in the department ... Binnie Media/Rockland-Belfast, Maine, named Don Bedell as market manager, RadioInk.com reported. He'll oversee two stations, including country **WBYA**. Bedell previously served as Penn State University's director of business support for **WPSU** and **WPSU-TV**... **Tim Richards** was appointed content director for Alpha/Chicago country stations **WCCQ** and **WXLC**, according to RadioInsight.com. He will continue to operate in the same role at **KUPL** Portland, Ore.

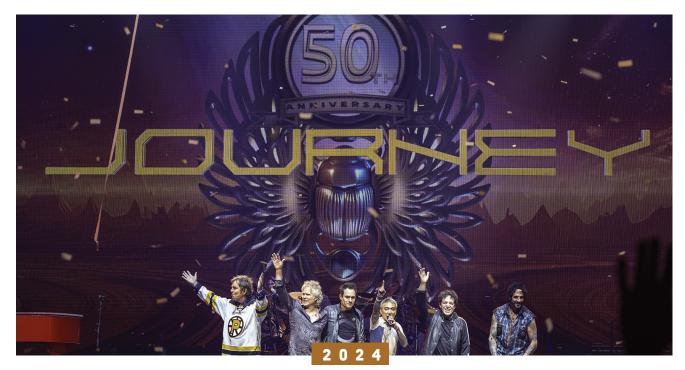
'ROUND THE ROW

Donna Hughes joined Borman Entertainment as vp of touring and communications for the management firm, whose clients include Keith Urban and Tyler Hubbard. Hughes was previously Universal Music Group Nashville national director of radio marketing. In addition, Borman promoted Nikki Abbamont to senior marketing manager from manager and named Katie Mangan a management and marketing coordinator following an internship. Reach Hughes here, Abbamont here and Mangan here ... Warner Chappell Nashville promoted Jessi Vaughn Stevenson to vp of A&R and digital from senior director ... Dream 3 Publishing and Kobalt signed songwriter Trent Fisher to a joint publishing deal ... Big Machine Music established a co-publishing relationship with pop writer-producer Jon Hume ... Marathon Talent signed artist-writer Connor Hicks for management. The Louisville, Ky., native is expected to release a single, "Remembering Somebody," in July ... The MVP3 Foundation, an arts education charity focused on Tennessee, tapped PLA Media for PR ... The Mechanical Licensing Collective is seeking to fill four songwriter seats on three different boards and committees. Go here for info on the committees and here to suggest a candidate ... Maren Morris will participate in the 20th annual Grammy Camp, discussing her career path and professional insights with high school students at the Village Recording Studios in Los Angeles during July ... Nashville-based artist-writer Madi Hendry won the Dolly Parton Songwriters Award from BMI for "Time Is a Thief" on June 6. She receives a \$10,000 prize for the honor ... Dasha, Jade Eagleson, Brett Kissel, The Reklaws and Dallas Smith will perform during the Canadian Country Music Association's CCMA Awards on Sept. 14 in Edmonton, Alberta ... Alan Jackson released the fourth batch of his Silverbelly whiskey, named after his song "I'd Love You All Over Again" ... Darius Rucker joined the creative team at As One Cru wines ... The Folds of Honor Rock 'N Jock Celebrity Softball Game on June 3 raised over \$436,000 for fallen or disabled first responders and their families, including a \$50,000 donation from Riley Green. Other participants in the game included Ashley Cooke, Brett Young, Mitchell Tenpenny, Rodney Atkins and Warren Zeiders ... Gibson Gives, the nonprofit division of Gibson, donated 100 guitars to Nashville youth ... The Morgan Wallen Foundation presented a \$100,000 donation to refurbish two baseball fields in Jefferson City, Tenn., and support youth sports ... Concord Music COO Vic Zaraya and executive vp of publishing Brooke Primont will participate in a June 20 edition of Who Knew's The Smartest People in the Room at 1 p.m. CT. Go here to register for free ... Songwriter Mark James, 83, died June 8 at his Nashville home. He joined the Songwriters Hall of Fame in New York in 2014 and the Nashville Songwriters Hall the following year, recognizing his role in the standards "Suspicious Minds," "Always On My Mind" and "Hooked On a Feeling." O



Austin Snell performed during a June 5 CAA Whiskey Jam takeover at Skydeck in Nashville. From left: CAA agent Jared Martin, Snell and CAA music agents Sabrina Butera and Jeff Krones.

billboard



JOURNEY'S 50TH ANNIVERSARY

Since the group's formation in 1973, JOURNEY has earned 19 top 40 singles, 25 gold and platinum albums, and has sold over 100 million albums globally. Its *Greatest Hits* album is certified 15 times-platinum, making JOURNEY one of the few bands to be diamond-certified, and its smash hit "Don't Stop Believin'" has been streamed over 1 billion times.

JOURNEY was inducted into the Rock & Roll Hall of Fame in 2017, and its 2018 co-headlining tour with Def Leppard was the band's most successful outing to date, landing it in the top 10 year-end touring chart with more than 1 million tickets sold and earning it the prestigious Billboard Legends of Live touring award. JOURNEY has also received a star on the Hollywood Walk of Fame and was inducted into the Hollywood Bowl Hall of Fame. Additionally, the band is the subject of the award-winning documentary *Don't Stop Believin': Everyman's Journey* about the group's resurgence upon adding Arnel Pineda as lead singer after JOURNEY founder Neal Schon discovered the Filipino native on YouTube. Please join *Billboard* as we celebrate the 50 years of JOURNEY's success as one of the most compelling acts in the history of American rock.

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ISSUE DATE 7/13 | AD CLOSE 7/2 | MATERIALS DUE 7/3

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40 Years Ago Eddy Raven's 'Mexico' Went To No. 1

In 1984, the singer-songwriter notched his first of six Hot Country Songs leaders On June 16, 1984, **Eddy Raven** earned his first No. 1 on *Billboard*'s Hot Country Songs chart with "I Got Mexico." He authored the single with **Frank J. Myers** and produced it with **Paul Worley**.

Raven earned his first chart-topper on the list with his 20th entry, dating to his first in 1974. He posted six career No. 1s among 18 top 10s, most recently reaching the top tier with the No. 10-peaking "Island" in 1990.

The son of a truck driver, Raven was born **Edward Garvin Futch** into a Lafayette, La., working-class family on Aug. 19, 1944. The oldest of 10 siblings, he was influenced by the music of his environment blues, Cajun, country and rock and became a fan of shows including *Louisiana Hayride*.

Raven's compositions have also been made into hits by multiple artists, including **Connie Smith** ("I Don't Wanna Talk It Over Anymore"; No. 13, 1976) and **The Oak Ridge Boys** ("Thank God for Kids"; No. 3, 1982).

Now 79, Raven, lives in the Nashville area. He still writes songs and occasionally performs.

-JIM ASKER

