billboard Country Update

BILLBOARD.COM/NEWSLETTERS

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BILLBOARD COUNTRY UPDATE

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Applying Kelsea Ballerini's 'Patterns' To The Whole Of Country Music



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Marshmello, Brown Go The Distance >page 4

Dolly Parton Earns Peace Honor >page 10

Country Coda: Alabama's 'Texas'-Size Hit >page 14 In the title track to her new album, *Patterns*, which Black River released on Oct. 25, **Kelsea Ballerini** takes issue with her habitual repetitions:

"I got patterns/It's in my generations/It's in my

constellations/Moon and Saturn."

The tone is dreamy, almost seductive, though the goal those lyrics set up is much tougher and more difficult. The song isn't a celebration of those patterns: It's a challenge to break them.



second nature because it's what you've done over and over and over again," Ballerini said in a promotional video for the song at an Oct. 21 *Patterns* release event at Nashville's Belmont University. "Maybe it's familial or generational, it's been handed down. It's in our blood. Or maybe it's learned and developed from adapting to life. And maybe some of our patterns are just our own damn fault."

Ballerini's song is personal, though applied at a bigger level, it can be used as a branding lesson for hopeful creatives and executives in the country music business because the difference-makers are invariably the people who break the patterns in the industry to reshape styles and trends. Willie Nelson, as an example, turned his back on the cosmopolitan country of the 1970s with stripped-down productions, quirky

phrasing and his trademark braids and bandana. While some of the artists who tapped into the genre's patterns of that era managed to achieve a handful of hits, Nelson stood apart and built a career that's still moving forward five decades later.



The night before Ballerini's event, breaking patterns was an unspoken theme during the Country Music Hall of Fame induction ceremony, as John Anderson, guitarist James Burton and the late Toby Keith all took their place in the Hall's

membership, alongside such norm-busting predecessors as a Loretta Lynn, Hank Williams, Reba McEntire and Nelson.

They're recognized because they followed their own paths rather than following the crowd. They broke from the accepted patterns.

Keith is the most obvious rebel of the 2024 class. His recording labels and some of his associates attempted to help him fit the mainstream model in the 1990s, and he indeed found success during that period with a number of singles, including "Should've Been a Cowboy," "Who's That Man" and "You Ain't Much Fun." But he fought with some members of his team the entire time, feeling boxed in by their well-intended encouragement to conform.

"I was ungroomable," Keith said in an archived interview



used during his induction.

When his label head lamented that Keith didn't have any potential hits in an album he delivered in 1998, Keith left the company, bought back the album for its \$93,000 production cost and went to the burgeoning DreamWorks, led by his producer, James Stroud. The album's vengeful title track, "How Do You Like Me Now?!," reflected the proud bravado at his core, and he connected better with the public than ever, going triple-platinum and setting up a raucous run of commercial success that included "I Wanna Talk About Me," "Courtesy of the Red, White and Blue (The Angry American)" and his Nelson duet, "Beer for My Horses."

"He didn't just sing those songs," his widow, **Tricia Covel**, said during an induction speech. "He was those songs."

Burton was hailed for a unique guitar sound that mixed taste and technique. His fluid, fiery solos and chicken-pickin' rhythms inspired his peers, and he provided key elements in Merle Haggard's "Workin' Man Blues," Ricky Nelson's "Hello Mary Lou" and Glen Campbell's "Gentle on My Mind," just for starters. Burton's choice of the Fender Telecaster as his primary instrument influenced the cutting guitar sound of country and inspired countless younger musicians, including Keith Richards, Elvis Costello, The Desert Rose Band's John Jorgenson and Brad Paisley, all of whom performed in Burton's honor during the medallion ceremony.

Burton "is the most important guitarist, I think, in our history, in many ways," Paisley said. "So many of us would not play the way we play [without him]."

Similarly, Anderson cut a path that separated him from the rest of the pack. He fused a variety of genres into his sound, particularly rock, honky-tonk and bluegrass. But while his productions varied, his voice was — and still is — a stable centerpiece of his performances, simultaneously foggy and solid. And wholly its own thing.

"Folks say that John Anderson sounds like **Lefty Frizzell** or Haggard or **[George] Jones**," Country Hall and Museum CEO **Kyle Young** noted during the medallion ceremony. "But they're wrong. He took on elements of his idols, but he sounds like John Anderson."

That's the thing about patterns. Whether it's creating new music styles or taking the journey in life, it's all been done before. The safest approach is to follow a path that has previously been established, but the biggest potential payoff comes in refashioning influences from the past in a way that's never been done before—or, at least, isn't being done now. It's risky, which is why so few people step far out on a limb. But when it works, it gives that creator a singular identity.

"You're going to fail if you put yourself out there," Little Big Town's Karen Fairchild said during Ballerini's event. "[But] that's where it all happens. You can't not try because of that."

The people who are most admired in life, or in country music, are invariably the ones who challenged their patterns, stood back up after they fell and took command of their own destiny instead of letting convention limit their futures. That description applies to Hall of Famers Dolly Parton, Ray Charles and Randy Travis, as well as to current hit-makers Keith Urban, Lainey Wilson and Chris Stapleton.

"I think that we make patterns," Ballerini said, "so they don't make us."



Dylan Scott performed "I Owe You One" during an Oct. 21 appearance on NBC's *TODAY*. With him are co-hosts Hoda Kotb (left) and Jenna Bush Hager.



Brad Paisley (right) posed with ABC-TV host Jimmy Kimmel at the side of the outdoor stage when he performed "Truck Still Works" on the Oct. 17 edition of Jimmy Kimmel Live!



Wyatt Flores chatted with Apple Music Country host Kelleigh Bannen for the Oct. 21 edition of The Kelleigh Bannen Show.

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18 I WOULD, WOULD YOU
14 THIS TIME LAST YEAR
15 DID YOU MAKE IT HOME? (OUTRO)

BLACK RIVER



SANDB

billboard Country Airplay

AIRPLAY MONITORED BY

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

'Miles' Ahead: Marshmello And Kane Brown Travel To No. 1

Marshmello and **Kane Brown**'s "Miles on It" (Joytime Collective/RCA Nashville) rises two spots to No. 1 on *Billboard*'s Country Airplay chart (dated Nov. 2). The song increased by 14% to 31.5 million audience impressions Oct. 18-24, according to Luminate.

Marshmello reigns in his rookie Country Airplay appearance. The prominent DJ notches the first debut No. 1 at the format since **Shaboozey**'s "A Bar Song (Tipsy)" began its sevenweek domination in August.

Brown banks his 12th Country Airplay leader. It's also his seventh in succession, the longest active streak among all artists. Notably, behind



Brown with five consecutive career-opening chart-toppers is **Jelly Roll**, whose latest single, "IAm Not Okay" (Bailee & Buddy/BMG/Republic/Stoney Creek), holds at its No. 2 high (30.3 million, up 3%).

Prior to "Miles on It," Brown last topped Country Airplay for one week in March with "I Can Feel It." He first led with "What Ifs" (featuring Lauren Alaina) for one week in October 2017.

"Miles on It" isn't the first Marshmello and Brown collaboration. The two topped the streaming-, airplay- and sales-based Hot Country Songs chart with "One Thing Right" for one week in October 2019. They are among the co-writers of their new leader, which has hit No. 4 on the ranking and introduces Brown's LP *The High Road*, due Jan. 24, 2025.

NEW TOP 10s Dasha's co-penned "Austin" (VERSION III, Warner/Warner Music Nashville) ascends 11-9 on Country Airplay (16.4 million, down 1%). The breakthrough single by the San Luis Obispo, Calif., native becomes the first freshman entry by a woman to hit the top 10 since **Megan Moroney**'s "Tennessee Orange," which reached No. 4 in July 2023.

Plus, **Thomas Rhett** earns his 24th top 10 as "Beautiful As You" (Fifty-One/Forty-Nine/Valory) climbs 12-10 (16.1 million, up 7%). The single follows "Mamaw's House" (featuring **Morgan Wallen**), which in March became Rhett's 20th No. 1. ●

MOST INCREASED AUDIENCE

TITLE Imprint/Label Artist	GAIN (IN MIILIONS)
LOVE SOMEBODY Mercury/Republic/Big Loud Morgan Wallen	+13.315
MILES ON IT Joytime Collective/RCA Nashville Marshmello & Kane Brown	+3.766
DARKEST HOUR (HELENE EDIT) BigEC/EMI Nashville Eric Church	+1.359
LIES LIES LIES Mercury/Republic/Big Loud Morgan Wallen	+1.329
BOYS BACK HOME PIA/Curb/Columbia Nashville Dylan Marlowe & Dylan Scott	+1.319
ONE BAD HABIT McGraw/Big Machine Tim McGraw	+1.150
BEAUTIFUL AS YOU Fifty-One/Forty-Nine/Valory Thomas Rhett	+1.077
I AIN'T SAYIN' MCA Nashville Jordan Davis	+1.050
COWBOY SONGS RECORDS Nashville George Birge	+1.015
BIGGER HOUSES Warner Music Nashville/WAR Dan + Shay	+0.952

MOST INCREASED PLAYS

TITLE Imprint/Label Artist	GAIN
LOVE SOMEBODY Mercury/Republic/Big Loud Morgan Wallen	+2986
MILES ON IT Joytime Collective/RCA Nashville Marshmello & Kane Brown	+1212
DARKEST HOUR (HELENE EDIT) BigEC/EMI Nashville Eric Church	+585
LIES LIES LIES Mercury/Republic/Big Loud Morgan Wallen	+486
SOUNDS LIKE THE RADIO Leo33 Zach Top	+354
4X4XU Broken Bow Lainey Wilson	+330
BOYS BACK HOME PIA/Curb/Columbia Nashville Dylan Marlowe & Dylan Scott	+308
I AIN'T SAYIN' MCA Nashville Jordan Davis	+307
GUY FOR THAT Mercury/Republic/Big Loud Post Malone Featuring Luke Combs	+274
COWBOY SONGS RECORDS Nashville George Birge	+247

RECURRENTS

THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)
1	I HAD SOME HELP Mercury/Republic/Big Loud Post Malone Featuring Morgan Wallen	19.282
2	CHEVROLET Broken Bow Dustin Lynch Featuring Jelly Roll	17.307
3	AIN'T NO LOVE IN OKLAHOMA Universal Studios/Atlantic/Seven Ridges/Columbia Nashville Luke Combs	16.590
4	COWGIRLS Mercury/Republic/Big Loud Morgan Wallen Featuring ERNEST	16.212
5	WORLD ON FIRE RCA Nashville Nate Smith	12.100
6	SHE'S SOMEBODY'S DAUGHTER (REIMAGINED) Patoka Sounds/Lyric Ridge Drew Baldridge	12.077
7	LOVE YOU, MISS YOU, MEAN IT Row Crop/Capitol Nashville Luke Bryan	10.383
8	WHERE IT ENDS Elektra/Warner Music Nashville/WEA Bailey Zimmerman	9.678
9	OUTSKIRTS MCA Nashville Sam Hunt	9.385
10	FAST CAR River House/Columbia Nashville Luke Combs	9.014



TEXAS REGIONAL RADIO REPORT

WEEK ENDING OCTOBER 24, 2024

					_						
THIS 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	20	ALL I WANNA DO IS DRINK (Independent) ** 1 Week at 1 ** Randy Rogers & Wade Bowen	1608	75	0	13	16	TWO WAY DRIVE (River House) Hudson Westbrook	1058	51
0	3	12	HIT THE HAY RUNNIN (Independent) Aaron Watson	1534	34	12	12	20	BEER'S BETTER ON A BOAT (Independent) Clay Hollis & Jesse Raub, Jr.	1051	41
8	4	21	HEAVEN SHINES DOWN ON YOU (Independent) Sundance Head	1408	55	ß	15	16	RIDE OR DIE (Independent) James Robert Webb	1002	59
4	5	20	DRUNK SINCE DALLAS (Independent) Grant Gilbert	1375	42	•	16	15	ROPE THE WIND (Rockin R) Amanda Kate Ferris	978	76
6	7	21	LOST IN THE COUNTRY (LuckySky Music) Tori Martin	1364	101	Œ	18	6	FRIDAY NIGHT (Independent) Wade Bowen	971	100
6	6	24	WAKE UP LONELY (Independent) Caleb Young	1352	45	©	17	18	90SVILLE (Synapse) Derryl Perry	952	69
0	9	16	ME TIME (Flying C) Brooke Graham	1274	38	Ø	19	7	KEEPIN ME ALIVE (Independent) Matt Daniel	933	73
8	8	16	WHEELS (Independent) Shane Smith & The Saints	1252	-7	13	21	9	HILL COUNTRY HOME (Independent) Kyle Park	911	71
9	11	13	PAIN AND SORROW (Independent) Matt Castillo	1108	39	19	14	16	HUNGOVER AGAIN (Independent) Casey Donahew	910	-86
10	10	18	KEEP LOOKIN' DOWN THE ROAD (No Big Deal) Reckless Kelly	1080	10	20	20	24	POOR FOLK (Independent) Scotty Alexander	871	28

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

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billboard Country Airplay

AIRPLAY MONITORED BY

		WKS AUDIENCE (IN MILLIONS) PI						vs			
THIS WEEK	LAST WEEK	ON CHART	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	PLAYS +/-	RANK			
0	3	25	MILES ON IT Joytime Collective/RCA Nashville ★★ No. 1 (1 Week) ★★ Marshmello & Kane Brown	31.510	+3.766	8707	1212	1			
0	2	20	I AM NOT OKAY Bailee & Buddy/BMG/Republic/Stoney Creek Jelly Roll	30.327	+0.929	8243	204	2			
3	1	18	POUR ME A DRINK Mercury/Republic/Big Loud Post Malone Featuring Blake Shelton	28.551	-1.196	7132	-721	3			
4	6	17	LIES LIES LIES Mercury/Republic/Big Loud Morgan Wallen	23.891	+1.329	6990	486	4			
5	5	26	A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music Shaboozey	22.231	-1.210	5462	-478	7			
6	4	50	THIS IS MY DIRT Valory Justin Moore	18.923	-8.065	5563	-2377	5			
7	9	51	GONNA LOVE YOU Stoney Creek Parmalee	18.070	-0.243	5463	22	6			
8	10	14	YOU LOOK LIKE YOU LOVE ME SAWGOD/Columbia/Nashville Harbor Ella Langley Featuring Riley Green	17.327	+0.749	4815	150	10			
9	11	31	AUSTIN VERSION III/Warner/WMN Dasha	16.399	-0.102	4892	-44	8			
0	12	24	BEAUTIFUL AS YOU Fifty-One/Forty-Nine/Valory Thomas Rhett	16.051	+1.077	4835	243	9			
0	13	40	ONE BAD HABIT McGraw/Big Machine Tim McGraw	15.482	+1.150	4544	200	11			
Ø	14	34	COWBOY SONGS RECORDS Nashville George Birge	14.852	+1.015	4543	247	12			
B	NE	€W	LOVE SOMEBODY Mercury/Republic/Big Loud ** Hot Shot Debut/Airpower/Breaker/Most Increased Audience** Morgan Wallen	13.340	+13.314	2999	2986	20			
12	15	15	HIGH ROAD YellaBush/Columbia/RECORDS Nashville Koe Wetzel & Jessie Murph	12.961	+0.520	3939	236	13			
Œ	16	38	BIGGER HOUSES Warner Music Nashville/WAR Dan + Shay	12.424	+0.952	3747	197	14			
1	20	42	BOYS BACK HOME PIA/Curb/Columbia Nashville Dylan Marlowe & Dylan Scott	11.354	+1.319	3500	308	17			
Ð	18	42	SOUNDS LIKETHE RADIO Leo33 Zach Top	11.137	+0.820	3516	354	16			
B	17	22	WIND UP MISSIN' YOU Back Blocks/EMI Nashville Tucker Wetmore	11.118	+0.531	3460	185	18			
19	19	34	MESSED UP AS ME Hit Red/Capitol Nashville Keith Urban	10.333	+0.147	3581	49	15			
20	21	36	THINK I'M IN LOVE WITH YOU Sound/Mercury Nashville Chris Stapleton	9.740	+0.403	2950	93	21			
3	22	32	DAMN GOOD DAY TO LEAVE Nashville Harbor Riley Green	9.024	+0.091	3024	-13	19			
22	24	14	GUY FORTHAT Mercury/Republic/Big Loud Post Malone Featuring Luke Combs	7.963	+0.785	2272	274	23			
②	23	35	AMERICAN GIRL Tom Petty Legacy/Capitol Nashville/Valory Dierks Bentley	7.898	-0.052	2441	21	22			
2	25	8	4X4XU Broken Bow Lainey Wilson	6.694	+0.813	2152	330	25			
2 5	30	14	I AIN'T SAYIN' MCA Nashville Jordan Davis	5.660	+1.050	1956	307	26			
23	26	33	THIS TOWN'S BEEN TOO GOOD TO US Curb Dylan Scott	5.554	+0.197	1904	-46	28			
3	27	41	BREAKIN' IN BOOTS RECORDS/Columbia/RECORDS Nashville Matt Stell	5.410	+0.308	2203	142	24			
2 3	29	27	FRIENDS LIKETHAT Night Train/Broken Bow John Morgan Featuring Jason Aldean	4.970	+0.157	1954	57	27			
29	28	52	FIND ANOTHER BAR Voyager/Red Street Chris Lane	4.737	-0.289	1880	-138	29			
3	33	28	FOREVERTO ME Warner Music Nashville/WMN Cole Swindell	4.378	+0.373	1491	63	34			

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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AIRPLAY MONITORED BY

THIS	LAST	WKS ON	Non-Electrical (In Interestical)						
THIS	LAST WEEK	CHART 19	TITLE Imprint/Label	Artist	THIS WEEK 4.343	+/-	THIS WEEK	+/- 10	RANK
③	31 32	4	HOLY SMOKES Elektra/Warner Music Nashville/WEA	Bailey Zimmerman Cody Johnson & Carrie Underwood		+0.030		28	40 41
<u> </u>	34	10	I'M GONNA LOVEYOU Co.Jo,/Warner Music Nashville/Capitol Nashville/WMN AM I OKAY? Megan Moroney/Columbia/Columbia Nashville	· ·	4.114 3.790	-0.080	1238 1125	65	41
3 3	_			Megan Moroney		+0.127	- 1		
<u>34</u>	37	21	HOMETOWN HOME BMG/Galaxy Label Group	LOCASH	3.756	+0.326	1356	-22	37
3 ₽	38	30	LIFE WITH YOU Curb	Kelsey Hart	3.676	+0.258	1709	166	30
<u>36</u>	35	33	WHATCHA SEE IS WHATCHA GET Nashville Harbor	Chris Janson	3.535	-0.068	1564	12	31
9	39	13	WHISKEY DRINK Macon/Broken Bow	Jason Aldean	3.454	+0.198	1414	38	36
€	36	15	JUST TO SAY WE DID Blue Chair/Warner Music Nashville/WEA	Kenny Chesney	3.410	-0.050	1508	156	33
<u> </u>	40	25	WRANGLERS Vanner/Republic/Big Loud	Miranda Lambert	3.085	-0.046	1521	27	32
40	41	17	COMING HOME Three Up Three Down/Columbia Nashville	Old Dominion	2.652	+0.140	1094	-13	44
49	44	18	COWBOYS CRYTOO Black River	Kelsea Ballerini & Noah Kahan	2.486	+0.223	1301	140	38
1	45	30	SINGLE AGAIN The Core/Universal Music Canada/Mercury Nashville		2.466	+0.251	1258	105	39
43	42	38	ITRIED A RING ON Monument	Tigirlily Gold	2.448	+0.048	1479	12	35
44	43	20	FALL OF SUMMER Triple Tigers	Scotty McCreery	2.226	-0.119	1115	40	43
45	46	13	TRUCK ON FIRE Big Machine	Carly Pearce	2.132	+0.059	991	5	45
46	RE-E	NTRY	DARKEST HOUR (HELENE EDIT) BigEC/EMI Nashville	Eric Church	2.003	+1.359	887	585	46
4	51	5	HEAVENS TO BETSY Big Machine	Jackson Dean	1.796	+0.338	805	105	48
48	47	7	FRIDAY NIGHT HEARTBREAKER Capitol Nashville	Jon Pardi	1.576	+0.018	579	-1	54
49	50	20	EVERYTHING I NEED 19/Wheelhouse	Chayce Beckham	1.549	+0.067	773	29	49
50	48	27	COUNTRY BACK Magnolia Music	Randy Houser	1.344	-0.181	830	-18	47
⑤	53	10	COUNTRY HOUSE MCA Nashville	Sam Hunt	1.272	+0.016	635	35	53
52	49	2	I NEVER LIE Leo33	Zach Top	1.266	-0.242	236	15	-
5 3	54	9	LOVETHE LEAVIN' Warner Music Nashville/WMN	Drew Parker	1.262	+0.039	496	29	58
5 4	57	7	PARK Hubbard House/EMI Nashville	Tyler Hubbard	1.244	+0.081	637	73	52
5 5	56	11	OVER WHEN WE'RE SOBER Valory Brantle	ey Gilbert Featuring Ashley Cooke	1.243	+0.073	656	24	51
56	55	13	DEVILYOU KNOW Warner Music Nashville/WMN	Tyler Braden	1.190	+0.007	442	-43	-
5	59	4	TRUCK STILL WORKS Loaded Goat/EMI Nashville	Brad Paisley	1.144	+0.026	545	26	56
5 3	60	8	BONES Triple Tigers	Russell Dickerson	1.139	+0.066	670	18	50
5 9	58	6	WHAT KINDA MAN MCA Nashville	Parker McCollum	1.125	+0.005	517	36	57
60	52	18	THIS HEART Combustion Masters/RCA Nashville	Corey Kent	1.076	-0.187	563	1	55



Alana Springsteen was surprised with an RIAA-certified gold plaque for "goodbye looks good on you," featuring Mitchell Tenpenny, when she played the Grand Ole Opry on Oct. 18. From left: Eighteen Company CEO Basak Kizilisik, Sony Music Nashville media specialist Rachel Hobbs, Springsteen and SMN senior director of A&R Jason McColl and director of marketing Nicole Hunt.



Brooks & Dunn received a plaque from Pandora recognizing 3 billion streams when the duo played Nashville's Whiskey Jam on Oct. 17. From left: Victoria Alfonso, SiriusXM/Pandora artist and industry relations industry coordinator — country and Christian; Ronnie Dunn; Kix Brooks; and SiriusXM/Pandora vp of music programming — country Johnny Chiang.

MEG REYNOLDS

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TOP BUSINESS MANAGERS

On Nov. 16, Billboard will showcase the most in-demand business managers, whose financial expertise ensures their music industry clients invest (and spend) their money wisely.

Making money in the music industry is hard enough for artists and executives, which is why they turn to an elite few to help with financial profit and investment.

As a result of the rise of branding deals and streaming services, the task of managing artist income has become more complicated than ever, making the role of music business managers invaluable.

Advertise in this issue and reach an elite group of influencers who guide their clients' financial fortunes and know a thing or two about how to invest their own money.

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



Nate Smith visited with WCKN Charleston, S.C., staff when he performed Oct. 17 at The Windjammer on Isle of Palms. From left: WCKN PD/afternoon personality Hunter Meyer; Smith; RCA Nashville regional promotion manager, Southeast Ali O'Connell; and WCKN afternoon co-host Jeff "Cush" Cushman.

DOLLY PARTON, PEACEMAKER

Dolly Parton is the 2024 recipient of the PEACE Through Music Award, which honors an American music industry professional, artist or group who has played an invaluable role in cross-cultural exchanges and whose music works to globally advance peace and mutual understanding. The award is presented jointly by the Recording Academy and the U.S. Department of State.

Parton, a 10-time Grammy winner who also received a lifetime achievement award from the Recording Academy in 2011, will be celebrated Oct. 25 at the Grammy Museum in Los Angeles. She will not be in attendance, but sent a video acceptance speech.

"If I have been an inspiration in any way through some act of kindness or through some music that I have written, well, that makes me feel like I have done my job properly," she said.

Parton's commitment to serving others is well-known. Her Imagination Library, which provides underserved children the opportunity to learn through reading, stretches from the hills of Appalachia to the outback of Australia. In addition, she has been a champion of public health, most recently advocating for the COVID-19 vaccine.

The PEACE Through Music Award is determined by a nomination process, with U.S. embassies around the globe submitting nominations to be considered by a selection committee created jointly by the State Department and the Academy. The committee includes Academy members, State Department leadership, music industry professionals and academia. The recommended honorees are approved by the Academy CEO, then presented to the assistant secretary of state for educational and cultural affairs, who makes the final selection.

The award is part of the Global Music Diplomacy Initiative, which the Academy and the State Department announced in 2023. $-Paul\ Grein$

RADIO & RECORDS®

Jim Malito joined Black River as director of radio promotion, West Coast. He was most recently Stone Country vp of promotion and marketing. Reach him here beginning Oct. 28 ... Writer-artist Ryan Hurd signed a recording deal with Big Machine. His first product in the agreement is "This Party Sucks," released Oct. 25 ... Universal Music Group Nashville signed Crowe Boys, a duo consisting of brothers Ocie and Wes Crowe. The first UMGN track, "Let Me Feel Alone," is due Nov. 8 ... Hannah McFarland agreed to a joint-venture recording deal with The Core and Capitol Music Group ... Old Crow Medicine Show regained ownership of its first three albums, O.C.M.S., Tennessee Pusher and Carry Me Back, and secured Firebird for distribution ... Beasley hired Lauren Burrows Coleman to replace retiring CFO Marie Tedesco on Nov. 1. Burrows Coleman arrives from Wayfair, where she was global head of strategic corporate and commercial finance ... Angie Nash returned to Adams Radio Group/Fort Wayne, Ind., to cover middays on country WBTU and afternoons on top 40 WJFX, RadioInk. com reported. It marks a return to the stations after working more recently onair at crosstown classic hits WLDE ... KTHI Boise, Idaho, welcomed Cory Mikhals back to the airwaves as a morning personality, according to RadioInsight.com. For the past five years, he has worked in voiceover and live-events capacities as the owner of Cory Mikhals Productions ... **Korby Ray** left **WWKA** Orlando, Fla., and adult contemporary **WFEZ** Miami after four years with Cox Media Group, RadioInsight.com reported ... Applications are being accepted for two Country Radio Seminar scholarships: the Futuri Digital Pioneer Scholarship and the Steve Ferguson CRS Scholarship. Country Radio Broadcasters will evaluate submissions entered <u>here</u> for the former program, while Grass Roots Promotion is collecting entries for the latter award here.

'ROUND THE ROW

 $Two \, new \, executives \, joined \, the \, mtheory \, management \, and \, marketing \, firm; senior \, in the interest of the inter$ director of tour marketing Jared Losow and vp of client relations Dirk Lemmenes. The New York-based Losow was co-founder/co-owner of Barley MGMT, while the Atlanta-based Lemmenes served previously as COO/management lead for **Zac Brown Band**. Reach Losow here and Lemmenes here ... Prescription Songs promoted Rachel Wein to senior director of A&R from manager ... Claire Ratliff joined the staff at PLA Media as a senior publicist. She spent two decades as the owner of independent Laughing Penguin Publicity & Consulting ... Writer-artist Preston Cooper signed a joint-venture publishing agreement with Warner Chappell Nashville and The Warren Brothers ... Jordan Harvey joined the songwriting roster at Edgehill Music Publishing. The move coincides with the Oct. 25 release of a new track, "This Is What It Feels Like" ... Sony Music Publishing Nashville inked a deal with writer-producer-musician Elysse Yulo ... Artistwriter Sadie Bass scored a joint publishing deal with Sony Music and One4 $Entertainment ... Song writer \textbf{\textit{David} DeVaul} extended his publishing arrangement$ with Owens Entertainment Group ... Artist-writer Zach Meadows aligned with WME for representation ... The Academy of Country Music announced its new boards of directors for the ACM and the organization's charity wing, ACM Lifting Lives. ACM officers include chair Randy Bernard, vice-chair Cris Lacy, vice president Jeff Krones, treasurer Carmen Romano, sergeant-at-arms Gayle Holcomb, parliamentarian Duane Clark and secretary Tommy Moore. ACM Lifting Lives officers are chair Shawn McSpadden, vice-chair Fletcher Foster, vice president John Hickman, treasurer Paul Barnabee and secretary Taylor **Wolf.** For the full lists of board members, go <u>here</u> and <u>here</u> ... The Women's Music $Business\,Association\,is\,accepting\,applications\,for\,its\,Class\,of\,2025\,\underline{here}\,through$ Nov. 15 ... The Country Music Hall of Fame and Museum and musician Flaco Jiménez were among 20 honorees that President Joe Biden recognized with the National Medal of Arts at the White House on Oct. 21 ... Belmont University graduate Ashley Gorley was among 23 inductees in the Tennessee Independent Colleges and Universities Association's Hall of Fame ... Luke Bryan and Jockey will open a new retail outlet, Coopers 12South, at 2605 12th Ave. S. in Nashville in late November ... The Randy Rogers Family Foundation raised \$200,000 for the Children's Advocacy Center of Comal County in Texas with its RRB Golf Jam in New Braunfels, Texas ... ASCAP executive vp/chief creative officer John Titta died Oct. 21 following a two-year battle with cancer. Among the songwriters he worked with are Jimmy Webb, Jon Bon Jovi and Billy Ray Cyrus.



Granger Smith (right), host of Premiere Networks' After MidNite, hit East Tennessee and North Carolina with 10 4x4 trucks bringing supplies to Hurricane Helene victims during the week of Oct. 14. The trip included a visit with WKSF Asheville, N.C., host Eddie Foxx.



Warren Zeiders sang "Relapse" during an Oct. 18 appearance on Kelly Clarkson's NBC show.

2024

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TITLE Publishing-Licensing Org. (Songwriter) **Chart Position**

4X4XU Sony Countryside, BMI/Story Farmer, BMI/Reservoir 4fb, BMI/Songs Of One Riot Music, BMI/ONE T00TH PRODUCTIONS, BMI/Super LCS Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI (*LWilson*, *JDeotous*, *ARaitierg*) **24**

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- BOYS BACK HOME Warner-Tamerlane Publishing Corp., BMI/Songs of PIA Entertainment, BMI/WC Music Corp., ASCAP/Songs From The Rose Hotel, ASCAP/W.C.M. Music Corp., SESAC/Situation Songs, SESAC/Real Bad Songs, SESAC (D.Marlowe, SERNIS, J.A.Fox) 16

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THE NO. 1s ISSUE

YEAR IN MUSIC

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

Billboard's Year in Music: The No. 1s will wrap up 2024 with an extraordinary editorial package. Included will be year-end charts, interviews and analysis on the year's top artists, songs, albums and labels as well as the year's top producers, songwriters and publishers.

The year-end Billboard Boxscore charts will shine a light on the most successful tours and the top venues and promoters.

This highly anticipated issue serves as a compilation of must-have information. It is referenced year-round by everyone in the music business and touring industry as their de facto resource for *Billboard*'s historical data and information.

Advertise in this signature collector's edition and position your company, artist or breakthrough achievement in front of the power players in the industry. This issue provides the ideal showcase to run a brand or congratulatory message to acknowledge success over the past year.



40 Years Ago Alabama Had A Hit As Big As 'Texas'

In 1984, the band scored its 14th of 33 chart-toppers on Hot Country Songs

On Oct. 27, 1984, Alabama's "If You're Gonna Play in Texas" rose to No. 1 on *Billboard*'s Hot Country Songs chart. The classic was cowritten by Murry Kellum and Dan Mitchell and produced by the band and Harold Shedd.

Formed near Fort Payne, Ala., in the early '70s, Alabama was initially billed as Wildcountry and consisted of cousins Jeff Cook (who died in 2022), Teddy Gentry and Randy Owen. They recruited drummer Mark Herndon in 1979.

Starting with Alabama's 1980 Hot Country Songs No. 1 "Tennessee River" and through its featured turn on **Brad Paisley**'s "Old Alabama" in 2011, the band banked 33 leaders, among 51 top 10s; both tallies are the most among duos/groups.

In 2015, Southern Drawl, Alabama's first set of new music since 2001, arrived at its No. 2 peak on Top Country Albums. It became the group's 26th top 10, a sum that includes 11 No. 1s logged between 1981 and 2006.

Alabama was inducted into the Country Music Hall of Fame in 2005. Currently touring, the band will make its next stop in St. Augustine, Fla., on Nov. 8.

