

billboard Country Update

BILLBOARD COUNTRY UPDATE

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The War And Treaty Are The Latest To Embrace The USO's Long-Standing Mission

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When **The War and Treaty** ventured into Italy for the duo's second USO tour, a stop in Naples on Oct. 25 led to an unexpected bonus.

The U.S. Navy band for the Mediterranean region happened to be in town on an off-day, and the ensemble worked up a short set to back **Michael** and **Tanya Trotter** on one of four dates during the trek. Michael is a veteran, having served in Iraq roughly 20 years ago, and the visit became something more than a typical concert.

"It ended with Michael sitting down and having a heart-to-heart with these sailors about his journey and about his story, and about how music can really save you," USO global entertainment production director **Sarah Moll** recalls. "If you're having a moment, you know, 'Go inward, go to music.' [He told] how he really did that when he was serving. I was looking around, and there were tears, there were nodding heads, there were smiles. I think they just felt so heard."

November is National Veterans and Military Families Month, and few activities provide greater connection for troops and their relatives overseas than a USO visit. Because of his military history, Michael understands better than most how simply

that occurs when an artist visits a base.

"Nobody's asking questions about home," he says. "No one's thinking about that. They're mission-driven. This is what makes our country's military the greatest fighting force ever seen in history. We know how to stay focused when we come into that hall to just be entertained. That's exactly what we want: 'Entertain us.'"



Military members join **THE WAR AND TREATY's** **MICHAEL** and **TANYA TROTTER** during a USO tour stop.

The USO has been entertaining troops for more than 80 years. The organization was founded in February 1941 — prior to the country's involvement in World War II — tasked with bringing performers, athletes and other celebrities to the military.

Country music has been a big part of the USO's story. Country Hall of Fame member **Gene Autry** was among the first to join the cause, purportedly singing to more

than 1 million troops and family members in the Pacific theater after he completed his own military service in 1945. Across the decades, **Johnny Cash**, **Roy Acuff**, **Barbara Mandrell**, **Charley Pride** and **Randy Travis** would participate. During this century, the list has included **Darryl Worley**, **Chely Wright**, **Kellie Pickler**, **Trace Adkins**, **Montgomery Gentry** and **Toby Keith**, who — as a 2010 *Parade* story noted — usually headed "right to the front lines" during annual tours overseas.



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In the vast majority of cases, entertainers are shielded from the most dangerous outposts, though even when the visits are not in an active war zone, they can still have a significant emotional impact. The War and Treaty’s first USO tour landed them at Camp Casey in South Korea, a scant 13 miles from the demilitarized zone at the border of North Korea. They were “literally in the danger zone,” Michael recalls.

In between the music, he told the troops of his Iraq War memories — the soldiers who served at his side and those who were lost in combat. One of his former comrades happened to be at the base and was able to catch up with Michael. Just as importantly, Michael shared some of his past in a more vivid way with Tanya, who had seen aspects of his post-traumatic stress disorder. It resurfaced during that visit.

He was able to get through it — “I had to take a breather because my mind was getting back into war mode,” he says — and Tanya was better able to recognize some triggers for his condition.

“It was more intensified than it is at home, but it’s what we do deal with all the time,” she says. “It doesn’t go anywhere, the experience that he’s had, but it heightens, depending on the environment. So it was just a heightened response to being in it.”

Michael’s visit to Camp Casey underscores the significance of the USO. Entertainers can spend a few days or a week embedded in military life. Even if it tests them, they get to leave the environment at the end of their mission, while the soldiers’ tours of duty continue until their contracts run out. The smallest things can make the biggest difference — Moll remembers **Craig Morgan** leaving the two guitars he brought on one tour with service members he met. And simple conversations in the mess hall can make a huge impression.

“The coolest part,” Moll says, “is where we get to sit down and have a meal with them. I’m like, ‘Where are you from?’ And they’re like, ‘Oh, I’m from New Jersey,’ or ‘I’m from Virginia.’ It just kind of gives everyone a starting point. We’re sitting in the middle of Italy, but there’s some way that we can connect.”

Moll provides an ideal connection between the USO and the entertainment industry. During her time as NFL director of media events, she landed on the Billboard Power 100 after working with the likes of **Bruno Mars**, **Beyoncé**, **Lady Gaga** and **Katy Perry** at the Super Bowl. Her move to the USO has brought a different level of meaning to her work — “I put my head down at night, and I’m like, ‘I did good today,’” she says — but it has had a similar impact on the artists who make time for the program.

“There isn’t probably one person that I have toured with that hasn’t said, ‘Call me anytime. Let me know what you want me to do. Where are we going next year?’” she observes. “It’s definitely a legacy thing.”

That’s true for The War and Treaty, who want to take the baton from the hundreds of entertainers who have preceded them.

“It’s very important,” Michael says. “I had some good people to follow in the past — of course, **Bob Hope**, but also just thinking of **Whoopi Goldberg**’s contributions, and **Robin Williams**, **Billy Crystal** and **Toby Keith**. I’m very excited to try to pick up a mantle here.”



KEVIN MAZUR/GETTY IMAGES

Kelsea Ballerini (center) took part in a Spotify listening party on Oct. 24 for her new album, *Patterns*, at The Carlyle in New York. With her are Spotify chief public affairs officer **Dustee Jenkins (left)** and Spotify personality **Cassie DiLaura**.



Corey Kent (center) greeted consultant **Joel Raab (left)** and **WUBE Cincinnati PD Grover Collins** when he played *Bogart's* on Oct. 24.



Vince Gill (right) appeared on PBS’ *This Old House* with host **Tom Silva** in an episode that debuted Oct. 31.

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Expert insight and commentary by Tom Roland and Jim Asker





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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billboard Country Airplay

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

Jelly Roll's 'I Am Not Okay' Leads Country Airplay; George Birge Rides To Top 10 With 'Cowboy Songs'

Jelly Roll banks his sixth No. 1 on *Billboard's* Country Airplay chart as "I Am Not Okay" (Bailee & Buddy/BMG/Republic/Stoney Creek) rises one rung on the Nov. 9-dated ranking. It increased by 12% to 33.8 million audience impressions Oct. 25-31, according to Luminate.

The Nashville native (born Jason DeFord) co-authored the inspirational song with Casey Brown, Ashley Gorley and Taylor Phillips, and Zach Crowell produced it. The track is the lead single from Jelly Roll's LP *Beautifully Broken*, which bowed at No. 1 on Top Country Albums and the all-genre Billboard 200 dated Oct. 26 with 161,000 equivalent album units, marking his initial leader on each list. His preceding set, *Whitsitt Chapel*, entered and peaked at Nos. 2 and 3 on the charts, respectively, in June 2023.

"I believe in the power that music has to connect with people, and being able to see the response out on the road touring and seeing and hearing from people about this song — it's been unreal," Jelly Roll tells *Billboard*. To fans and programmers, he added, "Thank you for continuing to shine a light on therapeutic music."

All six of Jelly Roll's Country Airplay entries have reigned, marking the second-longest active No. 1 run. On the Oct. 26 chart, Kane Brown added his seventh consecutive leader with "Miles on It," with Marshmello.

Jelly Roll previously topped Country Airplay, as featured on Dustin Lynch's "Chevrolet" (one week in September), and as a lead artist with "Halfway to Hell" (one week, June); "Save Me," with Lainey Wilson (two weeks, December 2023); "Need a Favor" (four, beginning in August 2023); and his debut entry at the format, "Son of a Sinner" (one week, January 2023).

BIRGE MOSEYS TO TOP 10 George Birge achieves his second Country Airplay top 10 as "Cowboy Songs" (RECORDS Nashville) trots two spots to No. 10 (16.4 million, up 10%). The Austin native's "Mind on You" hit No. 2 in January. ●



JELLY ROLL

ERIC RYAN ANDERSON

MOST INCREASED AUDIENCE			
TITLE Imprint/Label	Artist	GAIN (IN MILLIONS)	
LIES LIES LIES Mercury/Republic/Big Loud	Morgan Wallen	+4.153	
I AM NOT OKAY Bailee & Buddy/BMG/Republic/Stoney Creek	Jelly Roll	+3.505	
BOYS BACK HOME PIA/Curb/Columbia Nashville	Dylan Marlowe & Dylan Scott	+2.191	
AUSTIN VERSION III/Warner/WMN	Dasha	+2.111	
HIGH ROAD YellaBush/Columbia/RECORDS Nashville	Koe Wetzel & Jessie Murph	+1.952	
BEAUTIFUL AS YOU Fifty-One/Forty-Nine/Valory	Thomas Rhett	+1.855	
YOU LOOK LIKE YOU LOVE ME SAWGOD/Columbia/Nashville Harbor	Ella Langley Featuring Riley Green	+1.688	
COWBOY SONGS RECORDS Nashville	George Birge	+1.529	
BIGGER HOUSES Warner Music Nashville/WAR	Dan + Shay	+1.482	
DARKEST HOUR (HELENE EDIT) BigEC/EMI Nashville	Eric Church	+1.454	

MOST INCREASED PLAYS			
TITLE Imprint/Label	Artist	GAIN	
I AM NOT OKAY Bailee & Buddy/BMG/Republic/Stoney Creek	Jelly Roll	+646	
AUSTIN VERSION III/Warner/WMN	Dasha	+555	
DARKEST HOUR (HELENE EDIT) BigEC/EMI Nashville	Eric Church	+531	
LIES LIES LIES Mercury/Republic/Big Loud	Morgan Wallen	+482	
YOU LOOK LIKE YOU LOVE ME SAWGOD/Columbia/Nashville Harbor	Ella Langley Featuring Riley Green	+442	
BOYS BACK HOME PIA/Curb/Columbia Nashville	Dylan Marlowe & Dylan Scott	+383	
HIGH ROAD YellaBush/Columbia/RECORDS Nashville	Koe Wetzel & Jessie Murph	+381	
FOREVERTO ME Warner Music Nashville/WMN	Cole Swindell	+293	
4X4XU Broken Bow	Lainey Wilson	+225	
I AIN'T SAYIN' MCA Nashville	Jordan Davis	+221	

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	Post Malone Featuring Morgan Wallen	19.924
2	AIN'T NO LOVE IN OKLAHOMA Universal Studios/Atlantic/Seven Ridges/Columbia Nashville	Luke Combs	16.739
3	CHEVROLET Broken Bow Dustin Lynch Featuring Jelly Roll	Dustin Lynch Featuring Jelly Roll	16.609
4	COWGIRLS Mercury/Republic/Big Loud Morgan Wallen Featuring ERNEST	Morgan Wallen Featuring ERNEST	15.281
5	SHE'S SOMEBODY'S DAUGHTER (REIMAGINED) Patoka Sounds/Lyric Ridge	Drew Baldrige	12.941
6	WORLD ON FIRE RCA Nashville	Nate Smith	11.896
7	WHERE IT ENDS Elektra/Warner Music Nashville/WEA	Bailey Zimmerman	10.232
8	OUTSKIRTS MCA Nashville	Sam Hunt	9.714
9	FAST CAR River House/Columbia Nashville	Luke Combs	9.546
10	THIS IS MY DIRT Valory	Justin Moore	9.508



TEXAS REGIONAL RADIO REPORT

WEEK ENDING OCTOBER 31, 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 +/-
1	2	13	HIT THE HAY RUNNIN (Independent) ★★1 Week at 1★★	Aaron Watson	1652	118	11	15	7	FRIDAY NIGHT (Independent)	Wade Bowen	1082	111
2	3	22	HEAVEN SHINES DOWN ON YOU (Independent)	Sundance Head	1543	135	12	17	8	KEEPIN ME ALIVE (Independent)	Matt Daniel	1075	142
3	4	21	DRUNK SINCE DALLAS (Independent)	Grant Gilbert	1504	129	13	13	17	RIDE OR DIE (Independent)	James Robert Webb	1067	65
4	5	22	LOST IN THE COUNTRY (LuckySky Music)	Tori Martin	1490	126	14	14	16	ROPE THE WIND (Rockin R)	Amanda Kate Ferris	1053	75
5	7	17	ME TIME (Flying C)	Brooke Graham	1336	62	15	18	10	HILL COUNTRY HOME (Independent)	Kyle Park	1039	128
6	6	25	WAKE UP LONELY (Independent)	Caleb Young	1318	-34	16	21	12	FRONT PORCH IN THE RAIN (Independent)	Hayden Haddock	995	137
7	8	17	WHEELS (Independent)	Shane Smith & The Saints	1248	-4	17	16	19	90SVILLE (Synapse)	Derryl Perry	980	28
8	9	14	PAIN AND SORROW (Independent)	Matt Castillo	1155	47	18	10	19	KEEP LOOKIN' DOWN THE ROAD (No Big Deal)	Reckless Kelly	882	-198
9	12	21	BEER'S BETTER ON A BOAT (Independent)	Clay Hollis & Jesse Raub, Jr.	1132	81	19	22	10	ONE MORE FOR THE RIDE (Independent)	Ryder Grimes	841	13
10	11	17	TWO WAY DRIVE (River House)	Hudson Westbrook	1123	65	20	20	25	POOR FOLK (Independent)	Scotty Alexander	839	-32

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
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THIS WEEK	LAST WEEK	WKS ON CHART	TITLE Imprint/Label	Artist	AUDIENCE (IN MILLIONS)		PLAYS		
					THIS WEEK	+/-	THIS WEEK	+/-	RANK
1	2	21	I AM NOT OKAY Bailee & Buddy/BMG/Republic/Stoney Creek	★★ No. 1 (1 Week) ★★ Jelly Roll	33.832	+3.505	8889	646	1
2	1	26	MILES ON IT Joytime Collective/RCA Nashville	Marshmello & Kane Brown	30.353	-1.157	7541	-1166	2
3	3	19	POUR ME A DRINK Mercury/Republic/Big Loud	Post Malone Featuring Blake Shelton	28.706	+0.155	6958	-174	4
4	4	18	LIES LIES LIES Mercury/Republic/Big Loud	★★ Most Increased Audience ★★ Morgan Wallen	28.044	+4.153	7472	482	3
5	5	27	A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music	Shaboozey	22.776	+0.545	5405	-57	7
6	7	52	GONNA LOVE YOU Stoney Creek	Parmalee	19.205	+1.135	5632	169	5
7	8	15	YOU LOOK LIKE YOU LOVE ME SAWGOD/Columbia/Nashville Harbor	Ella Langley Featuring Riley Green	19.015	+1.688	5257	442	8
8	9	32	AUSTIN VERSION III/Warner/WMN	Dasha	18.511	+2.111	5447	555	6
9	10	25	BEAUTIFUL AS YOU Fifty-One/Forty-Nine/Valory	Thomas Rhett	17.905	+1.855	5009	174	9
10	12	35	COWBOY SONGS RECORDS Nashville	George Birge	16.381	+1.529	4710	167	10
11	11	41	ONE BAD HABIT McGraw/Big Machine	Tim McGraw	16.088	+0.606	4585	41	11
12	14	16	HIGH ROAD YellaBush/Columbia/RECORDS Nashville	Koe Wetzel & Jessie Murph	14.912	+1.952	4320	381	12
13	15	39	BIGGER HOUSES Warner Music Nashville/WAR	Dan + Shay	13.906	+1.482	3966	219	13
14	16	43	BOYS BACK HOME PIA/Curb/Columbia Nashville	Dylan Marlowe & Dylan Scott	13.545	+2.191	3883	383	14
15	18	23	WIND UP MISSIN' YOU Back Blocks/EMI Nashville	Tucker Wetmore	12.444	+1.326	3588	128	17
16	17	43	SOUNDS LIKE THE RADIO Leo33	Zach Top	12.067	+0.930	3621	105	15
17	19	35	MESSED UP AS ME Hit Red/Capitol Nashville	Keith Urban	10.954	+0.620	3605	24	16
18	21	33	DAMN GOOD DAY TO LEAVE Nashville Harbor	★★ Airpower ★★ Riley Green	10.071	+1.048	3173	149	18
19	20	37	THINK I'M IN LOVE WITH YOU Sound/Mercury Nashville	Chris Stapleton	9.733	-0.007	2900	-50	19
20	13	2	LOVE SOMEBODY Mercury/Republic/Big Loud	★★ Breaker ★★ Morgan Wallen	9.166	-4.174	2169	-830	25
21	22	15	GUY FORTHAT Mercury/Republic/Big Loud	Post Malone Featuring Luke Combs	8.865	+0.902	2366	94	22
22	23	36	AMERICAN GIRL Tom Petty Legacy/Capitol Nashville/Valory	Dierks Bentley	7.742	-0.156	2303	-138	23
23	24	9	4X4XU Broken Bow	Lainey Wilson	7.547	+0.853	2377	225	21
24	26	34	THIS TOWN'S BEEN TOO GOOD TO US Curb	Dylan Scott	6.633	+1.079	2051	147	27
25	25	15	I AIN'T SAYIN' MCA Nashville	Jordan Davis	6.385	+0.726	2177	221	24
26	27	42	BREAKIN' IN BOOTS RECORDS/Columbia/RECORDS Nashville	Matt Stell	6.327	+0.917	2418	215	20
27	28	28	FRIENDS LIKE THAT Night Train/Broken Bow	John Morgan Featuring Jason Aldean	5.851	+0.881	2111	157	26
28	30	29	FOREVER TO ME Warner Music Nashville/WMN	Cole Swindell	5.743	+1.365	1784	293	28
29	31	20	HOLY SMOKES Elektra/Warner Music Nashville/WEA	Bailey Zimmerman	4.601	+0.258	1375	127	37
30	32	5	I'M GONNA LOVE YOU CoJo/Warner Music Nashville/Capitol Nashville/WMN	Cody Johnson & Carrie Underwood	4.513	+0.399	1353	115	38

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-bulletheaded) 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.

billboard Country Airplay

AIRPLAY
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THIS WEEK	LAST WEEK	WKS ON CHART	TITLE Imprint/Label	Artist	AUDIENCE (IN MILLIONS)		PLAYS		
					THIS WEEK	+/-	THIS WEEK	+/-	RANK
31	34	22	HOMETOWN HOME BMG/Galaxy Label Group	LOCASH	4.454	+0.699	1522	166	32
32	33	11	AM I OKAY? Megan Moroney/Columbia/Columbia Nashville	Megan Moroney	4.301	+0.511	1181	56	42
33	35	31	LIFE WITH YOU Curb	Kelsey Hart	3.988	+0.312	1702	-7	29
34	36	34	WHATCHA SEE IS WHATCHA GET Nashville Harbor	Chris Janson	3.905	+0.371	1557	-7	31
35	38	16	JUST TO SAY WE DID Blue Chair/Warner Music Nashville/WEA	Kenny Chesney	3.735	+0.325	1414	-94	35
36	37	14	WHISKEY DRINK Macon/Broken Bow	Jason Aldean	3.730	+0.276	1389	-25	36
37	46	3	DARKEST HOUR (HELENE EDIT) BigEC/EMI Nashville	Eric Church	3.457	+1.454	1418	531	34
38	39	26	WRANGLERS Vanner/Republic/Big Loud	Miranda Lambert	3.329	+0.244	1564	43	30
39	40	18	COMING HOME Three Up Three Down/Columbia Nashville	Old Dominion	3.043	+0.391	1165	71	43
40	42	31	SINGLE AGAIN The Core/Universal Music Canada/Mercury Nashville	Josh Ross	2.998	+0.533	1329	71	39
41	44	21	FALL OF SUMMER Triple Tigers	Scotty McCreery	2.846	+0.621	1190	75	41
42	43	39	ITRIED A RING ON Monument	Tigritily Gold	2.576	+0.128	1473	-6	33
43	41	19	COWBOYS CRYTOO Black River	Kelsea Ballerini & Noah Kahan	2.555	+0.068	1251	-50	40
44	45	14	TRUCK ON FIRE Big Machine	Carly Pearce	2.545	+0.414	1055	64	44
45	47	6	HEAVENS TO BETSY Big Machine	Jackson Dean	1.883	+0.087	801	-4	45
46	48	8	FRIDAY NIGHT HEARTBREAKER Capitol Nashville	Jon Pardi	1.638	+0.062	603	24	51
47	49	21	EVERYTHING I NEED 19/Wheelhouse	Chayce Beckham	1.604	+0.056	799	26	46
48	59	7	WHAT KINDA MAN MCA Nashville	Parker McCollum	1.502	+0.377	590	73	52
49	54	8	PARK Hubbard House/EMI Nashville ★★ Breaker ★★	Tyler Hubbard	1.479	+0.235	648	11	50
50	51	11	COUNTRY HOUSE MCA Nashville	Sam Hunt	1.440	+0.169	695	60	47
51	58	9	BONES Triple Tigers	Russell Dickerson	1.382	+0.243	674	4	48
52	52	3	I NEVER LIE Leo33	Zach Top	1.307	+0.042	282	46	-
53	56	14	DEVIL YOU KNOW Warner Music Nashville/WMN	Tyler Braden	1.307	+0.117	459	17	57
54	53	10	LOVE THE LEAVIN' Warner Music Nashville/WMN	Drew Parker	1.289	+0.026	518	22	56
55	55	12	OVER WHEN WE'RE SOBER Valory Brantley Gilbert Featuring Ashley Cooke	Brantley Gilbert Featuring Ashley Cooke	1.269	+0.026	653	-3	49
56	57	5	TRUCK STILL WORKS Loaded Goat/EMI Nashville	Brad Paisley	1.205	+0.061	526	-19	55
57	60	19	THIS HEART Combustion Masters/RCA Nashville	Corey Kent	1.030	-0.046	543	-20	54
58	NEW		BETTER THAN YOU Quartz Hill/Stone Country ★★ Hot Shot Debut/Breaker ★★	Joe Nichols / Annie Bosko	0.958	+0.339	546	80	53
59	NEW		RELAPSE 717/Warner/WEA	Warren Zeiders	0.955	+0.114	458	42	58
60	NEW		WOULD IF I COULD Mercury/Republic/Big Loud	ERNEST	0.833	-0.151	368	-33	-



Nate Smith drew visitors from WUSY Chattanooga, Tenn., when he performed at The Signal on Oct. 24. From left: Audacy/Chattanooga senior vp of programming Justin Cole, Smith, WUSY personality Melissa "Mo" Wagner and RCA Nashville regional promotion manager Southeast Ali O'Connell.



Loretta Lynn's daughter Patsy Russell (left) and granddaughter, former *American Idol* contestant Emmy Russell (right), joined *Got It From My Momma* host Jennifer Vickery Smith in an episode of the podcast recorded Oct. 23 at BMI Nashville.

KYLEE SMITH

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AD CLOSE 11/26

MATERIALS DUE 11/27

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BEN DARTNELL

Kameron Marlowe headlined Nashville's Ryman Auditorium for the first time on Oct. 26. Backstage from left: **Sony Music Publishing Nashville CEO Rusty Gaston**, Marlowe, **Red Light manager Kaitlin Madewell**, **SMPN vp of creative Anna Weisband** and **Sony Music Nashville executive vp/COO Ken Robold**.

PR PRO JESS ANDERSON TAKES LEDE

Marketing, strategy and PR firm The Lede Company has launched a Nashville division, the company tells *Billboard*, with former Big Loud executive **Jess Anderson** overseeing the office as a publicist.

The appointment is concurrent with the development of a Lede music division. New York-based **Cara Hutchison** was named head of music, a promotion following her six-year tenure as a Lede publicist.

The company — which also operates in New York, Los Angeles, London and Paris — represents artists including **Sabrina Carpenter**, **Post Malone**, **Rihanna**, **Pharrell Williams**, **Rosalía**, **Shakira** and **A\$AP Rocky**.

Most recently, Anderson served as senior director of media at Big Loud, founding and building the label's in-house publicity department and working with artists including **Morgan Wallen**, **HARDY**, **ERNEST**, **Charles Wesley Godwin**, **Stephen Wilson Jr.**, **Ashley Cooke**, **Dylan Gossett** and **Kashus Culppepper**. Anderson's prior career stops include Sweet Talk Publicity, The Press House and Big Machine Label Group. She also serves on public relations task forces for the Academy of Country Music and the Country Music Association.

Hutchison praised Anderson as “a savvy music publicist with deep roots in Nashville” in a statement, adding, “We look forward to leveraging Lede's relationships, storytelling and communications expertise to help amplify the careers of such outstanding artists in this community.”

“There's no limit to what we'll be able to accomplish with this partnership,” Anderson said. “I'm honored to step into this role.” —*Jessica Nicholson*

RADIO & RECORDS®

Tyler Rich signed with independent ONErpm ... Artist-writer **Donna Ulisse** inked a recording deal with bluegrass label Turnberry Records ... Audacy hired senior vp of research and insights **Ray Borelli**, who arrives after working as Warner Bros. Discovery vp of ad sales research ... **Nate Smith** was scheduled to meet the Royal Oak Fire Department in Michigan on Nov. 1 to bring lunch to the crew, along with **WYCD** Detroit personalities **Rob Stone** and **Holly Hutton** ... **Bill Fox** joined **WSIG** Harrisonburg, Va., as morning host, RadioInk.com reported. He replaces **Quinn Alexander** after a run as **WXCL** Peoria, Ill., brand manager ... Mid-West Family Broadcasting/Madison, Wis., promoted **Randy Hawke** to market manager from vp of programming, according to RadioInsight.com. The cluster includes country **WWQM** and classic country **WHIT** ... The **KKWF** Seattle “Morning Wolfpack” —featuring **Matt McAllister**, **Gabe Mercer** and “**Captain Ron**” **Koons** — is adding the afternoon shift at Audacy sister **KMLE** Phoenix, according to RadioInsight.com. It marks a return to the city for McAllister, a former on-air talent for crosstown rival **KNIX** ... Premiere Networks presents a four-hour holiday offering, *After MidNite Friendsgiving Special With Granger Smith*, available for airing Nov. 27–Dec. 1 ... **Old Dominion** will be the subject of a Feb. 20, 2025, artist interview during Country Radio Seminar and will perform that same evening during the songwriter event Bob Kingsley's Acoustic Alley.

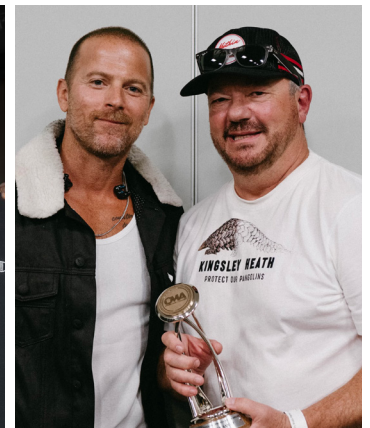
'ROUND THE ROW

Michelle Kirk takes over Dec. 1 as senior director of the Country Music Association's nonprofit CMA Foundation. She moves into the role from her current position as CMA senior director of integrated marketing. Reach her [here](#) ... **Diana Miller** will join dick clark productions on Jan. 15, 2025, as executive vp of talent. She is currently senior supervising producer for CBS show *The Talk* ... **Kelli Wasilauski** resigned as The Oriel Co. director of Nashville operations, ending her tenure on Oct. 28. Reach her [here](#) as she readies for her next role ... The West Tennessee Delta Heritage Center in Brownsville and **Lorrie Morgan** have both enlisted PLA Media for PR ... Yellow Dog Music signed writer-producer-musician **Tony Chetta** to a publishing deal. He has landed songs with **Dasha** and **Jessie James Decker** ... Artist-writer **Andy Buckner** inked a joint-venture publishing agreement with Dream 3 and Kobalt ... The Academy of Country Music is accepting applications for its LEvel Up — Lift Every Voice program through Nov. 11 [here](#) ... The International Bluegrass Music Association is accepting entries for its three-day Leadership Bluegrass program [here](#) through Nov. 18. The class will be held March 10-12, 2025 ... The Recording Academy signed a 10-year deal granting broadcast rights for the Grammy Awards to ABC beginning in 2027. The network aired the first two Grammy telecasts in 1971 and '72 before the show moved to CBS, where it has remained for more than five decades ... **Vince Gill** and **Amy Grant** received the Rick Byrd Character Award from Belmont University in Nashville on Oct. 27 ... The Country Music Hall of Fame and Museum's “Patty Loveless: No Trouble with the Truth” exhibit will close Nov. 10 ... The Morgan Wallen Foundation donated \$500,000 worth of musical instruments to schools associated with 14 cities that hosted his stadium concerts in 2024, in association with Mr. Holland's Opus Foundation ... The Concert for Carolina raised over \$24.5 million for Hurricane Helene Relief. Held Oct. 26 at Charlotte's Bank of America Stadium, the bill included **Luke Combs**, **Eric Church**, **Billy Strings** and **Keith Urban**, among others ... CBS and CMT will air *United Way Benefit for Hurricane Relief* on Nov. 2 with appearances by **Blake Shelton**, **Carly Pearce**, **Tyler Hubbard**, **Zac Brown Band** and **Jackson Dean**, among others ... **Lee Brice** and songwriter **Jeffrey Steele** (“What Hurts the Most,” “Raise 'Em Up”) headline Operation Song's third annual benefit on Dec. 2 at Marathon Music Works in Nashville ... Music Health Alliance has launched its annual Lyrics for a Cause, raising money for the nonprofit with hand-written lyrics signed by **Sam Hunt**, **Deana Carter**, **Peter Frampton** and **Ashley Gorley**. The effort is run by Julien's Auctions as part of its Played, Torn & Worn bidding event Jan. 20-21, 2025 ... The Store, a free referral-based grocery store founded by **Brad Paisley** and **Kimberly Williams-Paisley** for families dealing with food insecurity, is accepting toys and gift-wrapped supplies through Dec. 11 for its second annual Toy Store. A wish list is available [here](#). ●



KKEG HOUSTON

Tyler Hubbard (left) visited with **Cox Media/Houston** director of operations **Travis Moon** when he performed Oct. 26 in Houston.



PJ BROWN

Kip Moore (left) presented South Africa-based **Bok Radio** CEO **Wimpie van der Sandt** the Country Music Association's international country broadcaster award when he performed at the Cape Town Country Music Festival on Oct. 26.

MORGAN WALLEN // ROD WAVE // TAYLOR SWIFT

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THE
NO. 1

+
The Year
In Music

WHAT WE LEARNED
FROM THE ARTISTS WHO
DEFINED 2023

billboard

THE NO. 1s ISSUE

YEAR IN
MUSIC

ISSUE DATE 12/14 | **AD CLOSE** 12/3

MATERIALS DUE 12/5

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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.

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REWINDING
THE
COUNTRY
CHARTS

14 Years Ago Darius Rucker Was 'Back' At No. 1

In 2010, he landed his fourth Hot Country Songs leader

On Nov. 6, 2010, **Darius Rucker's** "Come Back Song" became his fourth of six Hot Country Songs No. 1s.

The tune — which Rucker co-wrote with **Casey Beathard** and **Chris Stapleton**, and which **Frank Rogers** produced — was released as the lead single from *Charleston, SC 1966*. The project arrived as Rucker's second of four Top Country Albums leaders.

Rucker, who was born in the LP's namesake city and year, achieved mass-appeal success in the 1990s as frontman of **Hootie & The Blowfish**. The band notched two No. 1 albums on the Billboard 200 — *Cracked Rear View*, which has sold 10.4 million copies in the United States, according to Luminate, and *Fairweather Johnson* — as well as three top 10s on the Billboard Hot 100.

Rucker was welcomed as a country artist with three Hot Country Songs No. 1s in 2008-09: "Don't Think I Don't Think About It," "It Won't Be Like This for Long" and "Alright." He has banked nine Country Airplay chart-toppers, most recently "Beers and Sunshine" in February 2021. Rucker's latest set, *Carolyn's Boy*, reached No. 27 on Top Country Albums in October 2023. —JIM ASKER

Rucker at the 2010 NCAA Big Dance Concert Series in Indianapolis.



W	LI	W	2	AG	W	WE	W	ON	PRODUCER (SONGWRITER)	IMPRINT & NUMBER / PROMOTION LABEL	W	PE	RO
1	2	3	18						#1 COME BACK SONG F. ROGERS (D. RUCKER, C. STAPLETON, C. BEATHARD)	Darius Rucker CAPITOL NASHVILLE			1
2	6	7	11						AS SHE'S WALKING AWAY K. STEGALL, Z. BROWN (Z. BROWN, W. DURRETTE)	Zac Brown Band Featuring Alan Jackson SOUTHERN GROUND/ATLANTIC/BIGGER PICTURE			2
3	3	5	14						STUCK LIKE GLUE B. GALLIMORE, K. BUSH, J. NETTLES (J. O. NETTLES, K. BUSH, K. GRIFFIN, S. CARTER)	Sugarland MERCURY			3
4	1	2	28						ROLL WITH IT C. CHAMBERLAIN (T. LANE, D. LEE, J. PARK)	Easton Corbin MERCURY			1
5	8	6	12						MINE N. CHAPMAN, T. SWIFT (T. SWIFT)	Taylor Swift BIG MACHINE			5
6	7	6	28						FARMER'S DAUGHTER C. CHAMBERLAIN (T. LANE, D. LEE, J. PARK)	Rodney Atkins MERCURY			1

MICHAEL HICKEY/WIREIMAGE