billboard Country Update

BILLBOARD.COM/NEWSLETTERS

NOVEMBER 1, 2024 | PAGE 1 OF 11

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.'"

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.



Military members join THE WAR TREATY's MICHAEL and TANYA

TREATY's MICHAEL and TANYA TROTTER during a USO tour stop

AND

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**, **Beyoncè**, **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." •



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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TOP BUSINESS MANAGERS

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ISSUE DATE 11/16 | AD CLOSE 11/5 | MATERIALS DUE 11/7

billboard Country Airplay

AIRPLAY MONITORED BY

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 <u>inspirational song</u> 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 <u>bowed at No. 1</u> 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.

MOST INCREASED AUDIENCE

TITLE Imprint/Label Artist	GAIN (IN MIILIONS)
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 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
FOREVER TO 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	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	16.609
4	COWGIRLS Mercury/Republic/Big Loud Morgan Wallen Featuring ERNEST	15.281
5	SHE'S SOMEBODY'S DAUGHTER (REIMAGINED) Patoka Sounds/Lyric Ridge Drew Baldridge	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

	Pre-								OBER 31, 2024	T	
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	13	HIT THE HAY RUNNIN (Independent) ★★1 Week at 1★★ Aaron Watson	1652	118	0	15	7	FRIDAY NIGHT (Independent) Wade Bowen	1082	111
0	3	22	HEAVEN SHINES DOWN ON YOU (Independent) Sundance Head	1543	135	Ð	17	8	KEEPIN ME ALIVE (Independent) Matt Daniel	1075	142
8	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
6	7	17	ME TIME (Flying C) Brooke Graham	1336	62	₲	18	10	HILL COUNTRY HOME (Independent) Kyle Park	1039	128
6	6	25	WAKE UP LONELY (Independent) Caleb Young	1318	-34	ſ	21	12	FRONT PORCH IN THE RAIN (Independent) Hayden Haddock	995	137
Ø	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	❶	22	10	ONE MORE FOR THE RIDE (Independent) Ryder Grimes	841	13
0	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 MONITORED BY

THIS	LAST	WKS ON		AUDIENCE (I			PLAYS	
WEEK	WEEK	CHART	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
0	2	21	IAM 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
9	4	18	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
Ð	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
Ð	12	35	COWBOY SONGS RECORDS Nashville George Birge	16.381	+1.529	4710	167	10
Ð	11	41	ONE BAD HABIT McGraw/Big Machine Tim McGraw	16.088	+0.606	4585	41	11
Ð	14	16	HIGH ROAD YellaBush/Columbia/RECORDS Nashville Koe Wetzel & Jessie Murph	14.912	+1.952	4320	381	12
B	15	39	BIGGER HOUSES Warner Music Nashville/WAR Dan + Shay	13.906	+1.482	3966	219	13
Õ	16	43	BOYS BACK HOME PIA/Curb/Columbia Nashville Dylan Marlowe & Dylan Scott	13.545	+2.191	3883	383	14
Ð	18	23	WIND UP MISSIN' YOU Back Blocks/EMI Nashville Tucker Wetmore	12.444	+1.326	3588	128	17
10	17	43	SOUNDS LIKE THE RADIO Leo33 Zach Top	12.067	+0.930	3621	105	15
Đ	19	35	MESSED UP AS ME Hit Red/Capitol Nashville Keith Urban	10.954	+0.620	3605	24	16
Ð	21	33	DAMN GOOD DAY TO LEAVE Nashville Harbor ** Airpower ** Riley Green	10.071	+1.048	3173	149	18
<u> </u>	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
2	22	15	GUY FOR THAT 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
2	26	34	THIS TOWN'S BEEN TOO GOOD TO US Curb Dylan Scott	6.633	+1.079	2051	147	27
29	25	15	I AIN'T SAYIN' MCA Nashville Jordan Davis	6.385	+0.726	2177	221	24
20	27	42	BREAKIN' IN BOOTS RECORDS/Columbia/RECORDS Nashville Matt Stell	6.327	+0.917	2418	215	20
Ð	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-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	WEEK	CHART	TITLE Imprint/Label Artist	1	+/-	THIS WEEK	+/-	RANK
3	34	22	HOMETOWN HOME BMG/Galaxy Label Group	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	JUSTTO 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
4	44	21	FALL OF SUMMER Triple Tigers Scotty McCreery	2.846	+0.621	1190	75	41
Ð	43	39	ITRIED A RING ON Monument Tigirlily Gold	2.576	+0.128	1473	-6	33
3	41	19	COWBOYS CRY TOO Black River Kelsea Ballerini & Noah Kahan	2.555	+0.068	1251	-50	40
4	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 Pard	1.638	+0.062	603	24	51
Ð	49	21	EVERYTHING I NEED 19/Wheelhouse Chayce Beckham	1.604	+0.056	799	26	46
4 8	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
6)	58	9	BONES Triple Tigers Russell Dickerson	1.382	+0.243	674	4	48
62	52	3	I NEVER LIE Leo33 Zach Top	1.307	+0.042	282	46	-
63	56	14	DEVIL YOU KNOW Warner Music Nashville/WMN Tyler Brader	1.307	+0.117	459	17	57
64	53	10	LOVE THE LEAVIN' Warner Music Nashville/WMN Drew Parker	1.289	+0.026	518	22	56
65	55	12	OVER WHEN WE'RE SOBER Valory Brantley Gilbert Featuring Ashley Cooke	1.269	+0.026	653	-3	49
60	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
5 8	N	EW	BETTER THAN YOU Quartz Hill/Stone Country ** Hot Shot Debut/Breaker ** Joe Nichols / Annie Bosko	0.958	+0.339	546	80	53
69	N	EW	RELAPSE 717/Warner/WEA Warren Zeiders	0.955	+0.114	458	42	58
60	N	EW	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.



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



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 Culpepper**. 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.



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



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

DECEMBER 9, 2023 • BILLBOARD.COM

The Year

WHAT WE LEARNED FROM THE ARTISTS WHO DEFINED 2023

MUSIC

billboard THE NO. 1s ISSUE

THE

YEAR IN NUSIC

ISSUEDATE 12/14 | AD CLOSE 12/3 MATERIALS DUE 12/5

CONTACT

East Coast/Midwest: Joe Maimone | joe.maimone@billboard.com Southeast: Lee Ann Photoglo | laphotoglo@gmail.com Latin: Marcia Olival | marciaolival29@gmail.com Touring & West Coast: Cynthia Mellow | cmellow615@gmail.com 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.

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billboard Country Airplay Index

TITLE Publishing-Licensing Org. (Songwriter) Chart Position

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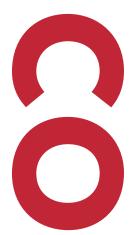
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14 Years Ago Darius Rucker Was 'Back' At No. 1

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 **Hoo**tie & 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.

REWINDING THE COUNTRY CHARTS

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7	11		own Band Featuring Alan Jackson SOUTHERN GROUND/ATLANTIC/BIGGER PICTURE		2
5	14	STUCK LIKE GLUE B.GALLIMORE,K.BUSH,J.NETTLES (J.O.NETTLES,K.BUSH,K.GRIFFIN	I,S.CARTER) Sugarland		3
2	28	ROLL WITH IT C.CHAMBERLAIN (T.LANE,D.LEE,J.PARK)	Easton Corbin		1
6	12	MINE N.CHAPMAN,T.SWIFT (T.SWIFT)	Taylor Swift D BIG MACHINE		5
~		FARMER'S DAUGHTER	Bodney Atkins	_	-