## billboard Country Update

BILLBOARD.COM/NEWSLETTERS

FEBRUARY 14, 2025 | PAGE 1 OF 10

**BILLBOARD COUNTRY UPDATE** 

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### **Country Radio Seminar's New Faces Show:** Once Make Or Break, Now It's A Validation



**INSIDE THIS ISSUE** 

It's True: Jelly Roll's "Liar" On Fire >page 4

> On The Move: Sony, ACM >page 8

**Country Coda: Josh Turner's** "Dance" Hit **>page 12** 

When the Country Radio Seminar (CRS) comes to a close on Feb. 21, five artists—Warren Zeiders, Dasha, Ashley Cooke, **Drew Baldridge** and **Zach Top**—will have 20 minutes apiece to make a lasting impression on programmers at the New Faces of Country Music show.

That 20-minute slot may not sound like much, but it's sig-

nificant. In its original incarnation, New Faces allowed artists to perform just two songs, which meant they had about seven minutes to win over a room of professional skeptics. Because of decisions made 25 years ago, this year's class has nearly triple the amount of stage time to influence programmers from

across the country. Many of those gatekeepers will be evaluating these artists' work for the rest of their careers.

The long-tail importance can't be discounted. In just the last week, Lee Brice had a conversation with a radio executive who recalled specifics about his New Faces appearance in 2011.

"I knew that you got to get your face out there, and that people talk about it," Brice says, recounting the obvious benefits of that appearance. "But they're still talking about it [14] years later. That I didn't realize."

The New Faces show had make-or-break moments in its earliest years, building a reputation as a star-making platform. Alabama in 1980, Randy Travis in 1986 and Tim McGraw in 1994 all impressed the crowd with their two-song sets, solidifying support from broadcasters who inevitably helped them become

significant ambassadors for the genre.

Conversely, a few artists snuffed out their possible futures with appearances that ran from a mateurish to over the top. In one particular instance, an independent artist thanked the crowd for making her a "star," though she had never reached the top 25 on Billboard's country singles chart. The room's influencers groaned

> audibly, and she only made one more chart appearance with a single that peaked in the 60s.

More stringent qualifications have since been instituted. The annual lineup was halved in 2000 from 10 artists to five. More recently, CRS instituted a vote of radio employees and



dustry and media to select performers. That has changed the impact of a New Faces appearance. It previously represented  $\stackrel{\mbox{\tiny d}}{\sim}$ an introduction to an artist; now it's a confirmation of the industry's embrace.

"The purpose of it is different," Country Radio Broadcasters executive director **RJ Curtis** says, "but I still think it has significance and meaning for our event and for the artists' careers."

A Billboard Country Update study of the 413 artists who appeared at New Faces from 1970 to 2024 underscores the change. During the first 30 years, when the lineup usually featured 10 artists performing two songs apiece, more than half of them - 52% reached the top 10 on *Billboard*'s country singles chart in their careers. Since 2000, when the lineup was reduced to five acts per-  $\overline{\aleph}$ forming for 20 minutes each, a whopping 91% have gone top 10.







The difference is significant, reflecting changes in not only the New Faces show but also the structure of the entertainment landscape. During the early days of CRS, there was no internet or even a country cable TV network. Programmers may not have seen an 8 by 10 glossy of all the artists or, in some cases, even received a 7-inch to sample. A New Faces appearance was literally a chance to make a first impression.

McGraw's 1994 appearance is a case in point. He had had a polarizing hit with his novelty "Indian Outlaw," but his second song that night was a still-unreleased "Don't Take the Girl." It effectively changed the narrative around his career.

"I'd never heard that song before," Curtis recalls. "Tim nailed it. It was mind-blowing. The room was beside itself, and rightly so, and Tim has acknowledged that, yes, that was a big moment for him."

Under current conditions, most attendees have likely met some of the New Faces artists and even had them sing in their conference rooms on radio promotion tours or had them perform for an acoustic, station-sponsored benefit. And with 20 minutes to play, the artists are better able to shape — if they're so inspired — a set list that represents a musical journey. Curtis points to **Eric Church** in 2007 as an example.

"It was like an introduction or an autobiography, a statement about who he was as an artist, what he believed in and what his shows were going to look like if you hadn't seen him live," Curtis remembers. "To a lot of people who were the big Eric Church fans, it was about the live show. That was an experience—it wasn't just a concert, it was like a shared experience—and Eric Church came out in 2007 and did a really clever [show], all tied in together. Very strategic."

The decision to cut the lineup from 10 artists to five was likewise a strategic move by CRS. The late **Charlie Monk**, one of the seminar's founders, told Curtis that in the show's early years, performance slots were based less on the artists' accomplishments than on their teams' ability to pull strings.

"I hate to say this, but back in the day, it was kind of a smoke-filled room," Curtis admits. "There were deals, there were 'I scratch your back, you scratch mine' [agreements] — that's the way the business was back then."

That meant there were acts appearing on the show who didn't necessarily warrant the opportunity. The board decided to shrink the field from 10 performers to five in 2000 and institute criteria for the first time, including benchmarks related to airplay charts. (Beginning with the 2026 show, *Billboard*'s multimetric Hot Country Songs will figure into eligibility.)

Naturally, requiring a specific level of success led to stronger lineups, and with only five slots, there have been plenty of instances where a worthwhile performer missed one year, but was eligible again the next year and made it. Zeiders, who will perform this year, is a prime example. That also strengthens New Faces, though it also means the showcase experience is different from its original concept. There's less suspense about the artists, and a surprise breakout is far less likely. Instead, it's more a celebration of the developing acts that the industry has already generally embraced.

"It was a predictor," Curtis says, "and now it's a validation." •



Ashley Cooke visited the Academy of Country Music's Nashville headquarters on Jan. 23. From left: ACM CEO Damon Whiteside, Cooke, Back Blocks Music CEO Rakiyah Marshall and Big Loud management coordinator Emily Crews.



Blake Shelton greeted Westwood One vp/GM of network formats George King when he launched a six-show residency at Caesars Palace in Las Vegas on Feb. 5. From left: Wheelhouse director of national promotion Jennifer Shaffer; Shelton; King's wife, Lynda Tuzil; King; and BMG Nashville executive vp of recorded music JoJamie Hahr.



BBR Music Group/BMG Nashville announced the signing of Alexandra Kay to a recording contract on Feb. 13. From left: BMG Americas president Jon Loba, Kay, Sound Talent Group agent Beth Keith and Whole Brain Digital founder Nick Simmonds.

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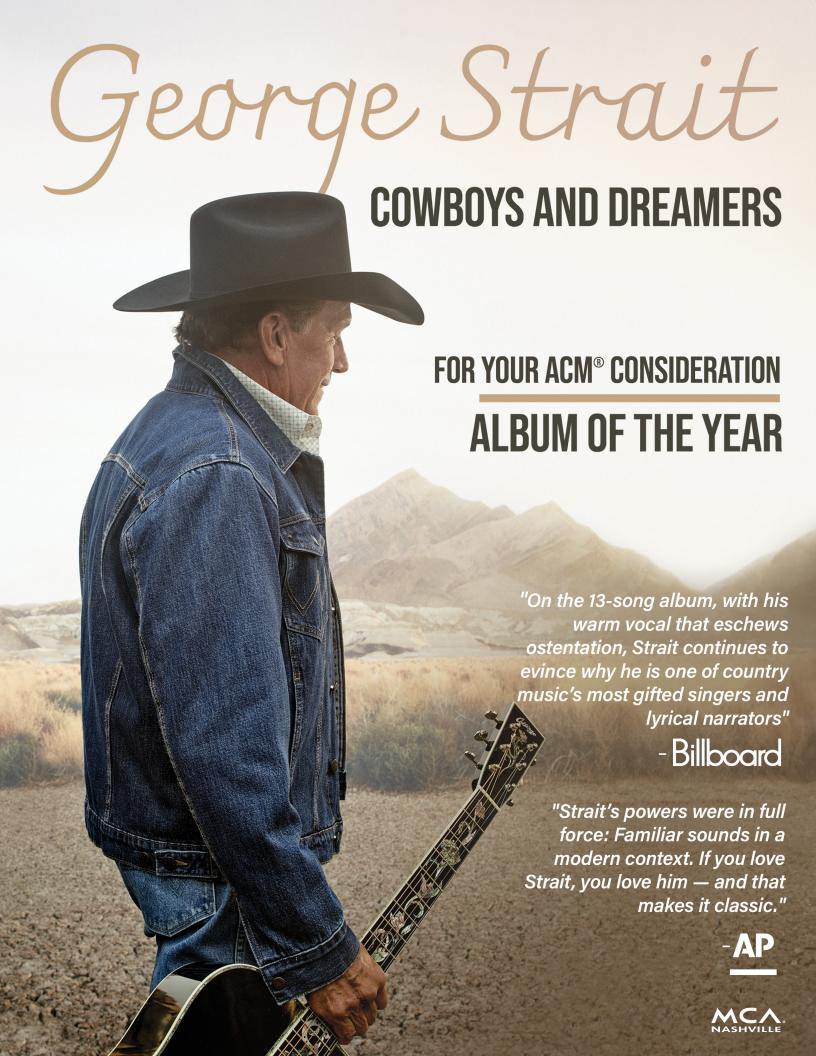
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## billboard Country Airplay

AIRPLAY MONITORED BY

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

### True Story: Jelly Roll Lands Seventh Country Airplay No. 1 With 'Liar'

**Jelly Roll** achieves his seventh No. 1 on *Billboard*'s Country Airplay chart as "Liar" (Bailee & Buddy/BMG/Republic/Stoney Creek) rises a spot to the top of

the ranking dated Feb. 22. It increased by 1% to 30.3 million impressions Feb. 7-13, according to Luminate.

The Nashville native co-authored "Liar" with Ashley Gorley, Ben Johnson and Taylor Phillips. Zach Crowell produced the song.

The track is the second single from Jelly Roll's album *Beautifully Broken*, which <u>bowed at No. 1</u> on Top Country Albums and the all-genre Billboard 200 last October, 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.

As "Liar" leads Country Airplay in its 14th week on the chart, Jelly Roll wraps his quickest run to No. 1. He previously

took as few as 21 weeks to the top with "I Am Not Okay" and "Halfway to Hell," both in 2024.

All seven of Jelly Roll's Country Airplay entries have dominated, tying him with **Kane Brown** for the longest active No. 1 streak. Meanwhile, Brown is on the hunt for his eighth leader in a row as his latest single, "Backseat Driver" (Zone 4/RCA Nashville), rebounds to its No. 22 best (7.9 million, up 5%).

BACK 'HOME' IN THE TOP 10 LOCASH returns to the Country Airplay top 10 as "Hometown Home" (BMG/Galaxy Label Group) pushes 11-9 (17.2 million, up 4%). It's the fourth top 10 for the duo of Preston Brust and Chris Lucas and first since "One Big Country Song," which hit No. 2 in August 2020. The pair's "I Know Somebody" ruled for a week in October 2016 after "I Love This Life" reached No. 2 that January. ●



## MOST INCREASED AUDIENCE

TITLE Imprint/Label	Artist	GAIN (IN MIILIONS)
4X4XU Broken Bow	Lainey Wilson	+2.875
HOMETOWN HOME BMG/Galaxy Label Group	LOCASH	+0.672
WORST WAY Nashville Harbor	Riley Green	+0.585
I'M GONNA LOVE YOU CoJo/Warner Music Nashville/Capitol Nashville/WMN Cody Johnson	& Carrie Underwood	+0.426
GOOD NEWS American Dogwood/EMPIRE/Magnolia Music	Shaboozey	+0.424
BACKSEAT DRIVER Zone 4/RCA Nashville	Kane Brown	+0.350
SETTLING THINGS Songs & Daughters/Mercury/Republic/Big Loud	Lauren Watkins	+0.342
WHISKEY DRINK Macon/Broken Bow	Jason Aldean	+0.315
AFTER ALL THE BARS ARE CLOSED (LAST CALL VERSION) Valory	Thomas Rhett	+0.303
THIS HEART Combustion Masters/RCA Nashville	Corey Kent	+0.263

#### MOST INCREASED PLAYS

TITLE Imprint/Label	Artist	GAIN
4X4XU Broken Bow	Lainey Wilson	+1395
I'M GONNA LOVE YOU CoJo/Warner Music Nashville/Capitol Nashville/WMN	Cody Johnson & Carrie Underwood	+582
FOREVER TO ME Warner Music Nashville/WMN	Cole Swindell	+483
LIAR Bailee & Buddy/BMG/Republic/Stoney Creek	Jelly Roll	+482
HOMETOWN HOME BMG/Galaxy Label Group	LOCASH	+414
WHISKEY DRINK Macon/Broken Bow	Jason Aldean	+357
BACKSEAT DRIVER Zone 4/RCA Nashville	Kane Brown	+344
WORST WAY Nashville Harbor	Riley Green	+323
WEREN'T FOR THE WIND SAWGOD/Columbia/Triple	Tigers Ella Langley	+310
I NEVER LIE Leo33	Zach Top	+291

#### **RECURRENTS**

THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)
1	POUR ME A DRINK Mercury/Republic/Big Loud Post Malone Featuring Blake Shelton	18.247
2	BOYS BACK HOME PIA/Curb/Columbia Nashville	17.595
3	I AM NOT OKAY Bailee & Buddy/BMG/Republic/Stoney Creek Jelly Roll	15.171
4	I HAD SOME HELP Mercury/Republic/Big Loud Post Malone Featuring Morgan Wallen	14.836
5	MILES ON IT Joytime Collective/RCA Nashville Marshmello & Kane Brown	10.253
6	THINK I'M IN LOVE WITH YOU Sound/Mercury Nashville Chris Stapleton	9.919
7	LIES LIES LIES Mercury/Republic/Big Loud Morgan Wallen	9.916
8	COWBOY SONGS RECORDS Nashville George Birge	9.453
9	WORLD ON FIRE RCA Nashville Nate Smith	9.127
10	COWGIRLS Mercury/Republic/Big Loud Morgan Wallen Featuring ERNEST	8.651



### TEXAS REGIONAL RADIO REPORT

WEEK ENDING FEBRUARY 13, 2025

			MINISTER STATE OF THE STATE OF								
THIS WEEK		WKS ON CHART	TITLE (Label) ARTIS	TW SPINS	SPINS +/-	THIS WEEK		WKS ON Chart	TITLE (Label) ARTIST	TW SPINS	SPINS +/-
0	2	19	GET AWAY WITH ANYTHING (Independent) ★★1 Week at 1 ★★ Mike Rya	1644	101	0	15	16	GOOD AGAIN, AMEN (Independent) Keller Cox	1091	57
0	4	11	BUY THE WORLD A ROUND (Independent) Aaron Watso	1526	149	<b>®</b>	14	26	THIS COULD BE LOVE (Independent) Kaitlyn Kohler feat. Jamie Richards	1068	-13
3	3	22	HILL COUNTRY HOME (Independent) Kyle Par	1438	43	ß	21	6	SHE GOES GOOD WITH TEQUILA (Independent) Brian Mars	964	162
4	5	16	ARE YOU WITH ME (Independent) Case Hardi	1420	131	1	17	16	AUSTIN ANYMORE (Independent) Brandi Behlen	952	71
6	6	12	LUBBOCK (Independent) Flatland Cavair	1360	78	Œ	18	6	ABILENE (LuckySky Music) Tori Martin	942	79
6	10	13	BORDERLINE CRAZY (Independent) William Beckman	1318	110	16	16	25	CALM AFTER THE STORM (Independent) Britt Hoffman w/ Jerrod Medulla	924	26
Ø	9	14	WHOSE TEQUILA ARE YOU DRINKIN' (Get Joe) Billie Jo Jone	1300	83	Ð	20	6	5T0 9 (Independent) Hudson Westbrook	920	110
8	7	22	ONE MORE FOR THE RIDE (Independent) Ryder Grime	1291	14	18	1	18	MORE AFRAID OF LIVING (Independent) David Adam Byrnes	893	-654
9	11	21	HER WAY AIN'T THE HIGHWAY (Independent) Jake Bus	1184	74	<b>1</b>	24	5	WEST OF FT WORTH (Independent) Grant Gilbert	879	159
0	13	20	STAINED YOUR CROWN (Independent) Bart Crow Ban	<b>i</b> 1107	11	20	19	15	SAME OL' COWBOY, DIFFERENT RODEO (Smith) Josh Ward	845	23

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 2025, Texas Regional Radio Report

## billboard Country Airplay

AIRPLAY MONITORED BY

		WKS		AUDIENCE (IN MILLIONS)		PLAYS			
THIS WEEK	LAST WEEK	ON CHART	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK	
0	2	14	LIAR Bailee & Buddy/BMG/Republic/Stoney Creek ★★ No. 1 (1 Week) ★★ Jelly Roll	30.261	+0.201	8365	482	1	
2	1	17	LOVE SOMEBODY Mercury/Republic/Big Loud Morgan Wallen	29.632	-4.021	7935	-993	3	
3	3	31	HIGH ROAD YellaBush/Columbia/RECORDS Nashville Koe Wetzel & Jessie Murph	27.015	-3.016	7007	-224	5	
4	5	24	<b>4X4XU</b> Broken Bow ★★ Most Increased Audience ★★ Lainey Wilson	25.536	+2.875	7990	1395	2	
6	4	30	I AIN'T SAYIN' MCA Nashville Jordan Davis	23.825	-0.663	7141	198	4	
6	6	42	A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music Shaboozey	19.167	-1.335	5164	-79	9	
Ø	9	20	I'M GONNA LOVEYOU CoJo/Warner Music Nashville/Capitol Nashville/WMN Cody Johnson & Carrie Underwood	18.790	+0.426	5768	582	6	
8	8	30	GUY FORTHAT Mercury/Republic/Big Loud Post Malone Featuring Luke Combs	18.372	-0.365	5767	207	7	
9	11	37	HOMETOWN HOME BMG/Galaxy Label Group LOCASH	17.214	+0.672	5300	414	8	
1	10	49	THIS TOWN'S BEEN TOO GOOD TO US Curb Dylan Scott	16.956	+0.005	4977	283	10	
0	12	44	FOREVERTO ME Warner Music Nashville/WMN Cole Swindell	16.066	-0.047	4907	483	11	
Ø	14	18	I NEVER LIE Leo33 Zach Top	14.787	-0.226	4263	291	14	
13	13	13	TEXAS Ten Point/Wheelhouse Blake Shelton	14.764	-0.865	4645	85	12	
1	16	43	FRIENDS LIKETHAT Night Train/Broken Bow John Morgan Featuring Jason Aldean	13.827	-0.352	4542	202	13	
Œ	17	35	HOLY SMOKES Elektra/Warner Music Nashville/WEA Bailey Zimmerman	11.563	+0.017	3593	112	15	
<b>1</b>	18	26	AM I OKAY? Megan Moroney/Columbia/Columbia Nashville Megan Moroney	10.729	-0.257	3435	175	16	
Ð	20	15	TOUGH PEOPLE Patoka Sounds/Lyric Ridge/Stoney Creek Drew Baldridge	10.236	-0.063	3287	62	17	
18	21	31	JUSTTO SAY WE DID Blue Chair/Warner Music Nashville/WEA Kenny Chesney	9.392	-0.568	3235	16	18	
19	22	29	WHISKEY DRINK Macon/Broken Bow ★★ Airpower ★★ Jason Aldean	8.791	+0.315	3137	357	19	
20	19	2	I'MTHE PROBLEM Mercury/Republic/Big Loud Morgan Wallen	8.597	-2.174	2360	-118	22	
<b>3</b>	23	33	COMING HOME Three Up Three Down/Columbia Nashville Old Dominion	7.967	-0.179	2911	174	20	
22	25	15	BACKSEAT DRIVER Zone 4/RCA Nashville Kane Brown	7.934	+0.350	2786	344	21	
23	26	7	WEREN'T FORTHE WIND SAWGOD/Columbia/Triple Tigers Ella Langley	6.096	+0.259	2093	310	26	
2	27	34	COWBOYS CRYTOO Black River Kelsea Ballerini & Noah Kahan	5.348	-0.068	2159	104	23	
25	28	29	TRUCK ON FIRE Big Machine Carly Pearce	5.273	+0.077	2106	211	25	
20	29	23	PARK Hubbard House/EMI Nashville Tyler Hubbard	5.187	+0.258	1907	236	28	
<b>3</b>	30	46	SINGLE AGAIN The Core/Universal Music Canada/Mercury Nashville Josh Ross	4.793	+0.003	2118	96	24	
28	31	46	LIFE WITH YOU Curb Kelsey Hart	4.019	-0.361	1914	-10	27	
29	32	36	FALL OF SUMMER Triple Tigers Scotty McCreery	3.855	-0.028	1749	51	29	
30	34	26	COUNTRY HOUSE MCA Nashville Sam Hunt	3.738	+0.098	1588	75	30	

### **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 © 2025, 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 WEEK	LAST	WKS ON	TITLE Imprint/Lobel	Aution	AUDIENCE (I		PLAYS			
GI)	38	CHART 34	TITLE Imprint/Label THIS HEART Combustion Masters/RCA Nashville	Artist Corey Kent	3.423	+/-	THIS WEEK	+/- 116	RANK 33	
32	33	23	FRIDAY NIGHT HEARTBREAKER Capitol Nashville	· · · · · · · · · · · · · · · · · · ·	3.389	-0.282	1409	36	32	
33	36	14	FIX WHAT YOU DIDN'T BREAK RCA Nashville	Nate Smith	3.149	-0.354	1213	16	35	
34	37	5	STRAIGHT LINE Hit Red/Capitol Nashville	Keith Urban	3.139	-0.132	900	73	40	
35	35	21	HEAVENS TO BETSY Big Machine	Jackson Dean	3.131	-0.393	1521	33	31	
33	40	13	COUNTRY SONG CAME ON Capitol Nashville	Luke Bryan	2.734	-0.071	1175	65	36	
37	39	22	WHAT KINDA MAN MCA Nashville	Parker McCollum	2.718	-0.193	1106	-3	38	
38	24	2	I DARE YOU Big Machine	Rascal Flatts & Jonas Brothers	2.697	-5.304	1154	-1116	37	
<u>3</u>	41	36	EVERYTHING I NEED 19/Wheelhouse	Chayce Beckham	2.608	-0.071	1255	62	34	
49	45	10	· · · · · · · · · · · · · · · · · · ·	★ Breaker ★★ Riley Green	2.382	+0.585	770	323	46	
41	43	24	BONES Triple Tigers	Russell Dickerson	2.292	-0.109	1025	26	39	
<u>42</u>	50	3	GOOD NEWS American Dogwood/EMPIRE/Magnolia N		1.859	+0.424	816	170	43	
43	44	16	RELAPSE 717/Warner/WEA	Warren Zeiders	1.712	-0.225	857	24	41	
44	46	13	WOULD IF I COULD Mercury/Republic/Big Loud	ERNEST	1.567	-0.062	780	22	44	
45	42	7	SMILE Mercury/Republic/Big Loud	Morgan Wallen	1.513	-0.919	456	-264	57	
46	52	13	BETTERTHAN YOU Quartz Hill/Stone Country	Joe Nichols / Annie Bosko	1.414	+0.003	829	41	42	
47	51	5	10-90 Stancaster/Thirty Tigers/Big Machine	Muscadine Bloodline	1.276	-0.140	532	7	53	
48	53	11	DARLIN' Warner Music Nashville/WAR	Chase Matthew	1.236	-0.047	636	66	50	
49	48	20	TRUCK STILL WORKS Loaded Goat/EMI Nashville	Brad Paisley	1.148	-0.310	682	20	49	
50	54	8	TIME'S TICKING Valory	Justin Moore	1.130	+0.026	697	126	48	
51	47	6	COWGIRL Stoney Creek	Parmalee	1.072	-0.436	633	4	51	
<b>3</b> 2	57	3	INDIGO Lockeland Springs/Atlantic	Sam Barber Featuring Avery Anna	1.031	+0.103	471	100	56	
53	49	27	OVER WHEN WE'RE SOBER Valory	Brantley Gilbert Featuring Ashley Cooke	0.998	-0.448	725	-6	47	
54	56	10	GOLDEN CHILD Riser House	Meghan Patrick	0.972	-0.001	775	18	45	
55	55	29	<b>DEVILYOU KNOW</b> Warner Music Nashville/WMN	Tyler Braden	0.921	-0.075	382	1	-	
533	58	3	IT WON'T BE LONG RECORDS Nashville	★★ Breaker ★★ George Birge	0.833	-0.053	599	55	52	
<b>5</b>	60	6	WOLVES CRY Average Joes	Bryan Martin	0.766	+0.123	494	15	54	
58	59	12	I COULD BETHAT RAIN Warner Music Nashville/W	MN Randall King	0.697	-0.065	486	-30	55	
<u>59</u>	RE-E	NTRY	HUNG UP ON YOU Republic Nashville/Mercury Nash	rille Bryce Leatherwood	0.572	-0.003	405	6	60	
60	NE	EW	BETTER ME FOR YOU (BROWN EYES) Fugitive R	Recordings ★★ Hot Shot Debut ★★ Max McNown	0.557	-0.068	441	35	58	

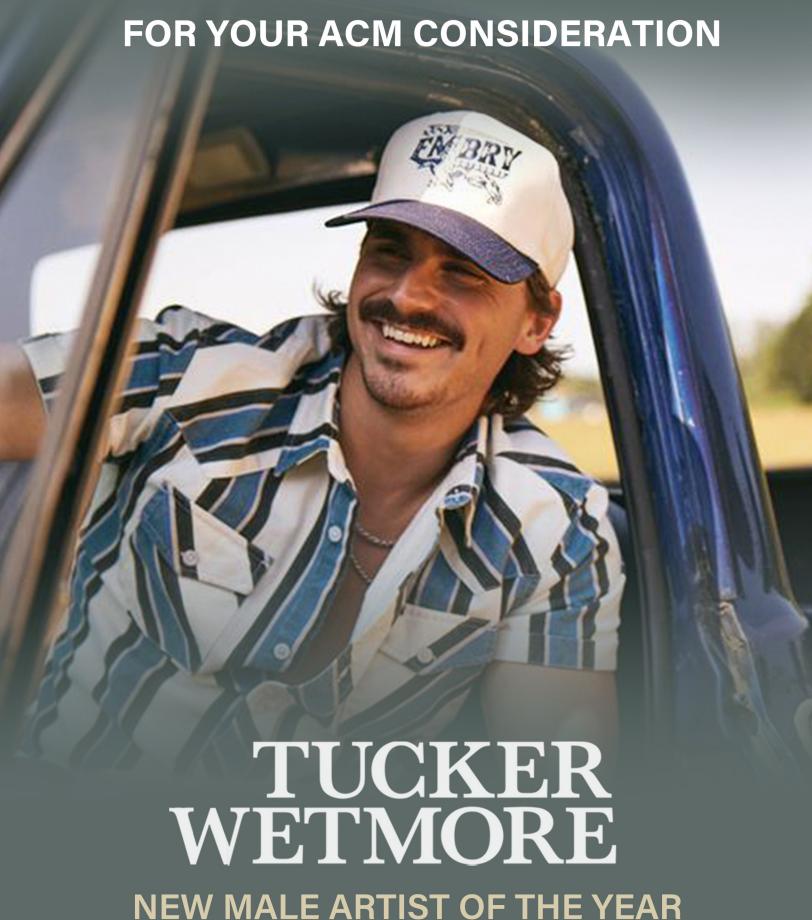


Shane Profitt signed a recording deal with Triple Tigers, the label announced Feb. 13. From left: Triple Tigers co-president Kevin Herring, Maverick manager Brian Wolf, Profitt, Maverick manager Jason Hauser and Triple Tigers co-president Annie Ortmeier.



Tucker Wetmore was surprised with a platinum plaque for his single "Wind Up Missin' You" when he made his national TV debut on Feb. 11 on NBC's *Today*. From left: guest host Ana Gasteyer, host Jenna Bush Hager and Wetmore.

NALHAN CONG



NEW MALE ARTIST OF THE YEAR SINGLE OF THE YEAR - "WIND UP MISSIN' YOU"







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



Parker McCollum visited with KEEY Minneapolis personnel when he played the Target Center on Feb. 7. From left: KEEY assistant PD Pat Knight, MCA Nashville director of Midwest promotion Donna Passuntino, McCollum and iHeartMedia/Minneapolis-St. Paul senior vp of programming Gregg Swedberg.

#### **RADIO & RECORDS®**

Dennis Reese started Feb. 14 as Sony Music Nashville senior vp of radio marketing and promotion, overseeing the department's work with both the RCA Nashville and Columbia Nashville imprints. He spent the last year with management company Neon Coast, after previously working at RCA Nashville as senior vp of promotion. The hiring was part of a restructuring that resulted in five departures: SMN senior vp of promotion Lauren Thomas, Columbia Nashville senior director of promotion Lauren Bartlett, Columbia Nashville directors of promotion Paige Elliott and Lisa Owen and SMN manager of promotion and artist development Paul Grosser... Universal Music Group Nashville director of media marketing Jodi Dawes ended a three-and-a-halfyear run with the company on Feb. 11. Reach her here while she preps for an unnamed next position... Big Machine Label Group executive vp of label operations Clay Hunnicutt resigned from his post... BBR Music Group/BMG Nashville signed **Alexandra Kay** to a recording deal. Her first project under the contract, "Cupid's a Cowgirl," will be released Feb. 21... Red Street added Kaleb Sanders to the roster and released "Right Guy," his first track for the label, on Feb. 14... Libby Nolan was promoted to iHeart Media/St. Louis market president from senior vp of sales, RadioInk.com reported. She oversees six stations, including country KSD... Mid-West Family Broadcasting promoted **Dave Doetsch** to chief operating and revenue officer from president of the Southwest Michigan and South Bend regions, according to RadioInk.com. The move comes as Tom Walker steps down from president to become chairman of the board. Additionally, Mike Paterson stepped up to CFO from Mid-West/ Rockford, Ill., GM. Former Rockford vp/director of sales Kim DiGiovanni fills Paterson's prior position. The chain operates seven country stations, including WRTB Rockford and WYTZ Bridgman, Mich.... KBEQ Kansas City morning co-host Jenny Matthews is no longer with the station, RadioInsight.com reported... Brent Douglas, a former morning personality for rock KMOD Tulsa, Okla., died Feb. 8, according to RadioInk.com. As on-air personality Roy D. Mercer, he specialized in prank calls of unsuspecting victims. Capitol Nashville released several albums of his comedic calls, with the first, How Big'A Boy Are Ya? Volume One, going gold in 2001.

#### 'ROUND THE ROW

The Academy of Country Music hired two new staffers and promoted three more. **Christina Bartko** joins as vp of accounting and finance after serving as Warner Music Group senior accountant II. Middle Tennessee State University graduate **Karson Leighton** went full-time with the ACM as executive assistant to CEO, CBO and operations a year after interning. The promotions were handed to **Haley Montgomery**, who rose to head of artist relations and awards from director of industry relations and awards; **Steve Mekler**, who was bumped to senior director of creative and marketing from director of brand marketing and partnerships; and **Jennifer Davis**, who was elevated to director of live events and production from manager of events... FBMM made busi-

ness manager Dan Killian an owner and shareholder... Tim Wipperman was named CEO of Humanable, a firm offering software that allows creatives to certify their works were created without artificial intelligence... Tape Room Music hired manager of A&R Katherine Godwin, formerly a creative coordinator at Big Machine Music... The International Bluegrass Music Association made three staff changes. Rebecca Bauer joins as marketing director after working as a marketing manager for City Winery; Elizabeth Dewey was promoted to communications director from administrative manager; and Haley **Grimm**, who's in her final semester at Belmont University, took over Dewey's former position... Publicist Jessica Nall joined Jonesworks, where her country clients include Zac Brown Band, Drake Milligan and Adam Doleac. She formerly was Atlantic director of press and media strategy... Paquin Artists Agency, a booking firm focused on Canadian country acts, hired agent/talent buyer **Paul Biro**, formerly president/operating partner at Sakamoto... Golden Movie Ranch, a production/gear-rental company, opened in Nashville. The firm was founded by director-photographer Emma Kate Golden, whose work has been featured on CBS and NBC and in Billboard... Ryan Hurd signed a management contract with The Core Entertainment. He plans to release his second album, Midwest Rock & Roll, on March 21... Jameson Rodgers entered into a publishing deal with Relative Music Group and Sony Music Publishing Nashville... Concord Music Publishing added artist-writer Cole Goodwin to its songwriting roster... Country artist Matt Lang entered into a publishing deal with Anthem Entertainment. He also has a booking agreement with WME and management through River House Artists... Two members of Nashville's music community, 117 Entertainment founder and president Zach Farnum and Red Light artist manager Gaines Sturdivant, were added to the Grammy Museum Mississippi board of directors... Brad Paisley and The Davisson Brothers Band will be inducted into the West Virginia Country Music Hall of Fame on April 5, according to WDTV-TV Bridgeport, W.V.... Texas A&M University Press publishes Tamara Saviano's Poets and Dreamers: My Life in Americana Music in May... University of Georgia Press publishes Don Cusic's Chet Atkins: Mr. Guitar in June... Dolly Parton selected seven vocalists - Katelyn Drye, Hollie Hammel, Julie Williams, Blair Lamb, Denitia, Ally Jackson and Katie Basden — to perform her material in Threads: My Songs in Symphony Performances, an orchestral presentation that will play 19 cities in 2025 and 2026. The tour begins March 20 with the Nashville Symphony... Rodney Atkins conducted an 11-day tour of U.S. sites in the Middle East in conjunction with Armed Forces Entertainment... Universal Music Group teamed with Music Health Alliance to launch the Music Industry Mental Health Fund to offer comprehensive mental health assistance to music community members nationwide... Go Big Transportation presents Heads Carolina Tails California, a benefit for people affected by recent natural disasters, on Feb. 19 at Category 10 in Nashville. The bill includes Jim Lauderdale, Noah Thompson, Jordan Rowe and Ray Fulcher... Country Music Hall of Fame and Museum board member Steve Turner, 77, died Feb. 11. The Nashville businessman joined the museum's board in 1997 and served as chairman from 2008 to 2021, playing an instrumental role in its 2013 expansion.



The War and Treaty guested on the Feb. 13 edition of Amazon's *Country Heat* podcast. From left: co-host Kelly Sutton, War and Treaty members Michael and Tanya Trotter, and co-host Amber Anderson.

## billboard Country Airplay Index

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

**10–90** Azalea Bloom Publihing, BMI/Summit Drive Publishing, BMI/Kendell Marvel Publishing Designee, SESAC (G.S.Stanton, C.Muncaster, K.Marvel) **47** 

4X4XU Sony Countryside, BMI/Story Farmer, BMI/ Reservoir 416, BMI/Songs Of One Riot Music, BMI/ONE 1001H PRODUCTIONS, BMI/Super LCS Publishing, BMI/ Warner-Tamerlane Publishing Corp., BMI (LWilson, J.Decious, 4 Patriacal

#### Α

AM I OKAY? Sony Timber Publishing, SESAC/ Georgiamo Music, SESAC/Concord Global Music, GMR/ Songs Of CN, GMR/Crawford Mercer Music, SESAC/Big Music Machine, BMI/Big Ass Pile Of Dimes Music, BMI (M.Moroney, Ltaird, J.J.Dillon) 16

#### E

BACKSEAT DRIVER Sony Cross Keys Publishing, ASCAP/Songs Of Black River Music, ASCAP/Me Gusta Music, BMI/Songs Of Combustion Five, BMI/Seeker From The Speaker Music, BMI/On Cor Music, BMI (JDavis, JWalker) 22

A BAR SONG (TIPSY) Kreshendo, ASCAP/WC Music Corp., ASCAP/SZ Songs LLC, BMI/Songs Of Universal, Inc., BMI/Essancy Music Publishing, ASCAP/Range Media Parthers LLC, ASCAP/Hange Media Parthers LLC, ASCAP/Hange Music, ASCAP/Hopo Music, Publishing, ASCAP/Kobalt Songs Music Publishing LLC, ASCAP/Le Seek Crest Chic, ASCAP (CO.Chibueze, S.C.Cook, N.Sastry, J.Jones, J.A.Kent, M.A.Williams) 6

BETTER ME FOR YOU (BROWN EYES) Songs From The Penalty Box, BMI/Max McNown Music, BMI/ Carver Music Publishing, ASCAP/Tunes Of King Pen, BMI/ Ready Set Publishing, BMI (M.McNown, J.Kenney, T.K.Dabbs) 60

BETTER THAN YOU Universal Music Corp., ASCAP/ Brumby Cooper Otis Music, ASCAP/Spirit Nashville Two Crescendo, ASCAP/Pickin Padre Music, ASCAP/Fluid Tunes,

ASCAP (D.George, J.Pierce) 46

BONES (oncord Copyrights, BMI/Big Hits N Gravy, BMI/Concord Tunes, SESAC/Card Tables Music, SESAC/Hang Your Hat Hits, SESAC/Warner-Tamerlane Publishing Corp., BMI/HOME Team Harmonies, BMI/Innes Of TrailerParker, BMI/Songs Of Universal, Inc., BMI/Family Farm Songs, BMI (R. Dickerson, C.LaCorte, P.Welling, C.McGill) 41

#### C

COMING HOME WC Music Corp., ASCAP/Bird And Bean Music, ASCAP/Invelve6 Dogwood, ASCAP/Trevor's Advocate Publishing, ASCAP/Inv Handstand, ASCAP/ Sharkules Music, ASCAP/MeGusta Music, ASCAP/Warner Geo Met Ric Music, GMR/Art of CTM Music Outlander LP, GMR/ Smackworld Music, GMR (M.Ramsey, T. Rosen, W.Sellers, G.Sprung, B.F.Tursi, S.McAnally) 21

COUNTRY HOUSE Twelve6 Red Oak Songs, BM/ Still Between The Pines, BM/Warner-Tamerlane Publishing Corp., BM/EMI Blackwood Music Inc., BM/Katie In The Sky With Diamonds, BM/Sony Cross Keys Publishing, ASCAP/ Songs For Indy And Owl, ASCAP/Works Of CMT Outlander, GMR (MLotten, R.Copperman, J.Osborne, S.L.Hunt) 30

COUNTRY SONG CAME ON Sony Iree Publishing, BMI/Songs Of Tuckaway Music, BMI/Songs Of Kold Music Publishing America, Inc., BMI/Sony Cross Keys Publishing, ASCAP/Party Of 3 Songs, ASCAP/Southend Kird Music, ASCAP (D.Alley, R.Beaver, N.A./Medly) 3

COWBOYS CRY TOO Sony Cross Keys Publishing, ASCAP/Feel Your Way Through Publishing, ASCAP/W.C.M. Music Corp., SESAC/Vandeezy Songs, SESAC/Songs of Rhythm House Black, SESAC/Sony Allegro, SACAP/Secret Meadow Songs, ASCAP (K.Ballerini, A.Vanderheym, N.Kahan) 24

COWGIRL Tileyard Music Publishing Ltd., PRS/Sentric Music Ltd., PRS/Reservoir 416, BMI/33 Creative, BMI/Peter Daniel Newman Publishing Designee, SOCAN/NewManiac Music North, SOCAN/VaughnCo Music Publishing Inc., PRS/Cooking Vinyl Publishing Ltd., PRS/Thomas Frank Ridley Horsley Publishing Designee, PRS/8936 Music, BMI/Parmalee Music Publishing BMI (JOLewis, D-Fanting, PD.Newman, R.Jay, T.F.R.Horsley, M.Thomas, B.Knox, J.McSwain, S.Thomas) 51

#### D

DARLIN' Hunter Huff Publishing Designee, BMI/Ciaran Wilkie Publishing Designee, BMI/Sony Tree Publishing, BMI/Verse 2, BMI/Toroptime Music, BMI/Chase Matthew Music Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI/Bridge 1 Music, BMI (A.Maxwell, Chase Matthew, H.Huff, C.Wilkie) 48

DEVIL YOU KNOW ZDyer Publishing, BMI/Silly Sweater Publishing, ASCAP/Group Projects Writers, ASCAP/ WC Music Corp., ASCAP/WritersonthecornPublishing, BMI/ Warner-Tamerlane Publishing Corp., BMI/Turntable Music Pub, ASCAP/HALLPASS, ASCAP (G.Barham, Z.Dyer, J.Hall, S.Martinez) 55

#### E

EVERYTHING I NEED Songs By 19 Publishing, BMI/BMG Platinum Songs US, BMI/Universal Music Corp., ASCAP/Brumby Cooper Oits Music, ASCAP/Sony Tree Publishing, BMI/Rudy Rocks The USA, BMI (C.Beckham, J.Pierce, L.Rimes) 39

#### Œ

FALL OF SUMMER Songs Of Universal, Inc., BMI/ Dagum Music, BMI/Songs Of Spirit One Nashville, BMI/ Tunes Of Fluid II, BMI/Heavy Lefty Music, BMI/Spirit Two Music Crescendo, SCAP/Fluid Tunes, ASCAP/Spirit Vault Songs, ASCAP/Songs of Spirit II Nashville, ASCAP/FluidTunes II, ASCAP/Burley Bishop Music, ASCAP/Beats By Baby Brent, ASCAP (SC.McCreery, M.Criswell, F.Rogers, D.George, B.Anderson) 29

FIX WHAT YOU DIDN'T BREAK Sony Cross Keys Publishing, ASCAP/Coreent Music, ASCAP/Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP/Sony Tree Publishing, BMI/Rudy Rocks The USA, BMI/Warner-Tamerlane Publishing Corp., BMI/TDP Publishing, BMI/ Hits From The Tape Room, BMI (N.Smith, A.G.Gorley, T.Phillips, I Pimeol 33

FOREVER TO ME Sony Tree Publishing, BMI/Colden Rainey Music, BMI/Songs Of Universal, Inc., BMI/Hold On Can I Get A Number I Music, BMI/Long And Curly Entertainment, BMI/Big Loud Mountain ILL, BMI/Warner-Tamerlane Publishing Corp., BMI (C.Swindell, G.James, R.H.Block) 11

FRIDAY NIGHT HEARTBREAKER (Oncord copyrights, BMJ/Jomil 10 Music, BMJ/Cascade Road Songs, ASCAP/WC Music Corp., ASCAP/Jompkins Family Vacation, ASCAP/Big Music Machine, BMJ/Big Ass Pile 0f Dimes Music, BMJ/Fin Bully Got Some Publishing, BMJ/The Buffalo Catalogue, BMI (J.Miller, C.Tompkins, J.J.Dillon, D.Ross, R.J.Hurd) 32

FRIENDS LIKE THAT Triple Play Music, BMI/ Warner-Tamerlane Publishing Corp., BMI/Songs For Margo, ASCAP/Sea Gayle Pub House Publishing, ASCAP/ Music Of The Corn, ASCAP/W Music Corp., ASCAP/ WritersonthecornPublishing, BMI/Wild Willy Music, ASCAP/ Sway Publishing, BMI (JMorgan, B.Anderson, W.L.Bundy, LVaughan) 14

#### G

GOLDEN CHILD Anthem Entertainment B, SOCAN/ Iron Songbird Publishing B, BMI/Jackoby Songs II, BMI/ Anthem Music Publishing I, BMI/Sweet Baby RuRu Songs, BMI/World For Aaron Eshuis Concord Alto CCI, ASCAP (M. Patrick, J.Hyde, A.Eshuis) 54

GOOD NEWS WC Music Corp., ASCAP/S2 Songs LLC, BMI/Songs Of Universal, Inc., BMI/Range Media Partners LLC, ASCAP/Essancy Music Publishing, ASCAP/Torrey Songs, BMI/ Songs Of Kobalt Music Publishing America, Inc., BMI/BMG Rights Management (UK) Ltd., PRS/Paco Place Songs, BMI (CO.Chibueze, N.Sastry, S.C.Cook, Jorrey, M.R.Pollack, ROMANS) 42

GUY FOR THAT Posty Publishing, GMR/Universal Music Works, GMR/Bell Ear Publishing, ASCAP/Universal Music Corp., ASCAP/Sony Songs LLE, BMI/Songs of Universal, Inc., BMI/Boottel Lyrics, BMI/Sony Tree Publishing, BMI/Young Man Publishing, BMI/Ern Dog Music, BMI/Big Loud Mountain LLC, BMI (AR.Post, LB.Bell, Charlie Handsome, L.Combs, JMcNair, EK.Smith, J.J.Hoskins) 8

#### Н

HEAVENS TO BETSY Little Louder Songs, BMI/ Songs Of Kobalt Music Publishing America, Inc., BMI/Well That Was Awkward Music, BMI/Big Music Machine, BMI/Sony Tree Publishing, BMI/Songs Of Tuckaway Music, BMI/Daddy's Home Music, BMI/Songs Of Harpeth Valley, BMI/Warner-Tamerlane Publishing Corp., BMI (JDean, B.Davis, D.Williams) 35

HIGH ROAD Yellabush Music, BMI/Sony Songs LLC, BMI/Kenny + Betty Tunes, LLC, ASCAP/Wc Music Corp., ASCAP/Gabe Simon Pub Designee, ASCAP/Escondido House Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI/Jessie Murph Publishing Designee, BMI/Millicent Hill Music, BMI/Big Music Machine, BMI/Josh Serrato Publishing Designee, ASCAP (RWEELE, A.R.Allen, G.Simon, C.Karpinen, J.Murph, L.JVeltz, J.Serato) 3

HOLY SMOKES Bailey Zimmerman Publishing, BMI/ Warner-Tamerlane Publishing Corp., BMI/I Fart Creations, BMI/Concord Copyrights, BMI/This Is Chromatic Music, BMI/ MT ROOM, SEASAC/Melodies Of CTM Outlander, SESAC/Dead Aim Music, BMI/Lil Sebastian Music, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI (A.R.Shawn, B.Zimmerman, B.M.Stennis, L.Hungate, M.Tyler) 15

HOMETOWN HOME BMG Platinum Songs US, BMI/Webslinger Publishing, BMI/Lovelegend Songs, BMI/Concord Boulevard, ASCAP/Concord Sounds, ASCAP/Relative Red Music, BMI/Bigger Bendable Music, BMI/Sony Tree Publishing, BMI (CLucas, P.C.Brust, A.Albert, Z.Abend) 9

**HUNG UP ON YOU** Blue Suede Boost Music, BMI/ Warner-Tamerlane Publishing Corp., BMI/Better Boat Music, BMI/WC Music Corp., ASCAP (B.Lay, J.Middleton, N.A.Medley) **59**  I AIN'T SAYIN' Concord Copyrights, BM//Creative Pulse Music, BM//Trash Man Songs, SOCAN/Highway 76 Songs, BM//Warner-Tamerlane Publishing Corp., BM//Bid Wilde Songs, BM//Big Loud Mountain LLC, BM//Bid Dill Songs LLC, SOCAN (T.P.Wood, S.Moskler, M.L.Holman, E.Reid) 5

I COULD BE THAT RAIN Brian Fuller Publishing Designee, BMI/Songs Of Deluge Music, BMI/Mason Thornley Songs, BMI (B.Fuller, M.A.Thornley) 58

I DARE YOU Nick Jonas Publishing, BM/PWZ Publishing House, BMI/Warner-Tamerlane Publishing Corp., BM/Shay Mooney Music, BMI/Seven Peaks Music, ASCAP/BSXIEDE Music, ASCAP (N.J.Jonas, Tommy English, SMooney, DWhitmore, Jr.) 38

P'M GONNA LOVE YOU Meaux Mercy, BMI/ Moody Producer Music, BMI/Capitol (MG Paragon, BMI/ Concord Road, BMI/Stars And Stripes And Maple Leaf Music, BMI/Crack The Glass Songs, BMI/I'm About To Go RED On Ya Music, BMI/Anthem Music Publishing I, BMI/Sony Tree Publishing, BMI (C.Stevens, K./Archer, T.Denning) 7

I'M THE PROBLEM Honey Hole Publishing, BMI/ Warner-lamerlane Publishing Corp., BMI/Em Dog Music, BMI/Big Loud Mountain LLC, BMI/Jamie McLauglin Publishing Designee, BMI/Sony Songs LLC, BMI (McWallen, G.W.Block, JMcLaughlin, E.K.Smith, Charlie Handsome) 20

INDIGO Sam Barber Music Publishing, BMJ/Warner-Tamerlane Publishing Corp., BMJ/Sparky Sky Songs, BMJ/To A T Creative, BMJ/Sony Tree Publishing, BMJ/Tape Room Hits, BMJ/Firebird Country Tunes, BMJ/Oakdale Market Publishing, BMI (Sx.Barber, A.Anna, A.Sherdan) 52

I NEVER LIE Rio Bravo Music, Inc., BMI/Zach Top Music, BMI/Too Broke To Quit Music, BMI/Sony Tree Publishing, BMI/ Music And Magazines Publishing, BMI (ZTop, C.Chamberlain, Tükinhol 17

IT WON'T BE LONG Big Machine, ASCAP/Liz Rose Music, LLC, BMI/Warner-Tamerlane Publishing Corp., BMI/Songs Of Universal, Inc., BMI/Songs Of Wild Cat Well Music, BMI/Sony Countryside, BMI (G.Birge, J.A.Fox, C.M.CGIII), \*\*T

#### J

JUST TO SAY WE DID Songs of Universal, Inc., BMI/Basuare Music, BMI/Old Desperados, LLC, ASCAP/NZD Publishing Company, Inc., ASCAP/Carol Vincent And Associates, LLC, ASCAP/Songsofbj, ASCAP/WC Music Corp., ASCAP/Super Big Music, ASCAP/M Drag Songs, ASCAP (K. Chesney, D.L. Murphy, Brett James, M.Dragstrem) 18

#### L

LIAR Bailee's Ballads, BMI/BMG Platinum Songs US, BMI/ Sony Tree Publishing, BMI/Tape Room Hits, BMI/Ben There Wrote That Publishing, BMI/Artist 101 Publishing Group, BMI/ Songs Of Kobalt Music Publishing America, Inc., BMI/Sony Cross Keys Publishing, ASCAP/Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP/TDP Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI/Hits From The Tape Room, BMI (J.B.DeFord, B.J.Johnson, A.G.Gorley, T.Phillips) 1

LIFE WITH YOU Mike Curb Music, BMI/Hits From The Hart, BMI/Curb Songs, ASCAP/Indectso Publishing, LLC, ASCAP/Smackville Music, ASCAP/Kobalt Songs Music Publishing LLC, ASCAP/CTM Outlander Music Publishing, ASCAP/Concord Boulevard, ASCAP (K.Hart, K.Schlienger, S.Stepakoff) 28

LOVE SOMEBODY Warner-Tamerlane Publishing Corp., BM//Honey Hole Publishing, BM//Big Loud Mountain LLC, BM//John Byrom Music, BMI/Sony Cross Keys Publishing, ASCAP/Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP/13117 Music, ASCAP/Elof Loelv Publishing Designee, ASCAP/IMC Is The Plate For Me Publishing, ASCAP/Songs LLC, BMI/Stellar Sun Songs, ASCAP/Famous Virgins, Inc., SOCAN/Regicide Entertainment, SoCAN (McWallen, Jayron, AGGOR'ey J.KH/indils, ELoely Charlie Handsome, N.JGale, M.Sorbara, S.C.Frank, S.F.R.Mastroianni, Y.Gruzman) 2

#### 0

OVER WHEN WE'RE SOBER Warner-Tamerlane Publishing Corp., BMI/Indiana Angel Music, BMI/ Don't Be A Gyrsy, BMI/Bailee's Ballads, BMI/BMG Platinum Songs US, BMI/Concord Lunes, SESAC/Magnolia Dawn Music, SESAC (B.Gilbert, B.Berryhill, J.B. DeFord, J.T.Wilson) 53

#### - 1

PARK T Tree Music, BMI/Warner-Tamerlane Publishing Corp., BMI/Songs For The Munch Music, BMI/Songs Of Influence, BMI/Sony Cross Keys Publishing, ASCAP/Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP/Georgia Song Vibez, ASCAP/WC Music Corp., ASCAP (T.R.Hubbard, J.Frasure, A.G.Gorley, C.Smith) 26

#### R

RELAPSE Warner-Tamerlane Publishing Corp., BMI/PA Cowboy Music, BMI/Rarre Publishing Worldwide, BMI/Songs Of Back Block Publishing, BMI (W.Zeiders, B.Pendergrass) 43 SINGLE AGAIN W.C.M. Music Corp., SESAC/Situation Songs, SESAC/Warner Geo Met Ric Music, GMR/Allen Hill Songs, GMR/Warner-Tamerlane Publishing Corp., BM/The Core Publishing, LLC, BM/Josh Ross Publishing Designee, BM/Real Bad Songs, SESAC (L/Ross, J.A.Fox, B.Rempel) 27

SMILE Honey Hole Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI/Long And Curly Entertainment, BMI/ Big Loud Mountain LLC, BMI/John Byron Music, BMI/Ern Dog Music, BMI/Sony Songs LLC, BMI (MCWBIR, RLBlock, JByron, E.KSmith, Charlie Handsome, L'Mittiewitz) 45

STRAIGHT LINE Songs of Universal, Inc., BM// MAROMA Music, BMI/Family Farm Songs, BMI/Twelve6 Dogwood, ASCAP/JFlow Records & Tapes, ASCAP/WC Music Corp., ASCAP/Sir Greg Wells Songs, ASCAP/Kobalt Songs Music Publishing LLC, ASCAP (K.Urban, C.McGill, J.Flowers, GWells 32

#### т

TEXAS Songs Of Smack, BMI/CTM Publishing, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/Universal Music Corp., ASCAP/Kyle Sturrock Music, ASCAP/Smackworks Music, SESAC/Melodies Of CTM Outlander, SESAC/Kobalt Group Publishing, SESAC (J.Clawson, K.Sturrock, J.Dorr, L.Guzman) 13

THIS HEART Warner-Tamerlane Publishing Corp., BMI/Madfun Music, BMI/Oconee River Bank Music, BMI/S BMI/I Buslingersey Shore, SESAC/T VIII Music, BMI/Speakers Go Boom Songs, BMI/Goat Island Bay Music, BMI/Peertunes, Ltd., SESAC/Intanium Music, SESAC/Melodies Of CTM Outlander, SESAC (TArcher, W.B.Bollinger, J.A.Hackworth, M.Tyler) 31

THIS TOWN'S BEEN TOO GOOD TO US (urb Songs, ASCAP/Sony Cross Keys Publishing, ASCAP/Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP/Big Loud Mountain LLC, BMI/Warner-Tamerlane Publishing (corp., BMI/Hits From The Tape Room, BMI/Sony Songs LLC, BMI/John Byron Music, BMI/Ken Rainey, Music, BMI/TDP Publishing, BMI (D.Scott, AGGorley, Charlie Handsome, J.Byron, T.Phillips) 10

TIME'S TICKING Double Barrel Ace Music, BMI/ Big Music Machine, BMI/WC Music Corp., ASCAP/Wild Willy Music, ASCAP/Music Of The Corn, ASCAP/Warner-Tamerlane Publishing Corp., BMI/Full Draw Publishing, BMI/Anthem Music Publishing II, ASCAP/Tunes From The Red White And Blue School, ASCAP (J.Moore, W.L.Bundy, R.Montana, J.S.Stover) 50

TOUGH PEOPLE Sony Tree Publishing, BMI/940 Songs, BMI/Round Hill Lyrics, BMI/Bumpin Does Music, BMI/ Bootleg Lyrics, BMI/Songs Of Universal, Inc., BMI (D.Baldridge, JWalker, A Sanders, LCombs) 17

TRUCK ON FIRE BMG Gold Songs, ASCAP/Redfeather Publishing, ASCAP/For The Kids Gold, ASCAP/Universal Tunes, SESAC/Warner-Tamerlane Publishing Corp., BM/ RADIOBULETS/Publishing, BMI (C.Pearce, J.A.Ebach, C.Kelley) 25

TRUCK STILL WORKS Sea Gayle Distillery Music, ASCAP/Papaw's Whiskey Music, ASCAP/WC Music Corp., ASCAP/Paperoom Music, ASCAP/Series 1, ASCAP/Hunter Phelps Pub Designee, ASCAP/Widi Willy Music, ASCAP/Husic Of The Corn, ASCAP/Quivira Road Songs, BMI/Speakers Go Boom Songs, BMI/Warner-lamerlamenae Publishing Corp., BMI/Water Woods Music, ASCAP (B.Paisley, H.Phelps, W.L.Bundy, R.Clawson, C.DuBois) 49

#### W

WEREN'T FOR THE WIND Sony Tree Publishing, BMI/Bridge 1 Music, BMI/Songs Of Smack, BMI/ Songs Of Kobalt Music Publishing America, Inc., BMI/Music Of CTM Outlander Music I.P. BMI/Langley Publishing, BMI (E. Langley, JTaylor, JClawson) 23

WHAT KINDA MAN Parkermac Publishing, BMI/ Warner-Tamerlane Publishing Corp., BMI/Abundantiam Publishing, BMI/Songs Of Harpeth Valley, BMI/ WRUCKENROLLMUSIC, BMI/Music Of CIM Outlander Music LP, BMI (PMcCollum, J.N.Spillman, N.Hemby) 37

WHISKEY DRINK BMG Gold Songs, ASCAP/Makena Cove Music, ASCAP/Songs Of Double Down Music, BMI/Triple Play Music, BMI/High Noon Yellow Stars Music, BMI/Warner-Tamerlane Publishing Corp., BMI/BMG Platinum Songs US, BMI/Irishsonmusic, BMI (K.M.Allison, J.Edwards, T.Kennedy, J.Morgan) 19

WOLVES CRY Average ZJS Music Publishing, BMI (B. Martin) 57

**WORST WAY** Warner-Tamerlane Publishing Corp., BMI/Back 40 Publishing International, BMI (*R.Green*) 40

WOULD IF I COULD Sony Acuff Rose Music, BMI



### 15 Years Ago

# Josh Turner Had 'Two Left Feet' And A No. 1 Song

In 2010, he scored a personal-best four weeks atop Hot Country Songs

On Feb. 20, 2010, **Josh Turner**'s "Why Don't We Just Dance" two-stepped to No. 1 on *Billboard*'s Hot Country Songs chart, dominating for four weeks. **Jim Beavers**, **Darrell Brown** and **Jonathan Singleton** co-wrote the song, which **Frank Rogers** produced. Turner's second of four leaders introduced his album *Haywire*.

The song finds a solution for "315 chan-

nels of nothing but bad news" in his "two left feet and two hearts beating."

Turner was born Nov. 20, 1977, in Hannah, S.C., and graduated with a bachelor of music degree from Nashville's Belmont University in 2001. Armed with his big baritone voice, he made his first appearance at the Grand Ole Opry in December 2001, performing his second single, "Long

Black Train," which reached No. 13 on Hot Country Songs.

Turner rolled up seven Hot Country Songs top 10s through 2017. In November 2018, he released the faith-based *I Serve a Savior*, which opened at its No. 2 high on Top Christian Albums. Currently on tour, he makes his next stop in Marietta, Ohio, on Feb. 17.

