

billboard Country Update

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BILLBOARD COUNTRY UPDATE

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Programmers Reconsider Singles' Longer Life Spans During Country Radio Seminar

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It's time to speed it up.

For years, record labels have lamented country radio's pokey approach to single cycles. But at this year's Country Radio Seminar (CRS), which started Feb. 19 and concludes Feb. 21, even radio programmers are frustrated with the approach.

"It shouldn't take a year for a good song to get to No. 1," Cumulus vp of country **Travis Daily** said during the "Why Can't We Be Friends" panel on Feb. 19. "We, on my side, are like, 'People get bored easy, so let's slow it down.' It's dumb."

Panelists used **Cole Swindell**'s "Forever to Me" as an example: The track reached the top 10 on the Country Airplay chart dated March 1 after 45

weeks (see On the Charts, page 4). It had all the hallmarks of a hit — an emotionally appealing release from one of country's most consistent hit-makers — and yet stations had a difficult time committing to it. Meanwhile, digital streaming providers, based on the data from customer reaction, responded commensurately and ran it through their hit cycle. Thus, country radio — once the genre's primary source of music discovery — seems slow, uncertain and sheepish next to more nimble competition.

"[DSPs] had to come off of it because the audience wants fresh," Warner Music Nashville senior vp of radio and streaming **Kristen Williams** said. "They want something new and they want it faster."

As a result, Williams' team is using a bifurcated marketing

campaign for Swindell, pushing country radio toward the label's goal of a No. 1 single with "Forever to Me" while talking with DSPs about the singer's latest track, "Kill a Prayer."

"This is actually more commonplace than not," Williams said.

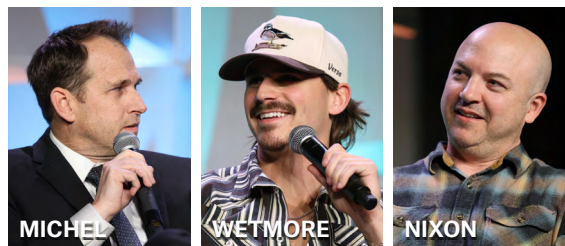
The conversation took place as the country industry again reevaluates its tactics and relationships at the annual seminar, founded as an event for

broadcasters and labels that has expanded in recent years to include streaming-related panels. CRS hosts a series of educational panels daily with plenty of showcase opportunities available during label-sponsored lunches and nighttime performances. This year's event has already featured per-

formances by **Brothers Osborne**, **Jelly Roll**, **Jordan Davis**, **Avery Anna**, **Old Dominion**, **Dylan Schneider** and **Brad Paisley**, who apologized to programmers who had to wait in single-digit wind chill for entry into the Ryman Auditorium at the Universal Music Group Nashville lunch on Feb. 20.

"The temperature outside," Paisley said sarcastically, "is what it's like to play for you."

The joke received an appreciative groan from the programmers in the audience, who have enjoyed a mutually beneficial relationship with Paisley since his introduction to radio in 1999. Country artists have typically gone on expensive radio tours for decades, performing for radio staff in conference rooms and forging a rapport that would hopefully lead to personal investment



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in the artists' careers. But the relationship has changed with the maturation of the streaming business.

In an earlier time, country artists released three or four singles per year, and those that succeeded would peak on the chart in 12 to 18 weeks. Around the time that Paisley debuted, CRS attendees were encouraged to hang on to their hits longer, which slowed the number of singles and made it more difficult to establish careers.

With the growth of DSPs, artists are once again able to release more music and cycle through the hits quicker, creating stronger relationships with their consumers. Those expensive radio tours have mostly dried up — Cox Media/Houston director of operations **Travis Moon** estimated that **KKBQ** has had only four or five artists visit the station on a radio tour in the last year. Programmers seem to be recognizing that playing the same hits for longer periods may be a competitive disadvantage.

"Music is moving faster than ever, [while] the charts are going slower than ever," said Sticks Media owner **Todd Nixon** during the Feb. 20 panel "Cycle of a Song" that focused on **Tucker Wetmore's** "Wind Up Missin' You." "We just got to go faster on this record."

Programmers have long believed that listeners prefer familiar music over new songs, though a Nuwoodoo study, "The Country Fan — Reviewing, Retaining, and Recruiting Your Listeners," presented Feb. 20, suggested that overfamiliarity may be hurting radio more than new music. Commercial breaks are the top reason for tune-out, with 47% of the study's respondents citing them as a factor. Three different kinds of repetition — playing songs too frequently, burn-out and tracks appearing at the same time on successive days — were each cited as a problem by more than 40% of respondents. But only 34% of listeners said they turned off the station because they "don't know" a song.

Therefore, feeding a healthy amount of new music, slotted in the right position on the playlist, may be one of the ways to counter the repetition issues.

"If you just take conventional wisdom constantly, you create narratives and biases in your own head and you'll bore the audience to death," Bonneville/Denver director of operations **Brian Michel** said during "Sound Off: What Is 'Mainstream' Country?" on Feb. 20.

Stations with minimal research of their own might consider watching Spotify's Hot Country playlist, which features material that's previously proved itself in other forums.

"You can trust that if something is in Hot Country, it is performing well with the mainstream country audience," Spotify Nashville head of editorial **Rachel Whitney** said during the "Sound Off" panel. "Then use your own judgment about whether or not it matters to your audience."

Even if country radio is considering a course correction, the medium remains a venerable institution, and the artists — all of whom grew up with it playing a significant role in their exposure to the music — continue to show their appreciation.

"You guys have changed my life in the last year," Wetmore said during the "Cycle of a Song" panel. "Truly, from the bottom of my heart, thank you."

That's one aspect of CRS that remains the same. ●



Billboard editor at large Steve Knopper moderated the Country Radio Seminar panel "Why Can't We Be Friends" on Feb. 19. From left: **Cumulus vp of country Travis Daily**, **Warner Music Nashville senior vp of radio and streaming Kristen Williams**, **Knopper** and **Amazon Music head of country Michelle Tigard Kammerer**.



Tigirlily Gold's Krista Slaubaugh (left) and **Kendra Slaubaugh** (right) sang the national anthem and **Megan Moroney** performed for a memorial during Country Radio Seminar's CRS Honors in Nashville on Feb. 19.



Consultant Joel Raab (left) and **Audacy vp of programming/country format captain Tim Roberts** hosted the announcement of the 2025 Country Radio Hall of Fame inductees on Feb. 19 during Country Radio Seminar.

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Expert insight and commentary by Tom Roland and Jim Asker



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ACADEMY OF COUNTRY MUSIC

2025

ACADEMY OF COUNTRY MUSIC'S 60TH

In our March 8 issue, *Billboard* will celebrate the 60th anniversary of the Academy of Country Music. Since its beginning, the academy has played a vital role in exposing country music and artists to a global audience. 2025 is a landmark year for the academy, with multiple advance celebrations and activations planned during ACM Awards week in Texas.

The academy's philanthropic partner, ACM Lifting Lives, is dedicated to improving lives through the power of music, using the strength of the country music community to provide aid in times of need, with a focus on health-related initiatives.

On the 60th anniversary of the ACM Awards, please join us in congratulating the Academy of Country Music.

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ISSUE DATE: 3/8 | AD CLOSE: 2/25 | MATERIALS DUE: 2/27

billboard Country Airplay

AIRPLAY MONITORED BY **LUMINATE**

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

Cole Swindell Returns To Country Airplay Top 10 With 'Forever To Me'

Cole Swindell adds his 13th top 10 on *Billboard's* Country Airplay chart as "Forever to Me" (Warner Music Nashville/WMN) pushes up a spot to No. 10 on the March 1-dated list. The song increased by 6% to 17 million audience impressions Feb. 14-20, according to Luminate.

The Bronwood, Ga., native co-authored the track — which previews his next album — with Rocky Block and Greylan James. The latter also co-produced it with Jordan M. Schmidt. The song was inspired by Swindell's now-wife, Courtney; the pair wed last June.

"Forever to Me" follows Swindell's "Drinkaby," which reached No. 13 on Country Airplay in August 2023. Before that, he earned four straight chart-toppers: "She Had Me at Heads Carolina" became his eighth leader in September 2022, dominating for a career-best four weeks; "Never Say Never" (with Lainey Wilson) led for two weeks in April 2022; "Single Saturday Night" reigned for two weeks beginning in July 2021; and "Love You Too Late" led for one week in November 2019.

Swindell previously topped Country Airplay with "Middle of a Memory" (one week, November 2016), "You Should Be Here" (three weeks, April 2016), "Ain't Worth the Whiskey" (one, April 2015) and "Hope You Get Lonely Tonight" (one, October 2014). He charted his first of 13 top 10s with his No. 2-peaking debut hit, "Chillin' It," in 2014.

ONLY GOING HIGHER Jelly Roll's "Liar" (Bailee & Buddy/BMG/Republic/Stoney Creek) tops Country Airplay for a second week, with 30.4 million in reach (up less than 1%).

Of the singer-songwriter's seven Country Airplay No. 1s, encompassing all his entries dating to his first in 2022, four have led for multiple weeks. "Need a Favor" ruled for a personal-best four weeks beginning in August 2023. ●



CHRISTOPHER POLK

MOST INCREASED AUDIENCE

TITLE Imprint/Label	Artist	GAIN (IN MILLIONS)
SHE HATES ME Capitol Nashville	Dierks Bentley	+6.308
GUY FOR THAT Mercury/Republic/Big Loud Post Malone Featuring Luke Combs		+5.196
I'M THE PROBLEM Mercury/Republic/Big Loud	Morgan Wallen	+3.447
HOMETOWN HOME BMG/Galaxy Label Group	LOCASH	+2.200
I AIN'T SAYIN' MCA Nashville	Jordan Davis	+1.367
FRIENDS LIKE THAT Night Train/Broken Bow John Morgan Featuring Jason Aldean		+1.144
WHISKEY DRINK Macon/Broken Bow	Jason Aldean	+1.144
WORST WAY Nashville Harbor	Riley Green	+1.136
AFTER ALL THE BARS ARE CLOSED Fifty-One/Forty-Nine/Valory	Thomas Rhett	+0.967
I'M GONNA LOVE YOU CoJo/Warner Music Nashville/Capitol Nashville/WMN	Cody Johnson & Carrie Underwood	+0.926

MOST INCREASED PLAYS

TITLE Imprint/Label	Artist	GAIN
GUY FOR THAT Mercury/Republic/Big Loud Post Malone Featuring Luke Combs		+1805
SHE HATES ME Capitol Nashville	Dierks Bentley	+1805
I'M THE PROBLEM Mercury/Republic/Big Loud	Morgan Wallen	+1073
HOMETOWN HOME BMG/Galaxy Label Group	LOCASH	+517
AFTER ALL THE BARS ARE CLOSED Fifty-One/Forty-Nine/Valory	Thomas Rhett	+381
WORST WAY Nashville Harbor	Riley Green	+340
FRIENDS LIKE THAT Night Train/Broken Bow John Morgan Featuring Jason Aldean		+303
I NEVER LIE Leo33	Zach Top	+301
JUST TO SAY WE DID Blue Chair/Warner Music Nashville/WEA	Kenny Chesney	+281
I AIN'T SAYIN' MCA Nashville	Jordan Davis	+275

RECURRENTS

THIS WEEK	TITLE Imprint/Label	Artist	TOTAL AUD. (IN MILLIONS)
1	A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music	Shaboozey	19.124
2	POUR ME A DRINK Mercury/Republic/Big Loud Post Malone Featuring Blake Shelton		17.292
3	BOYS BACK HOME PIA/Curb/Columbia Nashville	Dylan Marlowe & Dylan Scott	16.271
4	I HAD SOME HELP Mercury/Republic/Big Loud Post Malone Featuring Morgan Wallen		15.158
5	I AM NOT OKAY Bailee & Buddy/BMG/Republic/Stoney Creek Jelly Roll		14.438
6	WORLD ON FIRE RCA Nashville	Nate Smith	9.455
7	MILES ON IT Jojymme Collective/RCA Nashville	Marshmello & Kane Brown	9.383
8	COWGIRLS Mercury/Republic/Big Loud	Morgan Wallen Featuring ERNEST	8.933
9	LIES LIES LIES Mercury/Republic/Big Loud	Morgan Wallen	8.533
10	AUSTIN VERSION III/Warner/WMN	Dasha	7.960



TEXAS REGIONAL RADIO REPORT

WEEK ENDING FEBRUARY 20, 2025

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	12	BUY THE WORLD A ROUND (Independent) ★★1 Week at 1★	Aaron Watson	1699	173	11	13	7	SHE GOES GOOD WITH TEQUILA (Independent)	Brian Mars	1125	161
2	3	23	HILL COUNTRY HOME (Independent)	Kyle Park	1523	85	12	15	7	ABILENE (LuckySky Music)	Tori Martin	1090	148
3	4	17	ARE YOU WITH ME (Independent)	Case Hardin	1494	74	13	17	7	5 TO 9 (Independent)	Hudson Westbrook	1089	169
4	6	14	BORDERLINE CRAZY (Independent)	William Beckmann	1427	109	14	12	27	THIS COULD BE LOVE (Independent)	Kaitlyn Kohler feat. Jamie Richards	1047	-21
5	7	15	WHOSE TEQUILA ARE YOU DRINKIN' (Get Joe)	Billie Jo Jones	1422	122	15	14	17	AUSTIN ANYMORE (Independent)	Brandi Behlen	990	38
6	5	13	LUBBOCK (Independent)	Flatland Cavalry	1416	56	16	19	6	WEST OF FT WORTH (Independent)	Grant Gilbert	986	107
7	8	23	ONE MORE FOR THE RIDE (Independent)	Ryder Grimes	1393	102	17	1	20	GET AWAY WITH ANYTHING (Independent)	Mike Ryan	974	-670
8	9	22	HER WAY AIN'T THE HIGHWAY (Independent)	Jake Bush	1280	96	18	16	26	CALM AFTER THE STORM (Independent)	Britt Hoffman w/ Jerrod Medulla	931	7
9	10	21	STAINED YOUR CROWN (Independent)	Bart Crow Band	1184	77	19	28	5	DRIVE (Independent)	Jason Boland & The Stragglers	925	208
10	11	17	GOOD AGAIN, AMEN (Independent)	Keller Cox	1180	89	20	21	13	WHAT'S LEFT OF MY HEART (No Big Deal)	Reckless Kelly	876	86

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

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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	1	15	LIAR Bailee & Buddy/BMG/Republic/Stoney Creek	Jelly Roll	30.377	+0.115	8356	-9	1
2	2	18	LOVE SOMEBODY Mercury/Republic/Big Loud	Morgan Wallen	27.175	-2.457	6920	-1015	4
3	3	32	HIGH ROAD YellaBush/Columbia/RECORDS Nashville	Koe Wetzel & Jessie Murph	25.692	-1.324	6708	-299	5
4	5	31	I AIN'T SAYIN' MCA Nashville	Jordan Davis	25.192	+1.367	7416	275	3
5	8	31	GUY FORTHAT Mercury/Republic/Big Loud	Post Malone Featuring Luke Combs	23.568	+5.196	7572	1805	2
6	7	21	I'M GONNA LOVE YOU CoJo/Warner Music Nashville/Capitol Nashville/WMN	Cody Johnson & Carrie Underwood	19.716	+0.926	6034	266	6
7	9	38	HOMETOWN HOME BMG/Galaxy Label Group	LOCASH	19.415	+2.200	5817	517	7
8	4	25	4X4XU Broken Bow	Lainey Wilson	18.060	-7.476	5115	-2875	8
9	10	50	THIS TOWN'S BEEN TOO GOOD TO US Curb	Dylan Scott	17.280	+0.324	5091	114	9
10	11	45	FOREVER TO ME Warner Music Nashville/WMN	Cole Swindell	16.986	+0.920	5049	142	10
11	13	14	TEXAS Ten Point/Wheelhouse	Blake Shelton	15.474	+0.711	4910	265	11
12	12	19	I NEVER LIE Leo33	Zach Top	15.272	+0.485	4564	301	13
13	14	44	FRIENDS LIKE THAT Night Train/Broken Bow	John Morgan Featuring Jason Aldean	14.971	+1.144	4845	303	12
14	20	3	I'M THE PROBLEM Mercury/Republic/Big Loud	Morgan Wallen	12.043	+3.447	3433	1073	18
15	15	36	HOLY SMOKES Elektra/Warner Music Nashville/WEA	Bailey Zimmerman	11.892	+0.329	3748	155	14
16	16	27	AM I OKAY? Megan Moroney/Columbia/Columbia Nashville	Megan Moroney	11.499	+0.769	3588	153	15
17	17	16	TOUGH PEOPLE Patoka Sounds/Lyric Ridge/Stoney Creek	Drew Baldridge	10.996	+0.761	3503	216	17
18	18	32	JUST TO SAY WE DID Blue Chair/Warner Music Nashville/WEA	Kenny Chesney	10.016	+0.625	3516	281	16
19	19	30	WHISKEY DRINK Macon/Broken Bow	Jason Aldean	9.935	+1.144	3268	131	19
20	21	34	COMING HOME Three Up Three Down/Columbia Nashville	Old Dominion	8.560	+0.593	3025	114	20
21	22	16	BACKSEAT DRIVER Zone 4/RCA Nashville	Kane Brown	8.541	+0.606	2917	131	21
22	23	8	WEREN'T FOR THE WIND SAWGOD/Columbia/Triple Tigers	Ella Langley	6.889	+0.792	2293	200	22
23	NEW		SHE HATES ME Capitol Nashville	Dierks Bentley	6.315	+6.308	1807	1805	29
24	25	30	TRUCK ON FIRE Big Machine	Carly Pearce	5.776	+0.504	2175	69	25
25	24	35	COWBOYS CRY TOO Black River	Kelsea Ballerini & Noah Kahan	5.578	+0.230	2276	117	23
26	26	24	PARK Hubbard House/EMI Nashville	Tyler Hubbard	5.407	+0.220	1980	73	26
27	27	47	SINGLE AGAIN The Core/Universal Music Canada/Mercury Nashville	Josh Ross	5.254	+0.460	2251	133	24
28	28	47	LIFE WITH YOU Curb	Kelsey Hart	4.239	+0.220	1977	63	27
29	29	37	FALL OF SUMMER Triple Tigers	Scotty McCreery	4.179	+0.324	1842	93	28
30	31	35	THIS HEART Combustion Masters/RCA Nashville	Corey Kent	4.136	+0.713	1394	109	33

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-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	30	27	COUNTRY HOUSE MCA Nashville	Sam Hunt	3.841	+0.104	1639	51	30
32	40	11	WORST WAY Nashville Harbor	Riley Green	3.518	+1.136	1110	340	39
33	32	24	FRIDAY NIGHT HEARTBREAKER Capitol Nashville	Jon Pardi	3.405	+0.016	1435	26	32
34	34	6	STRAIGHT LINE Hit Red/Capitol Nashville	Keith Urban	3.394	+0.256	933	33	41
35	33	15	FIX WHAT YOU DIDN'T BREAK RCA Nashville	Nate Smith	3.258	+0.109	1285	72	36
36	37	23	WHAT KINDA MAN MCA Nashville	Parker McCollum	3.141	+0.424	1235	129	38
37	36	14	COUNTRY SONG CAME ON Capitol Nashville	Luke Bryan	3.059	+0.324	1258	83	37
38	35	22	HEAVENS TO BETSY Big Machine	Jackson Dean	2.977	-0.154	1542	21	31
39	38	3	I DARE YOU Big Machine	Rascal Flatts & Jonas Brothers	2.788	+0.091	1298	144	35
40	39	37	EVERYTHING I NEED 19/Wheelhouse	Chayce Beckham	2.532	-0.077	1329	74	34
41	42	4	GOOD NEWS American Dogwood/EMPIRE/Magnolia Music	Shaboozey	2.195	+0.336	913	97	42
42	41	25	BONES Triple Tigers	Russell Dickerson	2.183	-0.110	1018	-7	40
43	43	17	RELAPSE 717/Warner/WEA	Warren Zeiders	1.692	-0.020	804	-53	45
44	44	14	WOULD IF I COULD Mercury/Republic/Big Loud	ERNEST	1.631	+0.065	850	70	43
45	47	6	10-90 Stancaster/Thirty Tigers/Big Machine	Muscadine Bloodline	1.393	+0.116	552	20	53
46	46	14	BETTER THAN YOU Quartz Hill/Stone Country	Joe Nichols / Annie Bosko	1.363	-0.051	829	0	44
47	NEW		AFTER ALL THE BARS ARE CLOSED Fifty-One/Forty-Nine/Valory ★★ Breaker ★★	Thomas Rhett	1.329	+0.967	505	381	54
48	49	21	TRUCK STILL WORKS Loaded Goat/EMI Nashville	Brad Paisley	1.269	+0.122	669	-13	50
49	48	12	DARLIN' Warner Music Nashville/WAR	Chase Matthew	1.244	+0.007	631	-5	52
50	50	9	TIME'S TICKING Valory	Justin Moore	1.238	+0.108	772	75	47
51	56	4	IT WON'T BE LONG RECORDS Nashville	George Birge	1.211	+0.377	734	135	48
52	53	28	OVER WHEN WE'RE SOBER Valory	Brantley Gilbert Featuring Ashley Cooke	1.125	+0.127	725	0	49
53	51	7	COWGIRL Stoney Creek	Parmalee	1.018	-0.054	666	33	51
54	54	11	GOLDEN CHILD Riser House	Meghan Patrick	0.927	-0.044	790	15	46
55	52	4	INDIGO Lockeland Springs/Atlantic	Sam Barber Featuring Avery Anna	0.846	-0.185	462	-9	58
56	58	13	I COULD BETHAT RAIN Warner Music Nashville/WMN	Randall King	0.706	+0.010	494	8	55
57	57	7	WOLVES CRY Average Joes	Bryan Martin	0.685	-0.081	475	-19	56
58	60	2	BETTER ME FOR YOU (BROWN EYES) Fugitive Recordings	Max McNown	0.652	+0.095	470	29	57
59	59	3	HUNG UP ON YOU Republic Nashville/Mercury Nashville	Bryce Leatherwood	0.615	+0.043	411	6	60
60	NEW		ENDS OF THE EARTH RECORDS/Columbia/RECORDS Nashville	Ty Myers	0.577	+0.253	157	49	-



Parker McCollum visited with KSD St. Louis staff, including PD Dusty Panhorst, during a tour stop on Feb. 14. From left: MCA Nashville director of Midwest promotion Donna Passuntino; McCollum; Panhorst's wife, Ashley; and Panhorst.



Sony Music Nashville announced the signing of Kat Luna to a recording deal on Feb. 18. From left: SMN vp of A&R Margaret Tomlin, SMN president/COO Ken Robold, Luna, Neon Coast founder Martha Earls and Neon Coast project manager/day-to-day artist manager Jess Tomlins.

MATTHEW BERINATO

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SXSW 2025

This issue features cover stories on the stars headlining *Billboard's* The Stage at SXSW and a preview of other festival highlights.

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

Riley Green performed for St. Jude Children's Research Hospital patients and their families in Memphis on Feb. 6, in conjunction with the Academy of Country Music's ACM Lifting Lives. From left: St. Jude senior adviser of artist and music industry relations Jessica Turri, ACM Lifting Lives manager Taylor Wolf, St. Jude adviser of music and audio engagement Anna Hensgens, Green and ACM CEO Damon Whiteside.

COUNTRY RADIO HALL OF FAME ADDS SIX

Six new Country Radio Hall of Fame inductees were announced Feb. 19 during the opening day of Country Radio Seminar in Nashville.

The radio category honorees are **Ginny "Rogers" Brophrey**, **Clay Hunnicutt** and **Gregg Swedberg**. Honorees in the on-air personality category are **Big D & Bubba**, **Mary McCoy** and **Rowdy Yates**.

Brophrey has been **WOKQ** Portsmouth, N.H., brand manager since 2022, but spent most of her 40-year country career in Boston, working with **WKLB** and **WBWL**. Hunnicutt spent the last decade at Nashville labels, most recently as Big Machine Label Group executive vp of label operations, but preceded that role with a series of radio gigs, capped by a stint as iHeartMedia national programming platforms executive vp/GM. Swedberg is iHeartRadio national country format coordinator and has spent 34 years as PD for **KEEY** Minneapolis.

Sean "Bubba" Powell and **Derek "Big D" Haskins** have operated as a syndicated duo since 1999 after first teaming at **WTGE** Baton Rouge, La. McCoy has spent more than 30 years as a personality at **KVST** Conroe, Texas, in a 70-year career that earned her a Guinness World Record. Yates celebrates his 40th anniversary in radio this year, including more than 10 years as host of syndicated request show *The Original Country Gold*.

The 2025 class will be inducted July 21 during a dinner ceremony at the Virgin Hotel Nashville.

RADIO & RECORDS®

Sony Music Nashville promoted **Mallory Michaels** to vp of radio marketing and promotion from RCA Nashville senior director of promotion... **Jodi Dawes** joined Big Machine Label Group as vp of publicity and communications. She arrives at the company after three years as Universal Music Group Nashville director of media marketing. Reach her [here](#)... Black River promoted **Ally Roden** to publicity manager from coordinator. Reach her [here](#)... Red Street hired **Patrick Waters** as senior director of country A&R after a run as a Red Light artist manager. The company concurrently announced the promotion of **Kelly King** to vp of publishing from senior director... Red Street signed **Taylor Austin Dye** to a recording deal... Former **Kat & Alex** member **Kat Luna** officially signed as a solo artist with Sony Music Nashville. She is preparing new music with producer **Nathan Chapman** (**Taylor Swift**, **Keith Urban**)... Compass Media's syndicated *Y'all Access With Kelly Sutton* reached the 50-station mark with the addition of five new outlets: **KXPZ** Las Cruces, N.M.; **WICY** Burlington, Vt.-Plattsburg, N.Y.; **WPDM** Watertown, N.Y.; **WYOT** Rochelle-Dekalb, Ill.; and **WVKY** Frankfurt, Ky.... Binnie Media promoted four members of its sales team in the Northeast. **Jon Sundberg** was elevated to executive vp of sales from Binnie/Maine-Seacoast, N.H., vp of sales; **Eliza Tremblay** stepped up to Binnie/Portland, Maine, vp of sales from Maine director of sales operations; **Bronwyn Lapointe** rose to Binnie Outdoor/Seacoast vp of sales from New Hampshire director of sales operations; and **Don Bedell** received a promotion to Binnie/Midcoast Maine

vp of sales from market manager. The company maintains five country signals in Maine and New Hampshire... **Christy Holifield** was hired as iHeartMedia/Greensboro, N.C., market president, RadioInk.com reported. The cluster includes country **WTQR**. Holifield previously was iHeartMedia/Columbia, S.C., vp of sales... **KUPL** Portland, Ore., added Collective Heads consultant **Jimmy Steal** as co-content director, according to RadioInk.com... Seven Mountains Media hired "**Dan Thomas**" **Slivensky** as operations manager for Altoona and Johnstown, Pa., RadioInsight.com reported. Country stations under his oversight include **WFGY** Altoona and **WFGI** Johnstown. Slivensky spent the last six years as iHeartMedia/Anchorage, Alaska, senior account executive, representing country **KASH**.

'ROUND THE ROW

CAA promoted five Elevate trainees to agent roles, including two Nashville employees: **Ethan Goldish** and **Cam Jensen**... The Country Music Hall of Fame and Museum promoted five members of its staff. **Tess Pardee** rose to associate director of creative project management from senior manager, **Marshall Ruffier** was boosted to associate director of food and beverage operations from banquet manager, **Alex Krompic** climbed to director of production and technical services from manager, **Emily Zirkle** stepped up to associate director of events administration and entertainment from senior events administration manager, and **John Sloboda** was upped to executive director of exhibitions and curatorial services from director... Range Media Partners elevated **Jared Cotter** to managing partner from partner. He co-manages **Shaboozey**... **Nick Terranova** was named Dick Clark Productions senior vp of brand partnerships. He most recently was Anoki senior vp of sales. DCP's programs include the American Music Awards, the Academy of Country Music Awards and the Billboard Music Awards. DCP is among the holdings of Penske Media, the parent company of *Billboard*... Big Timber Entertainment launched Music Business Accounting, a financial services division that offers tax preparation, royalty tracking and financial planning... Sony Music Publishing Nashville signed songwriter **Kelly Archer** ("I'm Gonna Love You," "Wild as Her") to a joint-venture publishing deal with RED Creative Group, her existing publisher... A musical of **Loretta Lynn**'s life story, *Coal Miner's Daughter*, is in development under the guidance of director **Sam Gold** (*Fun Home*, *King Lear*). Consulting producers include Lynn's manager, **Patsy Lynn**, and industry veteran **Nancy Russell**... **Ringo Starr**, hot off an appearance on the Top Country Albums chart with *Look Up*, is the subject of a new Musicians Hall of Fame exhibit, "Beats & Threads," which opened Feb. 20. He makes his Grand Ole Opry debut on Feb. 21... Songwriter **Jessie Jo Dillon** ("Halfway to Hell," "10,000 Hours") will receive Song Suffragettes' Yellow Rose of Inspiration Award on March 3 as the female singer-songwriter showcase celebrates its 11th anniversary at The Listening Room in Nashville... Gibson Gives, Julien's and FirstBank Amphitheater launched a charity guitar auction to raise money for Hurricane Helene and Southern California wildfire relief. The all-genre effort includes instruments signed by **Eric Church**, **Luke Combs**, **Jamey Johnson** and **Jelly Roll**. Go [here](#) through March 12. 📍



Musicians On Call executive vp Katy Epley (left) met up with Country Music Hall of Fame and Museum senior manager of corporate partnerships Marie Bradshaw during Leadership Music's Valentine's Day Pop-In/Pop-Out Luncheon in Nashville.

ON SALE | MARCH 8, 2025

TOP

BRANDING POWER PLAYERS

On March 8, Billboard will publish its annual Top Branding Power Players issue. This feature will honor outstanding executives at household-name brands that are partnering with music stars through concert and festival sponsorship, TV commercials and product launches, according to concert promoters, branding agencies, talent agencies, music publishers and others affiliated with the industry.

Take this opportunity to congratulate this year's Top Branding Power Players on their outstanding accomplishments.

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billboard

ISSUE DATE 3/8 | AD CLOSE 2/25 | MATERIALS DUE 2/27

billboard Country Airplay Index

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

10-90 Azalea Bloom Publishing, BMI/Summit Drive Publishing, BMI/Kendell Marvel Publishing Designee, SESAC (G.S.Stanton, C.Muncaster, K.Marvel) **45**

4X4XU Sony Countryside, BMI/Story Farmer, BMI/Reservoir 416, BMI/Songs Of One Riot Music, BMI/ONE TOOTH PRODUCTIONS, BMI/Super LCS Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI (L.Wilson, J.Decious, A.Raitiere) **8**

A

AFTER ALL THE BARS ARE CLOSED

Warner-Tamerlane Publishing Corp., BMI/Be A Light Publishing, BMI/Big Loud Mountain LLC, BMI/John Byron Music, BMI/Coast Island Bay Music, BMI/Songs By IOK HRS Publishing, BMI/1317 Music, ASCAP/Kobalt Songs Music Publishing LLC, ASCAP (Thomas Rhett, J.C.Bunetta, J.Byron, J.Free, J.K.Hindlin) **47**

AM I OKAY? Sony Timber Publishing, SESAC/Georgiano 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, L.Laird, J.J.Dillon) **16**

B

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 (J.Davis, J.Walker) **21**

BETTER ME FOR YOU (BROWN EYES) Songs From The Penalty Box, BMI/Max McNowin Music, BMI/Carver Music Publishing, ASCAP/Tunes Of King Pen, BMI/Ready Set Publishing, BMI (M.McNowin, J.Kennedy, T.K.Dabbs) **58**

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 Concord 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/Tunes Of TrailerParker, BMI/Songs Of Universal, Inc., BMI/Family Farm Songs, BMI (R.Dickerson, C.LaCorte, P.Welling, C.McGill) **42**

C

COMING HOME WC Music Corp., ASCAP/Bird And Bean Music, ASCAP/Twelve6 Dogwood, ASCAP/Trevor's Advocate Publishing, ASCAP/Tiny Handstand, ASCAP/Sharkules Music, ASCAP/MeGusta Music, ASCAP/Universal Music Corp., ASCAP/Turs And Chorus, ASCAP/Warner Geo Met Ric Music, GMR/Art Of CTM Music Outlander LP, GMR/Smackshot Music, GMR (M.Ramsey, T.Rosen, W.Sellers, G.Sprung, B.F.Tursi, S.McAnally) **20**

COUNTRY HOME Twelve6 Red Oak Songs, BMI/Still Between The Pines, BMI/Warner-Tamerlane Publishing Corp., BMI/EMI Blackwood Music Inc., BMI/Katie In The Sky With Diamonds, BMI/Sony Cross Keys Publishing, ASCAP/Songs For Indy And Owl, ASCAP/Works Of CMT Outlander, GMR (M.Lotten, R.Copperman, J.Osborne, S.L.Hunt) **31**

COUNTRY SONG CAME ON Sony Tree Publishing, BMI/Songs Of Tuckaway Music, BMI/Songs Of Smack, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/Sony Cross Keys Publishing, ASCAP/Party Of 3 Songs, ASCAP/Southern Kid Music, ASCAP (D.Allay, R.Beaver, N.A.Medley) **37**

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, ASCAP/Secret Meadow Songs, ASCAP (K.Balcerin, A.Vanderheyne, H.Kahan) **25**

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/0336 Music, BMI/Parmalee Music Publishing, BMI (J.D.Lewis, D.Fanning, P.D.Newman, R.Jay, T.F.R.Horsley, M.Thomas, B.Knox, J.McSwain, S.Thomas) **53**

D

DARLIN' Hunter Huff Publishing Designee, BMI/Ciaran Wilkie Publishing Designee, BMI/Sony Tree Publishing, BMI/Verse 2, BMI/DropTime Music, BMI/Chase Matthew Music Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI/Bride 1 Music, BMI (A.Maxwell, Chase Matthew, H.Huff, C.Wilkie) **49**

E

ENDS OF THE EARTH Ty Myers Publishing Designee, BMI (T.Myers) **60**

EVERYTHING I NEED Songs By 19 Publishing, BMI/BMG Platinum Songs US, BMI/Universal Music Corp., ASCAP/Brumby Cooper Otis Music, ASCAP/Sony Tree Publishing, BMI/Rudy Rocks The USA, BMI (C.Beckham, J.Pierce, L.Rimes) **40**

F

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, ASCAP/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 (S.C.McCreery, M.Criswell, F.Rogers, D.George, B.Anderson) **29**

FIX WHAT YOU DIDN'T BREAK Sony Cross Keys Publishing, ASCAP/Concord 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, L.Rimes) **35**

FOREVER TO ME Sony Tree Publishing, BMI/Colden Rainey Music, BMI/Songs Of Universal, Inc., BMI/Hold On Can I Get A Number 1 Music, BMI/Long And Curly Entertainment, BMI/Big Loud Mountain LLC, BMI/Warner-Tamerlane Publishing Corp., BMI (C.Swindell, G.James, R.H.Block) **10**

FRIDAY NIGHT HEARTBREAKER Concord Copyrights, BMI/Jornil 10 Music, BMI/Cascade Road Songs, ASCAP/WC Music Corp., ASCAP/Tompkins Family Vacation, ASCAP/Big Music Machine, BMI/Big Ass Pile Of Dimes Music, BMI/Finally Got Some Publishing, BMI/The Buffalo Catalogue, BMI (J.Miller, C.Tompkins, J.J.Dillon, D.Ross, R.J.Huro) **33**

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/WC Music Corp., ASCAP/Writersonthehorn Publishing, BMI/Wild Willy Music, ASCAP/Ksway Publishing, BMI (J.Morgan, B.Anderson, W.L.Bundy, L.Vaughan) **13**

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/Essency Music Publishing, ASCAP/Torrey Songs, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/BMG Rights Management (UK) Ltd., PRS/Paco Place Songs, BMI (C.O.Chibueze, N.Sastry, S.C.Cook, J.Torrey, M.R.Pollack, R.O'MANS) **41**

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H

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 (J.Dean, B.Davis, D.Williams) **38**

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 (R.Wetzel, A.R.Allen, G.Simon, C.Karpinen, J.Murph, L.Veltz, J.Serrato) **3**

HOLY SMOKES Bailey Zimmerman Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI/1 Fart Creations, BMI/Concord Copyrights, BMI/This Is Chromatic Music, BMI/MT ROOM, SESAC/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/Biggie Bendable Music, BMI/Sony Tree Publishing, BMI (C.Lucas, P.C.Brust, A.Albert, Z.Abedo) **7**

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

I AIN'T SAYIN' Concord Copyrights, BMI/Creative Pulse Music, BMI/Trash Man Songs, SOCAN/Highway 76 Songs, BMI/Warner-Tamerlane Publishing Corp., BMI/Jett Wilde Songs, BMI/Big Loud Mountain LLC, BMI/Bid Bill Songs LLC, SOCAN (T.P.Wood, S.Moskler, M.L.Holman, E.Reid) **4**

I COULD BE THAT RAIN Brian Fuller Publishing Designee, BMI/Songs Of Deluge Music, BMI/Mason Thornley Songs, BMI (B.Fuller, M.A.Thornley) **56**

I DARE YOU Nick Jones Publishing, BMI/PWZ Publishing House, BMI/Warner-Tamerlane Publishing Corp., BMI/Shay Mooney Music, BMI/Seven Peaks Music, ASCAP/Sixteen Music, ASCAP (N.J.Jones, Tommy English, S.Mooney, D.Whitmore, Jr.) **39**

I'M GONNA LOVE YOU Meaux Mercy, BMI/Moody Producer Music, BMI/Capitol CMG 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) **6**

I'M THE PROBLEM Honey Hole Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI/Em Dog Music, BMI/Big Loud Mountain LLC, BMI/Jamie McLaughlin Publishing Designee, BMI/Sony Songs LLC, BMI (M.C.Wallen, G.W.Block, J.McLaughlin, E.K.Smith, Charlie Handsome) **14**

INDIGO Sam Barber Music Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI/Sparky Sky Songs, BMI/To A T Creative, BMI/Sony Tree Publishing, BMI/Tape Room Hits, BMI/Firebird Country Tunes, BMI/Oakdale Market Publishing, BMI (S.R.Barber, A.Arna, A.Sheridan) **55**

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 (Z.Top, C.Chamberlain, T.Nichols) **12**

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.McGill, T.Anderson) **51**

J

JUST TO SAY WE DID Songs Of Universal, Inc., BMI/Basura Music, BMI/Old Desperados, LLC, ASCAP/N2D Publishing Company, Inc., ASCAP/Carol Vincent And Associates, LLC, ASCAP/SongsOfJ, ASCAP/WC Music Corp., ASCAP/Super Big Music, ASCAP/M.Drag Songs, ASCAP (K.Chesney, D.L.Murphy, Brett James, M.Dragstrom) **18**

K

LIAR Bailee's Ballads, BMI/BMG Platinum Songs US, BMI/Sony Tree Publishing, BMI/Tape Room Hits, BMI/Bea 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.Johnson, A.G.Gorley, T.Phillips) **1**

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

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O

OVER WHEN WE'RE SOBER Warner-Tamerlane Publishing Corp., BMI/Indiana Angel Music, BMI/Don't Be A Gypsy, BMI/Bailee's Ballads, BMI/BMG Platinum Songs US, BMI/Concord Tunes, SESAC/Magnolia Dawn Music, SESAC (B.Gilbert, B.Bernhill, J.B.DeFord, J.T.Wilson) **52**

P

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 Vibe, ASCAP/WC Music Corp., ASCAP (T.R.Hubbard, J.Frasure, A.G.Gorley, C.Smith) **26**

R

RELAPE Warner-Tamerlane Publishing Corp., BMI/PA Cowboy Music, BMI/Rarre Publishing Worldwide, BMI/Songs Of Back Block Publishing, BMI (W.Zeidlers, B.Pendergrass) **43**

S

SHE HATES ME Sony Cross Keys Publishing, ASCAP/DudeTunes, ASCAP/Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP/Songs Of Universal, Inc., BMI/Family Farm Songs, BMI/Music Of CTM Outlander Music LP, BMI/Smackshot Music, BMI/Katie In Paris, BMI/Stereo Supersonic Music, ASCAP/Jordan Rocks Music, ASCAP (D.Bentley, R.Copperman, A.G.Gorley, C.McGill, J.C.Allen, W.Scantlin) **23**

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., BMI/The Core Publishing, LLC, BMI/Josh Ross Publishing Designee, BMI/Real Bad Songs, SESAC (J.Ross, J.A.Fox, B.Rempel) **27**

STRAIGHT LINE Songs Of Universal, Inc., BMI/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, G.Wells) **34**

T

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) **11**

THIS HEART Warner-Tamerlane Publishing Corp., BMI/Madfun Music, BMI/Oconee River Bank Music, BMI/Bollingerse Shore, SESAC/7 Vill Music, BMI/Speakers Go Boom Songs, BMI/Goat Island Bay Music, BMI/Peertunes, Ltd., SESAC/Titanium Music, SESAC/Melodies Of CTM Outlander, SESAC (T.Archer, W.B.Bollinger, J.A.Hackworth, M.Tyler) **30**

THIS TOWN'S BEEN TOO GOOD TO US Curb 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, A.G.Gorley, Charlie Handsome, J.Byron, T.Phillips) **9**

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.Baldrige, J.Walker, A.Sanders, L.Combs) **17**

TRUCK ON FIRE BMG Gold Songs, ASCAP/Redfeather Publishing, ASCAP/For The Kids Gold, ASCAP/Universal Tunes, SESAC/Warner-Tamerlane Publishing Corp., BMI/RADIOBULLETS Publishing, BMI (C.Pearce, J.A.Ebach, C.Kelley) **24**

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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 LP, BMI/Langley Publishing, BMI (E.Langley, J.Taylor, J.Clawson) **22**

WHAT KINDA MAN Parkermac Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI/Abundantiam Publishing, BMI/Songs Of Harpeth Valley, BMI/WUCKENROLL MUSIC, BMI/Music Of CTM Outlander Music LP, BMI (P.McCollum, J.N.Spillman, N.Hembry) **36**

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billboard



SPOTLIGHT: SPAIN

In the March 8 issue, *Billboard* will celebrate the explosion of *música latina* in Spain, where music in Spanish from around the world is finding new and fertile ground for touring, airplay and cross-pollination. We will look at Spain's booming music scene and how labels, promoters and artists are increasingly working together across international borders to further promote music in Spanish.

Advertise in this issue to position your business in front of key decision-makers who are driving Spain's music industry.

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ISSUE DATE 3/8 | AD CLOSE 2/24 | MATERIALS DUE 2/26

C
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REWINDING
THE
COUNTRY
CHARTS

22 Years Ago

Blake Shelton's 'Baby' Bounced To No. 1

In 2003, Shelton scored his second of 14 Hot Country Songs leaders

On Feb. 22, 2003, **Blake Shelton's** "The Baby" hit No. 1 on *Billboard's* Hot Country Songs chart, beginning a three-week reign.

Co-written by **Harley Allen** and **Michael White** and produced by **Bobby Braddock**, the poignant song about being the youngest in a family at various stages of life was released as the lead single from Shelton's album *The Dreamer*. The set

became his second of 17 top 10s on Top Country Albums.

Shelton was born June 18, 1976, in Ada, Okla., and began singing and performing locally as a teen. In 1994, he took off for Nashville. Starting with his rookie Hot Country Songs No. 1, "Austin," he has rolled up 14 chart-toppers among 34 top 10s. On Country Airplay, he boasts 29 No. 1s.

Armed with his beaming personality and biting sense of humor, Shelton starred as a coach on NBC's *The Voice* from 2011 to 2023. Married to pop star **Gwen Stefani** since July 2021, he signed with BMG/BBR Music Group's Wheelhouse Records last September. His latest single, "Texas," ranks at No. 11 on the March 1-dated Country Airplay chart.

—JIM ASKER

Shelton onstage in Mountain View, Calif., in 2003.

			PRODUCER (SONGWRITER)	HINT & NUMBER/PROMOTION LABEL	
				NUMBER 1	1 Week At Number 1
1	2	17	THE BABY B. BRADDOCK (H. ALLEN, M. WHITE)	Blake Shelton ♫ WARNER BROS. ALBUM CUT/WMN	1
2	3	24	I JUST WANNA BE MAD B. GALLIMORE (K. LOVELACELT, T. MILLER)	Terri Clark ♫ MERCURY 172282	2
3	1	21	19 SOMETHIN' C. LINDSEY (C. BURGESS, D. LEE)	Mark Wills ♫ MERCURY 172287	1
4	4	28	YOU CAN'T HIDE BEAUTIFUL C. FARRIN (M. DOLANEY, J. SELLERS)	Aaron Lines ♫ RCA ALBUM CUT	4
5	6	21	MAN TO MAN T. BROWN, M. WRIGHT (J. O'HARA)	Gary Allan ♫ MCA NASHVILLE 172296	5
6	9	17	BROKENHEARTSVILLE	Joe Nichols ♫	6

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