# **billboard** Country Update

BILLBOARD.COM/NEWSLETTERS

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**BILLBOARD COUNTRY UPDATE** 

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### **Country Radio Seminar Promotes Attitudes** That Resonate Beyond Music And Broadcasting



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As Country Radio Seminar's panels wound down Feb. 21, two of the most identifiable artists in modern country, Eric Church and Jelly Roll, conducted a public chat that held ramifications beyond the life of a touring act.

Much of the chatter in "The Conversation: Eric Church and Jelly Roll Get the Last Word at CRS 25" revolved around cre-

ating a unique identity in the marketplace. Plenty of artists focus on fitting into the existing format, but it's those who push the boundaries — by developing new sounds or reaching new markets — who tend to have the most impactful careers. Like Jelly Roll.

"I've never seen some-

body that communicated [so well] to the people that — not that they were forgotten - but they were a challenge, or they weren't the normal people," Church said. "They were in a different lane."

Church, in fact, was a role model to Jelly Roll, creating tougher sounds and messages in the mid-2000s when the genre was focused more on feel-good themes that targeted soccer moms.

"You ushered in an outlaw movement," Jelly Roll told him.  $\hbox{``That was the first time I really looked at country music since the}\\$ '70s and was like, 'There might be a place for me in this genre.'"

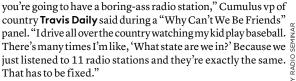
"The Conversation" underscored one of the themes that wound its way through the educational part of CRS: a reminder that the people who stand out in their field are those who deliver a unique product and connect in a singular way.

There are jobs where standard practices are fundamental to success: Bookkeeping, cashiering and mail delivery are good examples. But Americans tend to look to public entities as a guide for how to succeed in the world, and while meeting standard practices is a way to get by, even bookkeepers, cashiers and postal workers can make themselves more valuable by going the extra

> mile through developing a bond with customers and/or co-workers that makes them stand out.

Radio programmers were challenged during CRS to follow that same ideal, though it's an approach that people in just about every field can adapt to in varying degrees.

"If you don't take chances,



Consider some of the artists who elevated themselves when they established a unique sound in the marketplace. Florida Georgia Line's "Cruise," Sam Hunt's "Body Like a Back Road," Keith Urban's "Somebody Like You" and Zach Bryan's "Somewhere in the Orange" all exploded during this century — not because they blended in with everything else, but because they  $\delta$ stood out.







The same occurred with **Ella Langley**'s breakthrough hit, featuring **Riley Green** and propelled by spoken-word verses. Its improbable rise was discussed during "Cycle of a Song: Ella Langley's 'You Look Like You Love Me.'"

"Risk is always scary," Langley suggested. "But the thing is ... country music, at the end of the day, is just about telling good stories. I think the fans just want to hear a good story."

Innovating is difficult. The world is dominated by people who would suggest moving toward the middle. It's an understandable position since it follows an easier — and safer — path. But the creators who opt for the road less traveled are more apt to be remembered even decades later. **Dwight Yoakam** fought to keep that hiccup in his voice and his unique stage moves. **Shania Twain** dared to pile rock harmonies on her country songs and to bare her midriff, which was controversial in the genre in 1995. Both artists took their lumps along the way.

"Being an artist is the weirdest job in the world," **Dasha** said during "Cycle of a Song: Dasha's 'Austin.'" "You're so picked apart and you're so celebrated at the same time. So this past year, being thrown into the weeds, I learned a lot, and I developed myself a lot as a person, as an artist, and I realized that the best way to do it is just to really be yourself because there's no real fucking way around it."

Dasha, Langley and **Shaboozey** all rose to prominence within the last year, each of them riding a sound that stands out from the crowd. And none of them were necessarily on the mainstream radar 12 months ago.

"We all run across a lot of new artists and a lot of new songs, and we end up ignoring most of them because there's just too many," Fusion Music founder **Daniel Miller** said frankly during the "Langley" panel.

That's why standing out is a key to success. **KYGO** Denver ranked No. 2 in its market in January with a 5.8 Nielsen share, according to <u>RadioInsight.com</u>, and Bonneville/Denver director of operations **Brian Michel** took pride in playing Dasha and Shaboozey before established labels were promoting them. Being different clearly succeeded for KYGO.

"If you're just playing the best thing that a label hands you, sometimes the label priority and the audience priority is not the same thing," Michel said during "Sound Off: What Is 'Mainstream' Country?" "I would recommend [that you] find out everything that is out there. Find the best songs."

Michel was speaking to radio, but his message overlapped with Jelly Roll, Langley, Church and Dasha. And it's a message that applies to the rest of the workplace, too: There are no guarantees, but those who stand the best chance at success aren't the people who meet minimum expectations. It's those who bring a new approach, an unusual persona or a surprise bonus to the table. They're not just people who meet the requirements; they're people who do what no one else can do and literally cannot be replaced. And they're likely more focused on the consumer than on the middlemen.

"You want a leader," Church said. "You want the guy that's going to be the first guy to breach the door. And if you have an artist like that, you back that artist even if they're wrong, because they're willing to breach the door. Because a lot of artists aren't."

That's a winning attitude in any field.



Luke Combs and Eric Church were honored as artist humanitarians of the year on Feb. 21 during the Country Radio Seminar in Nashville. From left: Country Radio Broadcasters board president Kurt Johnson, Combs, Church and CRB executive director RJ Curtis.



Ringo Starr made his Grand Ole Opry debut on Feb. 21.



Parker McCollum extended an invitation to Laci Kaye Booth to make her Grand Ole Opry debut in March when the two appeared Feb. 22 at the Alliant Energy Powerhouse in Cedar Rapids, Iowa.

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# billboard Country Airplay

AIRPLAY MONITORED BY

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### It's All True: Zach Top's 'I Never Lie' Hits Country Airplay Top 10; 'Liar' By Jelly Roll Leads For Third Week

**Zach Top** earns his first top 10 on *Billboard*'s Country Airplay chart as "I Never Lie" rises 12-10 on the ranking dated March 8. During the Feb. 21-27

tracking week, the single increased by 12% to 17 million audience impressions.

The 27-year-old from Sunnyside, Wash., coauthored the song with **Carson Chamberlain**, who produced it, and **Tim Nichols**. It's from Top's album *Cold Beer & Country Music*, which entered Top Country Albums last August and reached a new No. 6 best on the March 1-dated list (17,000 equivalent album units, up 4%).

On Country Airplay, "I Never Lie" is Top's second entry. His rookie single, "Sounds Like the Radio," hit No. 15 in November.

Top initially gained traction by posting videos on TikTok, where he has over 1.2 million followers. He was the first artist to sign

to Leo 33, which former Universal Music Group Nashville executives **Katie Dean** and **Rachel Fontenot** <u>launched in 2023</u>. "I Never Lie" is likewise the label's first Country Airplay top 10.

Top will headline a pair of shows at Nashville's Ryman Auditorium on Feb. 28 and March 1.

AN EVEN BIGGER 'LIAR' Jelly Roll's "Liar" (Bailee & Buddy/BMG/Republic/Stoney Creek) dominates Country Airplay for a third frame, up 3% to a new weekly best 31.4 million in audience. Of his seven consecutive No. 1s, encompassing all his entries dating to his first in 2022, "Liar" marks his third to have led for three or more weeks, following "Need a Favor" (four frames in 2023) and "I Am Not Okay" (three last November).

Also notably, "Liar" became only the second song to top both the Country Airplay and Mainstream Rock Airplay charts; it led the latter for one week in December. Jelly Roll boasts both such hits: "Need a Favor" ruled the rankings in 2023. •

## MOST INCREASED AUDIENCE

		I GAIN
TITLE Imprint/Label	Artist	(IN MILLIONS)
HOMETOWN HOME BMG/Galaxy Label Group	LOCASH	+2.940
I AIN'T SAYIN' MCA Nashville	Jordan Davis	+2.482
I'M THE PROBLEM Mercury/Republic/Big Loud Me	organ Wallen	+2.328
I NEVER LIE Leo33	Zach Top	+1.771
WHISKEY DRINK Macon/Broken Bow	Jason Aldean	+1.374
WORST WAY Nashville Harbor	Riley Green	+1.239
LIAR Bailee & Buddy/BMG/Republic/Stoney Creek	Jelly Roll	+0.993
TOUGH PEOPLE Patoka Sounds/Lyric Ridge/Stoney Creek Dre	ew Baldridge	+0.902
THIS TOWN'S BEEN TOO GOOD TO US Curb	Dylan Scott	+0.876
FRIENDS LIKE THAT Night Train/Broken Bow John Morgan Featuring	Jason Aldean	+0.875

### MOST INCREASED PLAYS

TITLE Imprint/Label	Artist	GAIN
HOMETOWN HOME BMG/Galaxy Label Group	LOCASH	+862
I AIN'T SAYIN' MCA Nashville	Jordan Davis	+803
I'M THE PROBLEM Mercury/Republic/Big Loud	Morgan Wallen	+773
I NEVER LIE Leo33	Zach Top	+492
WORST WAY Nashville Harbor	Riley Green	+348
AFTER ALL THE BARS ARE CLOSED Fifty-One/Forty-Nine/Valory	Thomas Rhett	+347
THIS TOWN'S BEEN TOO GOOD TO US Curb	Dylan Scott	+269
LIAR Bailee & Buddy/BMG/Republic/Stoney Creek	Jelly Roll	+267
WHISKEY DRINK Macon/Broken Bow	Jason Aldean	+253
AM I OKAY? Megan Moroney/Columbia/Columbia Nashville	Megan Moroney	+237

### **RECURRENTS**

THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)
1	A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music Shaboozey	19.309
2	POUR ME A DRINK Mercury/Republic/Big Loud Post Malone Featuring Blake Shelton	17.617
3	BOYS BACK HOME PIA/Curb/Columbia Nashville	15.827
4	I HAD SOME HELP Mercury/Republic/Big Loud Post Malone Featuring Morgan Wallen	14.042
5	I AM NOT OKAY Bailee & Buddy/BMG/Republic/Stoney Creek Jelly Roll	14.007
6	MILES ON IT Joytime Collective/RCA Nashville Marshmello & Kane Brown	9.756
7	4X4XU Broken Bow Lainey Wilson	9.552
8	COWGIRLS Mercury/Republic/Big Loud Morgan Wallen Featuring ERNEST	9.297
9	WORLD ON FIRE RCA Nashville Nate Smith	9.126
10	AUSTIN VERSION III/Warner/WMN Dasha	7.987



### TEXAS REGIONAL RADIO REPORT

WEEK ENDING FEBRUARY 27, 2025

THIS WEEK		WKS ON CHART	TITLE (Label) ARTIST	TW Spins	SPINS +/-	THIS WEEK	LAST WEEK	WKS ON Chart	TITLE (Label) ARTIST	TW SPINS	SPINS +/-
0	2	24	HILL COUNTRY HOME (Independent) ★★1 Week at 1 ★★ Kyle Park	1685	162	0	13	8	5TO 9 (Independent) Hudson Westbrook	1239	150
0	3	18	ARE YOU WITH ME (Independent) Case Hardin	1636	142	12	9	22	STAINED YOUR CROWN (Independent) Bart Crow Band	1218	34
3	5	16	WHOSE TEQUILA ARE YOU DRINKIN' (Get Joe) Billie Jo Jones	1610	188	®	16	7	WEST OF FT WORTH (Independent) Grant Gilbert	1091	105
4	4	15	BORDERLINE CRAZY (Independent) William Beckmann	1554	127	•	15	18	AUSTIN ANYMORE (Independent) Brandi Behlen	1003	13
5	6	14	LUBBOCK (Independent) Flatland Cavalry	1456	40	Œ	19	6	DRIVE (Independent) Jason Boland & The Stragglers	1001	76
6	7	24	ONE MORE FOR THE RIDE (Independent) Ryder Grimes	1404	11	10	24	7	SOMEWHERE IN TEXAS (Independent) Tristan Roberson	991	236
0	8	23	HER WAY AIN'T THE HIGHWAY (Independent) Jake Bush	1319	39	17	14	28	THIS COULD BE LOVE (Independent) Kaitlyn Kohler feat. Jamie Richards	964	-83
8	11	8	SHE GOES GOOD WITH TEQUILA (Independent) Brian Mars	1299	174	13	20	14	WHAT'S LEFT OF MY HEART (No Big Deal) Reckless Kelly	931	55
9	10	18	GOOD AGAIN, AMEN (Independent) Keller Cox	1291	111	19	1	13	BUY THE WORLD A ROUND (Independent) Aaron Watson	917	-782
0	12	8	ABILENE (LuckySky Music) Tori Martin	1253	163	20	23	6	THE WORKING MAN (Independent) Cody Jinks	876	80

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 (I	N MILLIONS)		PLAYS	
THIS WEEK	LAST WEEK	ON CHART	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
0	1	16	LIAR Bailee & Buddy/BMG/Republic/Stoney Creek ★★ No. 1 (3 Weeks) ★★ Jelly Roll	31.370	+0.993	8623	267	1
<b>2</b>	4	32	I AIN'T SAYIN' MCA Nashville Jordan Davis	27.674	+2.482	8219	803	2
3	2	19	LOVE SOMEBODY Mercury/Republic/Big Loud Morgan Wallen	27.137	-0.038	6957	37	3
4	3	33	HIGH ROAD YellaBush/Columbia/RECORDS Nashville Koe Wetzel & Jessie Murph	24.932	-0.760	6547	-161	5
6	7	39	HOMETOWN HOME BMG/Galaxy Label Group ★★ Most Increased Audience ★★ LOCASH	22.354	+2.940	6679	862	4
6	6	22	I'M GONNA LOVE YOU CoJo/Warner Music Nashville/Capitol Nashville/WMN Cody Johnson & Carrie Underwood	20.351	+0.635	6184	150	6
7	5	32	GUY FORTHAT Mercury/Republic/Big Loud Post Malone Featuring Luke Combs	19.795	-3.773	5907	-1665	7
8	9	51	THISTOWN'S BEENTOO GOOD TO US Curb Dylan Scott	18.156	+0.876	5360	269	8
9	10	46	FOREVERTO ME Warner Music Nashville/WMN Cole Swindell	17.678	+0.693	5169	120	9
1	12	20	I NEVER LIE Leo33 Zach Top	17.043	+1.771	5056	492	11
<b>①</b>	11	15	TEXAS Ten Point/Wheelhouse Blake Shelton	15.922	+0.448	4954	44	12
Ø	13	45	FRIENDS LIKETHAT Night Train/Broken Bow John Morgan Featuring Jason Aldean	15.846	+0.875	5071	226	10
ß	14	4	I'MTHE PROBLEM         Mercury/Republic/Big Loud         Morgan Wallen	14.371	+2.328	4206	773	13
1	15	37	HOLY SMOKES Elektra/Warner Music Nashville/WEA Bailey Zimmerman	12.463	+0.572	3923	175	14
<b>⊕</b>	16	28	AM I OKAY? Megan Moroney/Columbia/Columbia Nashville Megan Moroney	12.070	+0.571	3825	237	15
10	17	17	TOUGH PEOPLE Patoka Sounds/Lyric Ridge/Stoney Creek Drew Baldridge	11.898	+0.902	3674	171	16
Ð	19	31	WHISKEY DRINK Macon/Broken Bow Jason Aldean	11.309	+1.374	3521	253	18
B	18	33	JUSTTO SAY WE DID Blue Chair/Warner Music Nashville/WEA Kenny Chesney	10.502	+0.486	3562	46	17
19	21	17	BACKSEAT DRIVER Zone 4/RCA Nashville ★★ Airpower ★★ Kane Brown	9.024	+0.483	3111	194	20
20	20	35	COMING HOME Three Up Three Down/Columbia Nashville Old Dominion	8.878	+0.318	3146	121	19
<b>3</b>	22	9	WEREN'T FORTHE WIND SAWGOD/Columbia/Triple Tigers Ella Langley	7.736	+0.847	2517	224	21
22	24	31	TRUCK ON FIRE Big Machine Carly Pearce	6.226	+0.450	2284	109	24
<b>3</b>	26	25	PARK Hubbard House/EMI Nashville Tyler Hubbard	5.914	+0.506	2174	194	25
<b>2</b>	27	48	SINGLE AGAIN The Core/Universal Music Canada/Mercury Nashville Josh Ross	5.526	+0.273	2325	74	22
25	25	36	COWBOYS CRYTOO Black River Kelsea Ballerini & Noah Kahan	5.482	-0.096	2320	44	23
239	32	12	WORSTWAY Nashville Harbor Riley Green	4.757	+1.239	1458	348	32
<b>3</b>	28	48	LIFE WITH YOU Curb Kelsey Hart	4.474	+0.235	2000	23	26
23	30	36	THIS HEART Combustion Masters/RCA Nashville Corey Kent	4.368	+0.233	1489	95	31
29	29	38	FALL OF SUMMER Triple Tigers Scotty McCreery	4.337	+0.158	1887	45	27
30	31	28	COUNTRY HOUSE MCA Nashville Sam Hunt	4.120	+0.278	1705	66	28

### **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 WEEK	WKS ON			N MILLIONS)		PLAYS	
	WEEK 35	CHART 16	TITLE Imprint/Label Artist  FIX WHAT YOU DIDN'T BREAK RCA Nashville Nate Smith	3.750	+/- +0.492	THIS WEEK	+/- 140	RANK 33
<b>③</b>	33	_				1619	-	
<u> </u>	34	25 7	FRIDAY NIGHT HEARTBREAKER Capitol Nashville Jon Pardi  STRAIGHT LINE Hit Red/Capitol Nashville Keith Urban	3.695 3.413	+0.290	959	184 26	29 41
<b>③</b>			- 1994 P. C.					
<u>3</u>	38	23	HEAVENS TO BETSY Big Machine Jackson Dean	3.379	+0.403	1587	45	30
<b>3</b> ₽	37	15	COUNTRY SONG CAME ON Capitol Nashville Luke Bryan	3.205	+0.147	1303	45	36
<u> </u>	36	24	WHAT KINDA MAN MCA Nashville Parker McCollum	3.099	-0.042	1298	63	37
<b>9</b>	39	4	I DARE YOU Big Machine Rascal Flatts & Jonas Brothers	2.844	+0.056	1325	27	35
<u>33</u>	40	38	EVERYTHING I NEED 19/Wheelhouse Chayce Beckham	2.709	+0.177	1346	17	34
39	41	5	GOOD NEWS American Dogwood/EMPIRE/Magnolia Music ** Breaker ** Shaboozey	2.616	+0.421	1044	131	38
40	42	26	BONES Triple Tigers Russell Dickerson	2.200	+0.018	1020	2	39
49	47	2	AFTER ALL THE BARS ARE CLOSED Fifty-One/Forty-Nine/Valory Thomas Rhett	2.046	+0.717	852	347	44
<b>②</b>	43	18	RELAPSE 717/Warner/WEA ★★ Breaker ★★ Warren Zeiders	1.996	+0.304	930	126	42
<b>43</b>	44	15	WOULD IF I COULD Mercury/Republic/Big Loud ERNEST	1.644	+0.012	840	-10	45
44	23	2	SHE HATES ME Capitol Nashville Dierks Bentley	1.625	-4.690	675	-1132	49
<b>4</b> 5	51	5	IT WON'T BE LONG RECORDS Nashville George Birge	1.620	+0.409	961	227	40
46	46	15	BETTERTHAN YOU Quartz Hill/Stone Country Joe Nichols / Annie Bosko	1.519	+0.156	865	36	43
47	45	7	10-90 Stancaster/Thirty Tigers/Big Machine Muscadine Bloodline	1.391	-0.002	539	-13	52
<b>4</b> 3	48	22	TRUCK STILL WORKS Loaded Goat/EMI Nashville Brad Paisley	1.300	+0.030	643	-26	50
49	50	10	TIME'S TICKING Valory Justin Moore	1.189	-0.049	780	8	47
50	49	13	DARLIN' Warner Music Nashville/WAR Chase Matthew	1.163	-0.081	623	-8	51
<b>5</b>	53	8	COWGIRL Stoney Creek Parmalee	1.075	+0.058	696	30	48
€	54	12	GOLDEN CHILD Riser House Meghan Patrick	1.006	+0.078	785	-5	46
<b>5</b> 3	55	5	INDIGO Lockeland Springs/Atlantic/Magnolia Music Sam Barber Featuring Avery Anna	0.948	+0.102	480	18	55
<b>5</b> 4	56	14	I COULD BETHAT RAIN Warner Music Nashville/WMN Randall King	0.734	+0.028	508	14	53
<b>⊕</b>	57	8	WOLVES CRY Average Joes Bryan Martin	0.727	+0.042	469	-6	56
50	58	3	BETTER ME FOR YOU (BROWN EYES) Fugitive Recordings/Magnolia Music Max McNown	0.698	+0.046	497	27	54
<b>5</b>	59	4	HUNG UP ON YOU Republic Nashville/Mercury Nashville Bryce Leatherwood	0.666	+0.051	399	-12	59
<b>5</b> 3	RE-E	NTRY	JUST LIKE JOHNNY Round Here/Warner Music Nashville/WMN Redferrin	0.538	+0.073	399	22	58
59	60	2	ENDS OFTHE EARTH RECORDS/Columbia/RECORDS Nashville Ty Myers	0.535	-0.042	156	-1	-
60	NE	EW	IF I DIE BEFORE YOU Red Street ★★ Hot Shot Debut ★★ Chris Lane	0.486	-0.062	461	17	57



Bryce Leatherwood (left) performed for military veteran William Caruthers during a Musicians On Call visit to Nashville's Veterans Administration Medical Center on Feb. 11.



Billy Jam artist Alex Miller held a breakfast visit with broadcasters on Feb. 21 during Country Radio Seminar at the Omni Nashville Hotel. From left: Jay Thomas Promotions owner Jay Thomas; KWFI Idaho Falls, Idaho, PD Don Jarrett; Miller; KFAV Warrenton, Ohio, PD/music director Mike Thomas; and WJVL Janesville, Wis., operations manager/personality Ken Scott.

## billboard



# 60TH ACM AWARDS PROGRAM GUIDE

The Academy of Country Music is a leading association for the country music industry that serves as a powerful advocate for country fans, artists and all facets of the business, as well as provides philanthropic aid through charitable partner ACM Lifting Lives. 2025 is a landmark year for the academy as it celebrates the 60th ACM Awards, which will be hosted by entertainment icon Reba McEntire. The May 8 awards return to the world headquarters of the Dallas Cowboys in Frisco, Texas, for a third consecutive year and stream live to a global audience on Prime Video.

Get your brand in front of 5,000-plus academy members, voters and music industry professionals in the ACM Awards program guide, produced by Billboard.

The guide will be distributed at the ceremony at the culmination of ACM Awards Week.

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In-Law Country: How Emmylou Harris, Rosanne Cash, and Their Circle Fashioned a New Kind of Country Music, 1968-1985, authored by Geoffrey Himes (center), was highlighted during a Country Music Hall of Fame and Museum discussion on Feb. 22. Himes was joined by Rodney Crowell (left) and Museum senior director of editorial Paul Kingsbury.

### SONGWRITERS SET FOR LIVE CALENDAR

New developments for four songwriter events — two festivals, an awards show and a live pitch session — were unveiled during the last week.

Jordan Davis, Shaboozey, Trisha Yearwood and Ashley McBryde are among the participants for the attractions, located in Nashville and Las Vegas. The announcements are:

- The Warner Chappell Music Live Song Pitch Round is scheduled for March 13, at The Listening Room in Nashville. Among the writers performing are Lydia Vaughan ("If I Didn't Love You"), Josh Kerr ("Love Me Like You Mean It") and Summer Overstreet ("3, 2, 1").
- The Tin Pan South Songwriters Festival's lineup was announced, with shows spread across 11 Nashville venues March 25-29. Yearwood, McBryde and Melissa Etheridge are confirmed, along with Hunter Phelps ("wait in the truck"), Craig Wiseman ("Live Like You Were Dying"), Austin Nivarel ("Need a Favor") and Luke Laird ("Head Over Boots").
- Finalists were revealed for the AIMP Nashville Awards, presented by the Association for Independent Music Publishers on April 8 at Marathon Music Works. Davis, Shaboozey and Carly Pearce are on the ballot, along with double nominees Tucker Wetmore, ERNEST, Laci Kaye Booth, Vincent Mason, Daniel Ross ("Lies Lies Lies") and Jessi Jo Dillon ("Am I Okay?")
- The inaugural Las Vegas Songwriters Festival was set for Aug. 21-24 at the Mandalay Bay Resort and Casino. Participants include **Dean Dillon** ("Tennessee Whiskey"), **Liz Rose** ("Girl Crush"), host **Matt Warren** ("Every Storm Runs Out of Rain") and co-founder **Rob Hatch** ("I Don't Dance").

### RADIO & RECORDS®

Mom + Pop Music opened a Nashville branch, with Katie Fagan joining as president. She moves into the position after working as head of A&R for Prescription Songs Nashville ... Capitol Christian Music Group senior vp of A&R Josh Bailey left the company with plans to create his own firm involving both Christian and country music. Among the artists Bailey worked with at Capitol CMG is Anne Wilson ... Big Machine signed duo Something Out West, featuring Chet Hanks and Drew Arthur, to a recording deal. Their first product for the label, "Leaving Hollywood," was due for a Feb. 28 release ... Label/ management firm Electric Feel signed artist-writer Joel Crouse ... HARDY launched the Crow label in partnership with Big Loud Rock. Sikarus is the first artist on the roster ... Beasley/Fayetteville, N.C., promoted Sarah Weaver to operations manager for the six-station cluster. She'll continue to serve as PD for country WKML ... Kelly Sutton was tabbed as host of The Nashville Show, on the United Kingdom's Absolute Radio Country. She'll remain in her existing roles on Y'all Country, Amazon's Country Heat Weekly and WSM-AM Nashville ... Townsquare/Lafayette, La., hired Nanette Lavergne as market president, overseeing seven stations, including country KMDL, The Acadiana Advocate reported. She was previously KADN-TV Lafayette vp/GM ... Jessica Fuller was promoted to iHeart Media/Asheville, N.C., senior vp of sales from vice president, according to RadioInk.com. The group's seven stations include

country WKSF ... KTTS Springfield, Mo., hired Jennifer "Hemmy" Hemmer as afternoon host, RadioInk.com reported. She was previously PD/afternoon host for crosstown KSWF ... Kyle Matthews is set to join KBEQ Kansas City as music director, according to RadioInsight.com. He leaves KAWO Boise, Idaho, where he was brand manager/afternoon host... KKGO Los Angeles hired Bruce Scott for mornings, RadioInsight.com reported. It's a return to the market, where he was on-air with adult contemporary KOST from 2012-2015. In the interim, he spent seven years in mornings for adult contemporary KBAY San Jose, Calif. ... The next Country Radio Seminar is scheduled for March 18-20, 2026.

### 'ROUND THE ROW

Huskins-Harris Business Management rebranded as Harris, Huelsman, Barnes & Company with the promotion of business managers John Huelsman and Morgan Barnes to partner. The move follows the retirement of former partner CPA Donna Huskins ... Major Bob Music promoted Andy Friday to COO from head of publishing and boosted **Emily Hasty** to creative director from creative coordinator. The company also recruited Aubrey Daniels as head of publishing. She previously served as KP Entertainment creative director ... Brian Wagner was named executive director for the International Entertainment Buyers Association. He segues from a role as Ryman Auditorium director of marketing and special projects ... Nashville's W.O. Smith Music School welcomed Valerie Cordero as executive director. She was previously Families for Depression Awareness co-executive director ... Spirit Music Group renewed its co-publishing agreement with songwriter David Garcia ("Meant To Be," "Cry Pretty") and acquired rights to some of his catalog ... Ryan Charles signed a publishing deal with Concord Music ... The Society of Leaders in Development named its board and officers for 2025, including president Zach Green, Green P&M; vice president Leah Ducey, Universal Music Group Nashville; secretary Alannah Schwartz, Endurance Music Group; and treasurer Kim Albritton, ClearBox Rights ... The American Music Awards will air May 26 from Las Vegas on CBS following a two-and-a-half-year break ... Steel guitarist Lloyd Green received a Mississippi Country Music Trail marker at the University of Southern Mississippi in Hattiesburg, WDAV-TV reported. Green played on hits by Alan Jackson, The Oak Ridge Boys, Charley Pride and Ronnie Milsap, among others ... The Country Music Hall of Fame and Museum received its National Medal of Arts medallion on Feb. 25 ... Brooks & Dunn will be recognized with a lifetime achievement award during the Western Heritage Awards on April 12 at the National Cowboy & Western Heritage Museum in Oklahoma City ... Darius Rucker is receiving the ambassador of golf award on June 19 in Akron, Ohio ... Rodney Crowell will work with students and faculty March 3-5 during an artist-in-residence stint at the NYU Steinhardt School of Culture, Education and Human Development ... Pat Boone enlisted Vince Gill, Pam Tillis, Alabama, Larry Gatlin, Deborah Allen, Lee Greenwood, Billy Dean and Wendy Moten for "One - Voices for Tanzania." Due March 21, the single will raise money to bring clean water to the African nation ... Miranda Lambert's MuttNation Foundation launched an "It Takes Balls" campaign for spaying and neutering in Texas ... Brad Paisley and Kimberly Williams-Paisley present Groceries With Dignity & Comedy Without, a benefit for The Store at Zanies in Nashville on April 13. Participating comedians during the previous two years have included Nate Bargatze, Kevin Nealon, John Crist and Dusty Slay.



Chase Rice welcomed several friends when he performed Feb. 14 at Chief's in Downtown Nashville. From left: Williams Sellers, Brandon Wilkerson, Rice and former Nashville Predators center Ryan Johansen.

TY ANICHOLSO



# **WOMEN IN MUSIC**

On March 22, *Billboard* will publish its highly anticipated Women in Music special issue, featuring top women in the music business who are creating excitement and making their mark across labels and in publishing and touring.

Coinciding with this issue will be the Women in Music awards ceremony on March 29. The event will bring together music's most prominent women artists and the industry's top women business executives to recognize and celebrate their achievements.

Take this opportunity to congratulate the most powerful and talented women in music and wish them continued success.

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

ON SALE 3/22 | AD CLOSE 3/11 | MATERIALS DUE 3/13



# 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** 

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

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FIX WHAT YOU DIDN'T BREAK Sony Cross 

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 ILC, BMI/Varner-Tamerlane Publishing Corp., BMI (C.Swindell, G.James, R.H.Block) 9

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# billboard



# **TOP MUSIC LAWYERS**

Behind every artist, songwriter and music producer is a trusted group of advisers who provide guidance, advice and negotiate deals. *Billboard's* 10th annual Top Music Lawyers list will recognize the biggest names and most prominent legal minds in the world of music and entertainment law. They are the dealmakers behind the major contracts and lawsuits in the music industry.

This feature will also include a round-up of top law schools attended by the notable alumni on the premier Music Lawyers list.

Join us in congratulating the 2025 most powerful music lawyers. Advertise to present your law firm to *Billboard's* influential subscribers, which include A-list artists, artist managers, business managers and label, publishing and touring executives

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



### 35 Years Ago

# The Oak Ridge Boys Flew 'High' And Landed At No. 1

In 1990, the quartet whose rich history dates to the 1940s scored its 17th Hot Country Songs leader

On March 3, 1990, **The Oak Ridge Boys'** "No Matter How High" topped *Billboard*'s Hot Country Songs chart.

Written by **Joey Scarbury**—of "Theme From Greatest American Hero (Believe It or Not)" fame — and **Even Stevens**, and produced by **Jimmy Bowen**, the song was released as the second of two singles from the Oaks' LP *American Dreams*, after "An American Family" reached No. 4. At the

time, the band comprised **Duane Allen**, **Joe Bonsall**, **William Lee Golden** and **Richard Sterban**.

The Oak Ridge Boys' history dates to the 1940s. The group launched as the gospel/country-focused **Oak Ridge Quartet**. By 1978, the foursome had successfully transitioned to mainstream country. "No Matter How High" became the most recent of the band's 17 No. 1s on

Hot Country Songs.

The Oak Ridge Boys were inducted into the Grand Ole Opry in 2011 and the Country Music Hall of Fame in 2015. **Ben James** joined the act in 2023, and Bonsall died in July 2024. The band will perform Feb. 28 and March 1 at the Grand Ole Opry House as part of the Opry's 100th-anniversary celebration.

-IIM ASKE

