# billboard Country Update

BILLBOARD.COM/NEWSLETTERS

APRIL 25, 2025 | PAGE 1 OF 11

**BILLBOARD COUNTRY UPDATE** 

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# A Wave Of New Country Artists Is Singing The Blues



INSIDE ISSUE

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Everybody's had the blues.

Merle Haggard's observation was true in the 1970s, and it still resonates in 2025 in country music as the genre welcomes a new wave of blues-tinged artists.

Valory released Preston Cooper's first radio single — "Weak," bolstered by Stevie Ray Vaughan guitar tones

and Hammond B-3 - to broadcasters via PlayMPE on April 23. RECORDS Nashville took Texas singer-songwriter Ty Myers to radio on April 10 with "Ends of the Earth," a spacious, almost churchy ballad. And Big Loud's Alabama-born Kashus Culpepper has steadily rolled out tracks over the last year



"I think the blues is the root to every genre out there," Ohiobred Cooper says. "You always have to have a rhythm, you know. You always have to have a beat. And I think blues starts that for all genres."

The rise of the blues makes sense in a genre like country that appeals primarily to a working-class audience. The nation has experienced years of division, and economic uncertainties are turning the screws even tighter on the average pocketbook. Consumers are already singing the blues.

"Blues connects with the human emotion," Culpepper reasons. "It's our deepest emotions, it's pain and sometimes love. And I think blues is always going to be around. I think it's always going to recirculate and come back around."

The blues grew directly from pain. Black workers in the mid-1800s — both slaves and free men — were primarily limited to

difficult jobs with no possibility of upward mobility, and they used music to keep a consistent pace at their labor and express their misery. W.C. Handy, crafting such titles as "The St. Louis Blues" and The John Henry Blues," established the genre's commercial 9 potential in the early 1900s, and



While the labels segregated the music in their promotional ef-While the labels segregated the music in their promotional efforts, the sound itself wasn't that different. The songs recorded by the father of country music, **Jimmie Rodgers**, in the 1920s and 1930s overlapped in sound with the music of Robert Johnson in the 1930s.

"I love Robert Johnson and Hank Williams," Culpepper says. "I think at the core, both of them [were about] great storytelling, raw emotion, the real man's music talking about real emotions. You could have a song talking about the bar, and that's great. ≥







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They both had songs [about] being with a lover, or just hanging out, or going down a road and feeling great, or a song about just feeling so down low that you don't even want to be on this Earth."

Country's blues influence was particularly evident in Western swing, and it continued to pop up in the music of **Willie Nelson** (especially in his song "Night Life"); in Southern rock, which would influence such country acts as **Travis Tritt**, **Hank Williams Jr.**, **Confederate Railroad** and **The Cadillac Three**; and in the Texas soul of **Lee Roy Parnell**.

Much has been made of **Chris Stapleton**'s incorporation of outlaw country and R&B over the last decade, but the new acts all say the blues component of his music had an impact on them.

"A lot of people who are going down the path that I am—you know, country, but also adding a little bit of the old blues and soul influences—would not be able to do what we do without Stapleton," Myers says. "That artistic flair that he added to country music expanded the lines a little bit, made the box a little bigger."

Indeed, **The Red Clay Strays**—which are nominated for two honors at this year's Academy of Country Music Awards—incorporate a blues thread in their rootsy country sound, and **Stephen Wilson Jr.**'s performance of the national anthem before the NFL draft on April 24 in Green Bay, Wis., was a rough-cut, gnarly, acoustic country-blues.

While the sound reflects the current sociopolitical mood, it's also a reaction to the increasing influence of technology on 21st-century life. Many Americans spend more than half their waking hours tied to an iPhone, a computer and/or a TV. With those impersonal devices commanding people's attention, it's natural for consumers to gravitate toward music that more closely reflects humanity and all its imperfections.

"Kids my age, we're starting to like vintage stuff," Myers, 17, says. "Old cars, old shoes, old clothes, old fashion — even old lingo is coming back. And especially old music. I think we've realized that they did shit better in the '60s and '70s. That's why not only is blues and soul coming back, but also old country. Look at **Zach Top**. I mean, that's old, straightforward country, and it makes my heart happy that it's coming back."

One of the reasons the blues seem to hang around is that the hard times they address are always present, and the listener is reminded that their heartbreak and heaviness are not unique. Knowing someone else shares their pain frequently helps revive their spirit.

"Blues is a tonic for whatever ails you," **B.B. King** once said. "I could play the blues and then not be blue anymore."

That's why Culpepper came to appreciate the blues. He heard King, as well as Jimi Hendrix and Albert King, in his household, right alongside Kenny Rogers and Bob Seger. He hopes that, as stylistic walls drop and once-segregated music recombines, his generation of blues-based country artists will provide an emotional tonic for music fans the way that his predecessors influenced him.

"I got an old soul," Culpepper says, "and I hope that my music is an inspiration for young, upcoming musicians to continue to put that blues and that old rock stuff in new music. That's my whole [thing]: to be an inspiration."



Madeline Edwards (center) performed when the Society of Leaders in Development held its fourth annual University Scholarship Competition April 12-13. With Edwards are SOLID co-chairs TC Courtney and Becky Parsons.



Luke Combs interviewed with WSM-AM Nashville personality Kelly Sutton in conjunction with the grand opening of his club, Category 10, on April 15.



Riley Green (right) welcomed Jamey Johnson among the participants for his inaugural Buford Bonds Golf Tournament in Jacksonville, Ala., on April 17. The event raised over \$150,000 for the charitable fund he named after his grandfathers.

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## billboard



## COUNTRY POWER PLAYERS

Billboard's 12th annual Country Power Players issue will profile the people who have driven another solid year for country music in sales, streaming and publishing. This special feature will highlight those who have had the greatest impact in the genre, including recorded music, live entertainment and publishing, in the past year.

Advertise in *Billboard's* Country Power Players issue to congratulate this year's honorees while reaching key decision-makers who are driving the music business.

### **BONUS DISTRIBUTION**

Billboard Country Power Players Cocktail Party & Awards on June 4, TBD in Nashville

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# billboard Country Airplay

AIRPLAY MONITORED BY

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

## Kane Brown Accepts 'Backseat Driver' Directions To Country Airplay Top 10

**Kane Brown** nets his 14th top 10 on *Billboard*'s Country Airplay chart as "Backseat Driver" (Zone 4/RCA Nashville) rides a spot to No. 10 on the

survey dated May 3. The song increased by 7% to 16.4 million audience impressions April 18-24, according to Luminate.

**Dann Huff** produced the single, which **Jacob Davis** and **Jordan Walker** co-wrote. It's from
Brown's LP *The High Road*, which arrived at its
No. 2 high on Top Country Albums in February.

The 31-year-old Brown is enjoying an active streak of seven Country Airplay leaders, tying him for the longest such run with Jelly Roll, whose "Liar" ruled for six weeks starting in February. Brown last led with "Miles on It," with Marshmello, for one week in November,



marking his 12th chart-topper. Brown kicked off his streak with "Famous Friends," with **Chris Young**, in July 2021 and followed with "One Mississippi" (March 2022); "Like I Love Country Music" (August 2022); "Thank God," with **Katelyn Brown** (February 2023); "Bury Me in Georgia" (September 2023); and "I Can Feel It" (March 2024).

Meanwhile, Jelly Roll will attempt to continue his streak with "Heart of Stone" (Bailee & Buddy/BMG/Republic/Stoney Creek), which ranks at No. 39 on Country Airplay (2.5 million, up 9%), and "Hard Fought Hallelujah" (Brandon Lake/Essential/Lyric Ridge), his team-up with Christian music star **Brandon Lake** that lifts 60-56 (853,000, up 17%).

NO 'PROBLEM' STAYING ON TOP Morgan Wallen's "I'm the Problem" (Mercury/Republic/Big Loud) rules Country Airplay for a second week (29.5 million, up 2%). It's the ninth multiweek leader among his 17 No. 1s. The song is the title track from Wallen's 37-song album due May 16. Two additional cuts from the set are scaling Country Airplay: "Just in Case," his latest single promoted to radio, rises 22-21 (7.9 million, up 19%) and "I'm Not Coming Back," with Post Malone, enters at No. 36 (2.6 million).

## **MOST INCREASED AUDIENCE**

TITLE Imprint/Label Artist	GAIN (IN MIILIONS)
FOREVER TO ME Warner Music Nashville/WMN Cole Swindell	+2.712
I AIN'T COMING BACK Mercury/Republic/Big Loud Morgan Wallen & Post Malone	+2.655
WHISKEY DRINK Macon/Broken Bow Jason Aldean	+1.444
JUST IN CASE Mercury/Republic/Big Loud Morgan Wallen	+1.273
COMING HOME Three Up Three Down/Columbia Nashville Old Dominion	+1.246
FIX WHAT YOU DIDN'T BREAK RCA Nashville Nate Smith	+1.161
COUNTRY HOUSE MCA Nashville Sam Hunt	+1.158
COUNTRY SONG CAME ON Capitol Nashville Luke Bryan	+1.130
WORST WAY Nashville Harbor Riley Green	+1.128
BACKSEAT DRIVER Zone 4/RCA Nashville Kane Brown	+1.035

### MOST INCREASED PLAYS

TITLE Imprint/Label Arti	st	GAIN
FOREVER TO ME Warner Music Nashville/WMN Cole Swind	lell	+1030
I AIN'T COMING BACK Mercury/Republic/Big Loud Morgan Wallen & Post Male	ne	+673
WHISKEY DRINK Macon/Broken Bow Jason Alde	an	+555
BACKSEAT DRIVER Zone 4/RCA Nashville Kane Brown	٧n	+421
JUST IN CASE Mercury/Republic/Big Loud Morgan Wall	en	+419
WORST WAY Nashville Harbor Riley Gre	en	+399
COMING HOME Three Up Three Down/Columbia Nashville Old Domini	on	+340
COUNTRY HOUSE MCA Nashville Sam Hu	ınt	+290
SINGLE AGAIN The Core/Universal Music Canada/Mercury Nashville Josh Ro	oss	+277
FIX WHAT YOU DIDN'T BREAK RCA Nashville Nate Sm	ith	+252

### **RECURRENTS**

THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)
1	LOVE SOMEBODY Mercury/Republic/Big Loud Morgan Wallen	18.925
2	HIGH ROAD YellaBush/Columbia/RECORDS Nashville Koe Wetzel & Jessie Murph	18.243
3	A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music Shaboozey	14.505
4	POUR ME A DRINK Mercury/Republic/Big Loud Post Malone Featuring Blake Shelton	14.248
5	I HAD SOME HELP Mercury/Republic/Big Loud Post Malone Featuring Morgan Wallen	14.042
6	THIS TOWN'S BEEN TOO GOOD TO US Curb Dylan Scott	13.882
7	I AIN'T SAYIN' MCA Nashville Jordan Davis	10.376
8	I AM NOT OKAY Bailee & Buddy/BMG/Republic/Stoney Creek Jelly Roll	9.148
9	BOYS BACK HOME PIA/Curb/Columbia Nashville Dylan Marlowe & Dylan Scott	8.658
10	AUSTIN VERSION III/Warner/WMN Dasha	8.303



## **TEXAS REGIONAL RADIO REPORT**

WEEK ENDING APRIL 24, 2025

THIS WEEK	LAST WEEK	WKS ON CHART	TITLE (Label) ARTIST	TW Spins	SPINS +/-	THIS WEEK		WKS ON Chart	TITLE (Label) ARTIST	TW SPINS	SPINS +/-
0	2	22	LUBBOCK (Independent) ★★1 Week at 1★★ Flatland Cavalry	1821	151	0	12	14	THE WORKING MAN (Independent) Cody Jinks	1197	49
0	3	16	5TO 9 (Independent) Hudson Westbrook	1664	11	<b>®</b>	13	9	GREEN IN COLORADO (Independent) Casey Donahew	1191	88
8	5	15	SOMEWHERE IN TEXAS (Independent) Tristan Roberson	1646	106	ß	14	8	NOTHIN' BUT TEXAS (Bowen Sounds/Thirty Tigers) Wade Bowen	1135	71
4	4	15	WEST OF FT WORTH (Independent) Grant Gilbert	1618	57	1	15	16	AIN'T THAT LOVE (Independent) Bri Bagwell & Timber Wilde	1110	49
6	6	12	DAMN BABY (Independent) Bubba Westly	1568	69	Œ	16	10	HURRICANE (CDX) Sandee June	1097	45
6	7	14	DRIVE (Independent) Jason Boland & The Stragglers	1476	14	<b>1</b>	17	14	WHAT I CAME TO DO (Independent) Jesse Raub Jr.	1072	23
Ø	8	26	AUSTIN ANYMORE (Independent) Brandi Behlen	1355	136	Ð	18	7	BREAK ITSELF (Tommy Jackson/Thirty Tigers) Randy Rogers Band	1034	40
8	9	11	ROLLIN' ON (Flying C) Brooke Graham	1338	141	13	20	11	WHO'S HANGING THE MOON (Independent) Josh Weathers	947	42
9	11	17	PUT IT IN REVERSE (Independent) Ben McPeak	1221	51	19	1	16	ABILENE (LuckySky Music) Tori Martin	905	-819
10	10	16	BUCKLE OR THE BRIDE (Independent) Caleb Young	1213	32	20	24	14	I DON'T APOLOGIZE (Independent) James Lann	863	91

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	1	12	I'MTHE PROBLEM Mercury/Republic/Big Loud ★★ No. 1 (2 Weeks) ★★ Morgan Wallen	29.537	+0.696	8309	-82	1		
9	5	54	FOREVER TO ME Warner Music Nashville/WMN ** Most Increased Audience ** Cole Swindell	24.994	+2.712	7791	1030	2		
3	2	53	FRIENDS LIKETHAT Night Train/Broken Bow John Morgan Featuring Jason Aldean	23.130	-4.448	6837	-1507	3		
4	6	39	WHISKEY DRINK Macon/Broken Bow Jason Aldean	22.901	+1.444	6746	555	4		
5	3	47	HOMETOWN HOME BMG/Galaxy Label Group LOCASH	22.737	-3.424	6172	-1119	6		
6	4	24	LIAR Bailee & Buddy/BMG/Republic/Stoney Creek  Jelly Roll	22.126	-1.127	5710	-382	8		
Ð	7	28	I NEVER LIE Leo33 Zach Top	20.494	+0.087	6268	66	5		
8	8	23	TEXAS Ten Point/Wheelhouse Blake Shelton	18.911	+0.563	6030	236	7		
9	9	36	AM I OKAY? Megan Moroney/Columbia/Columbia Nashville Megan Moroney	17.831	+0.508	5522	131	9		
<b>O</b>	11	25	BACKSEAT DRIVER Zone 4/RCA Nashville Kane Brown	16.413	+1.035	5241	421	10		
11	10	45	HOLY SMOKES Elektra/Warner Music Nashville/WEA Bailey Zimmerman	15.793	-0.098	4961	-23	11		
Ø	14	20	WORSTWAY Nashville Harbor Riley Green	13.292	+1.128	4189	399	15		
ß	12	25	TOUGH PEOPLE Patoka Sounds/Lyric Ridge/Stoney Creek Drew Baldridge	13.078	+0.516	4381	135	12		
•	13	17	WEREN'T FORTHE WIND SAWGOD/Columbia/Triple Tigers Ella Langley	12.998	+0.552	4279	228	14		
Œ	16	44	THIS HEART Combustion Masters/RCA Nashville Corey Kent	12.211	+0.967	3721	89	17		
13	15	33	PARK Hubbard House/EMI Nashville Tyler Hubbard	12.025	+0.548	3707	188	18		
Ð	18	43	COMING HOME Three Up Three Down/Columbia Nashville Old Dominion	11.809	+1.246	4280	340	13		
B	17	56	SINGLE AGAIN The Core/Universal Music Canada/Mercury Nashville Josh Ross	11.773	+0.830	3896	277	16		
<b>®</b>	19	36	COUNTRY HOUSE MCA Nashville Sam Hunt	11.167	+1.158	3399	290	19		
20	20	24	FIX WHAT YOU DIDN'T BREAK RCA Nashville Nate Smith	9.823	+1.161	3081	252	20		
<b>3</b>	22	5	JUST IN CASE Mercury/Republic/Big Loud Morgan Wallen	7.862	+1.273	2129	419	26		
22	21	39	TRUCK ON FIRE Big Machine Carly Pearce	7.634	+0.114	2741	1	21		
<b>②</b>	27	23	COUNTRY SONG CAME ON Capitol Nashville Luke Bryan	6.450	+1.130	2214	209	25		
24	23	33	FRIDAY NIGHT HEARTBREAKER Capitol Nashville Jon Pardi	6.396	+0.496	2377	96	22		
25	24	10	AFTER ALLTHE BARS ARE CLOSED Fifty-One/Forty-Nine/Valory Thomas Rhett	6.214	+0.401	2331	95	24		
20	25	13	GOOD NEWS American Dogwood/EMPIRE/Magnolia Music Shaboozey	6.198	+0.730	2336	230	23		
<b>3</b>	28	31	HEAVENS TO BETSY Big Machine Jackson Dean	4.893	+0.385	1930	32	27		
23	32	6	HAPPENTO ME Triple Tigers Russell Dickerson	4.419	+0.479	1481	131	32		
29	29	6	HANDS OFTIME BigEC/EMI Nashville Eric Church	4.354	+0.118	1824	111	28		
30	31	32	WHAT KINDA MAN MCA Nashville Parker McCollum	4.196	+0.175	1735	137	29		

## **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	LAST WEEK	WKS ON	1		AUDIENCE (IN MILLIONS)		PLAYS	
WEEK 31	WEEK	CHART 12	TITLE Imprint/Label Artist  I DARE YOU Big Machine Rascal Flatts & Jonas Brothers	THIS WEEK 4.065	+/- -0.133	THIS WEEK	+/- -119	RANK 30
31 <b>32</b>	33	5	BAR NONE MCA Nashville Jordan Davis	3.840	+0.409	1383	109	33
<b>3</b> €	34	15	STRAIGHT LINE Hit Red/Capitol Nashville Keith Urban	3.750	+0.409	1544	219	31
<u>3</u>	36	7	RUN Vanner/Republic/Big Loud Miranda Lambert	3.292	+0.408	1000	87	39
35	35	10	SHE HATES ME Capitol Nashville Dierks Bentley	3.189	-0.089	1356	42	34
30	NE		IAIN'T COMING BACK Mercury/Republic/Big Loud ** Hot Shot Debut /Breaker ** Morgan Wallen & Post Malone	2.661	+2.655	676	673	51
<b>3</b>	40	5	HOUSE AGAIN River House/Warner Music Nashville/WMN Hudson Westbrook	2.632	+0.483	822	138	47
<b>3</b> 3	37	7	3,2,1 Tucker Wetmore/Back Blocks/Republic/EMI Nashville Tucker Wetmore	2.601	+0.036	1063	36	37
39	38	4	HEART OF STONE Bailee & Buddy/BMG/Republic/Stoney Creek  Jelly Roll	2.549	+0.213	1092	147	36
40	39	26	RELAPSE 717/Warner/WEA Warren Zeiders	2.278	-0.046	995	-57	40
<b>4</b>	42	13	IT WON'T BE LONG RECORDS Nashville George Birge	2.202	+0.199	1156	19	35
42	41	13	INDIGO Lockeland Springs/Atlantic/Magnolia Music Sam Barber Featuring Avery Anna	2.112	+0.094	883	25	46
43	44	23	WOULD IF I COULD Mercury/Republic/Big Loud ERNEST	1.969	+0.103	1045	56	38
4	45	21	DARLIN' Warner Music Nashville/WAR Chase Matthew	1.904	+0.123	976	99	41
45	43	16	COWGIRL Stoney Creek Parmalee	1.806	-0.101	930	21	44
46	46	2	FAVORITE COUNTRY SONG Mercury/Republic/Big Loud HARDY	1.540	-0.134	820	158	48
<b>4</b>	48	18	TIME'STICKING Valory Justin Moore	1.508	+0.071	927	3	45
48	47	23	BETTERTHAN YOU Quartz Hill/Stone Country Joe Nichols / Annie Bosko	1.480	-0.136	934	-16	43
49	49	20	GOLDEN CHILD Riser House Meghan Patrick	1.373	-0.052	970	24	42
50	50	8	ENDS OFTHE EARTH RECORDS/Columbia/RECORDS Nashville Ty Myers	1.263	+0.083	361	114	-
<b>5</b>	51	4	NOT AT THIS PARTY VERSION III/Warner/WMN Dasha	1.039	-0.011	652	7	53
<b>⊕</b>	54	11	BETTER ME FOR YOU (BROWN EYES) Fugitive Recordings/Magnolia Music Max McNown	1.012	+0.131	742	22	50
<b>53</b>	53	6	CRY Curb Lee Brice	1.011	+0.082	451	14	57
54	52	15	10-90 Stancaster/Thirty Tigers/Big Machine Muscadine Bloodline	0.973	+0.020	654	14	52
<b>⊕</b>	56	7	WISH YOU WELL Music Soup/Interscope/MCA Nashville Vincent Mason	0.860	+0.016	606	2	54
56	60	2	HARD FOUGHT HALLELUJAH Brandon Lake/Essential/Lyric Ridge Brandon Lake X Jelly Roll	0.853	+0.123	314	50	-
<b>5</b>	59	16	WOLVES CRY Average Joes Bryan Martin	0.846	+0.048	436	-34	59
<b>5</b> 8	58	4	IF I DIE BEFORE YOU Red Street Chris Lane	0.846	+0.036	515	0	56
59	55	3	TILTHE LAST ONE DIES Boss Moves/Black River Chris Young	0.806	-0.072	587	28	55
60	57	7	FOREVER FROM HERE Monument/Sony Music Nashville Tigirlily Gold	0.796	-0.035	772	-9	49

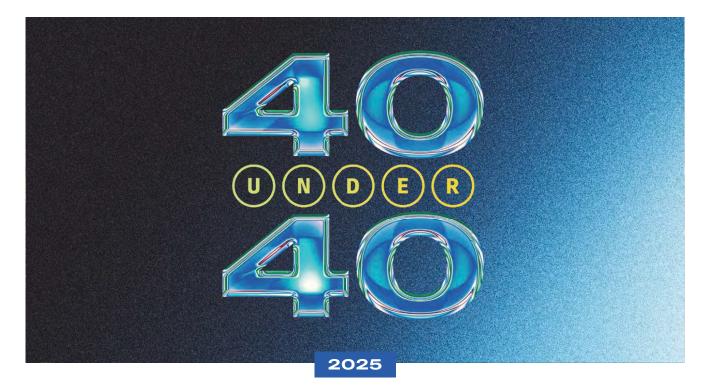


The late Charlie Daniels' family partnered with 8 Track Entertainment for a series of projects celebrating his legacy, including recordings, concerts and a documentary. From left: 8 Track president Noah Gordon, son Charlie Daniels Jr., widow Hazel Daniels and 8 Track chief marketing director Jeff Goodwin.



Vincent Mason hung with WFMS Indianapolis staff when he performed April 19 at Hi-Fi. From left: Cumulus/Indianapolis promotions assistant Cassie Driver, WFMS PD Brooks O'Brian, Mason, MCA Nashville director of Midwest promotion Donna Passuntino and WFMS assistant PD Matt Malone.

## billboard



## **40 UNDER 40**

On May 17, *Billboard* will publish its annual 40 Under 40 Issue, celebrating the next generation of leaders in the music industry. This issue will profile 40 power players who are making their mark in the business.

These progressive young leaders' innovation and creativity will continue to create excitement in the music industry.

Advertise in this issue to reach the music business' most influential and affluent, from the young disrupters to the seasoned veterans who paved the way.

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Artist-writer Ray Fulcher performed April 21 for the Country Music Hall of Fame and Museum's annual Troubadour Kickoff Party. From left: Museum senior manager of corporate partnerships Marie Bradshaw, Fulcher, Troubadour Advisory Council chair Elizabeth Lombardi and Museum vp of development Ben Hall.

### OUT WITH UMGN, IN WITH MCA

 $Universal\,Music\,Group\,Nashville\,rebranded, restructured\,and\,rest affed\,in\,a\,whirl-wind\,series\,of\,moves.$ 

The division will now operate as Music Corporation of America under CEO **Mike Harris** and chief creative officer **Dave Cobb**, with the promotion departments contracted into two teams in a decision announced April 25.

With that move, the EMI Nashville and Mercury Nashville artist rosters will be promoted to radio by a team headed by **Jimmy Rector**, while the Capitol Nashville and MCA Nashville rosters will be overseen by a parallel unit led by **Miranda McDonald**. Both teams continue to report to MCA senior vp of promotion **Damon Moberly**.

A spokesperson confirmed that seven regional promotion staff members and coordinators were let go.

Those alterations follow several previously announced changes. **Katie McCartney**, former GM of the recently shuttered Monument label, was named executive vp/GM, and The Trenches founder and CEO **Tom LaScola** is head of artist and audience strategy.

MCA also established a creative strategic alliance with songwriter **Jessie Jo Dillon** ("Friday Night Heartbreaker," "Am I Okay?"), who is appointed song buddy. Additionally, Cobb launched the Lucille label, sharing leadership for the imprint with MCA senior vp of A&R **Austin Jenkins**. Initial Lucille acts include **Lamont Landers**, **London Smith**, **Isabel Dumag** and **Sons of Habit**.

### 'ROUND THE ROW

Messina Touring Group promoted six employees: Nick Ayoub rose to head of digital strategy and operations from director of digital, Kara Smoak was elevated to director of digital marketing from senior manager, Meesha Kosciolek climbed to MTG Nashville director of production from production promoter representative, Alvin Abshire stepped up to digital operations manager from digital marketing project manager, Lucy Freeman was lifted to digital marketing manager from paid media coordinator, and Madison Machen was boosted to manager of partnerships and branding from digital partnerships manager ... Former Big Machine Label Group publicist Shelby Paul launched her own firm, Evolvance PR. Reach her here ... Mark Chesnutt signed a management contract with Conway Entertainment Group/Ontourage Management and engaged Absolute Publicity for media representation ... Artistwriter Caiden Wallace signed a joint-venture publishing agreement with Sony Music Publishing Nashville and Out Yonder Music, founded by songwriter Marv Green ("Amazed," "Wasted") ... Post Malone earned eight nominations, including nods in country, to place second among finalists for the American Music Awards, announced April 23. Shaboozey tied for third with seven nominations. The show will air May 26 from Las Vegas on CBS ... Zach Top was named new male artist of the year by the Academy of Country Music (ACM) on April 24, two weeks ahead of the ceremony's May 8 telecast. Alan Jackson, Brooks & Dunn, Chris Stapleton, Cody Johnson and Clint Black are among the event's announced performers on Amazon's Prime Video ... Mickey Guyton will host the second annual Charley Pride: I'm Just Me Celebration of Inclusion on May 6, two days before the ACMs in Frisco, Texas. Honorees include Lionel Richie, Brittney Spencer, Shaboozey and Opal Lee ... Rodney Crowell will

be inducted into the Texas Institute of Letters during the nonprofit literary organization's 2025 conference on April 26. Elizabeth Cook will also receive a lifetime achievement award ... The state of Tennessee is issuing a Grand Ole Opry 100 specialty license plate. A portion of the proceeds will benefit the Opry Trust Fund ... Eric Church joined John Fogerty in a reimagined version of Creedence Clearwater Revival's "Up Around the Bend" for a NASCAR on Prime anthem ... Nashville music veterans Larry Butler and Neal Spielberg will guest on WHO KNEW's The Smartest People in the Room web series at 1 p.m. CT on May 1. Register for free <u>here</u> ... Fiddler **Rob Hajacos** (**Garth Brooks**, Shania Twain) will be the subject of the Country Music Hall of Fame and Museum's Nashville Cats series. He will make an appearance at the museum on June 21 ... The Hello in There Foundation partnered with Oxford Pennant to create a flag, patch and other merchandise honoring the late John Prine, with proceeds benefiting National Park rangers. Go here for more info ... Craig Campbell's annual Celebrity Cornhole Challenge and Concert is slated for June 3 at 6th & Peabody in Nashville, raising money for the Kenny Campbell Foundation. Rascal Flatts' Gary LeVox will be a first-time participant ... Influential keyboardiststudio owner David Briggs, 82, died April 22 following a stroke. A member of the Musicians Hall of Fame, he played on more than 160 hits, including Sammi Smith's "Help Me Make It Through the Night," Barbara Mandrell's "Sleeping Single in a Double Bed," Elvis Presley's "Way Down" and Dolly Parton's "Coat of Many Colors." He also co-founded Quadraphonic Studios in the 1960s. The facility's clientele included Kris Kristofferson, Joan Baez, Neil Young, Dobie Gray, Johnny Cash and Eddie Rabbitt ... Lulu Roman, 78, a gospel singercomedian who earned national recognition as a Hee Haw cast member, died April 23 in Bellingham, Wash.

### RADIO & RECORDS®

Dawn Gates left her position as Universal Music Group Nashville senior vp of digital business and creative development to launch management/consulting firm Seven Note Enterprises. Reach her here ... Black River added former consultant LeAnn Bennett as vp of label services ... Curb promoted Allyson **Gelnett (Massey)** to national director of promotion and strategic initiatives from director of promotion ... KFRG Riverside-San Bernardino, Calif., moved Anthony Donatelli to mornings, teaming with Kelli Green. Heather Froglear remains solo in afternoons ... David Hillman was named i Heart Media executive vp/chief legal officer/secretary. He was chief legal officer for Venu Sports, a streaming joint venture among ESPN, FOX and Warner Bros. Discovery ... WUBE Cincinnati's morning team, Jesse Tack and Anna Marie, will also be heard on WIL St. Louis beginning April 28, RadioInk.com reported. As a result, Kasey Washausen segues from mornings on WIL to middays ... Federated Media/Fort Wayne, Ind., welcomed Suzanne Carroll as general sales manager for WMEE  $and \, country \, \textbf{WQHK}, according \, to \, Radio Ink. com. \, She \, previously \, held \, the \, same \,$ role with Beasley/Charlotte ... KATI Jefferson City-Columbia, Mo., morning cohosts Kevin Hilley and Erin Hart will launch the show on April 28 on a second station, classic country KWTO Buffalo-Springfield, Mo., RadioInsight.com reported ... KNIX Phoenix lifted Reid Spivey to PD from assistant PD/music director/afternoon host, according to RadioInsight.com ... Longtime WKHX Atlanta personality William "Cadillac Jack" Choate, 51, died April 17, The Atlanta Journal-Constitution reported. The family has set a private service to honor him.



Chris Janson announced on April 15 that his label, Harpeth 60, had partnered with Warner Music Nashville, his former label home. From left: artist manager Kelly Janson, Janson, WMN co-chair/co-president Gregg Nadel and Honey Music co-founder Clay Hunnicutt.

## billboard



## GLOBAL POWER PLAYERS

On May 17, *Billboard* will publish its annual Global Power Players Issue. This issue will profile leaders in the music industry outside the United States who are executives at record labels, music publishers, talent agencies and in live entertainment to recognize their achievements.

Advertise and congratulate this year's Global Power Players to reach an influential audience of decision-makers worldwide.

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## 50 Years Ago

## Billie Jo Spears Climbed To No. 1 From The 'Ground' Up

In 1975, Spears scored her lone Hot Country Songs leader among five top 10s

On April 26, 1975, **Billie Jo Spears** "Blanket on the Ground" snuggled up to No. 1 on *Billboard*'s Hot Country Songs chart. It marked her high point among five top 10s that she tallied in 1969-77. She logged 26 top 40 entries through 1984.

"Blanket on the Ground," written by Roger Bowling and produced by Larry Butler, was released from Spears' samenamed LP. It hit No. 4 on Top Country Albums, the highest rank of her 10 entries and the first of two top 10s.

Born Billie Jean Moore in Beaumont, Texas, on Jan. 14, 1938, Spears became a regular on the popular radio show The Louisiana Hayride as a teen. After heading off to Nashville in 1964, she often touted female empowerment in her music, including in her first top 10, "Mr. Walker, It's All Over." She followed her American success with several albums on British labels in the 1980s and 1990s, and toured extensively in the United Kingdom.

After battling lung cancer, Spears died in Vidor, Texas, on Dec. 14, 2011, at age 73.

