# billboard Country Update

BILLBOARD.COM/NEWSLETTERS

MAY 16, 2025 | PAGE 1 OF 12

**BILLBOARD COUNTRY UPDATE** 

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PAISLEY

## Foiled Again: Brad Paisley Partners With Fender To Relaunch A Classic Guitar



INSIDE THIS ISSUE

'House' Hunt-ing In Top 10 >page 4

> A Wave Of Industry Passages >page 8

Country Coda: Looking 'Way' Back With Faith Hill >page 12 It's a familiar pattern: paisley, to be specific about the visual; cutting and masculine, to identify the sonics.

A late-1960s version of the Telecaster guitar with that amoebalike design and signature sound was particularly fascinating to **Brad Paisley** once he discovered that Fender had produced a line that matched his last name.

Now he has partnered with the company to create a limited-edition Brad Paisley 1967 "Lost Paisley" Telecaster, a select line of guitars that captures the vintage appearance and muscular tone of the instrument that was introduced to the market in 1968.

"There's some magic involved in getting these things to feel old again and new again," Paisley says in a small room on the second floor of Fender's East Nashville building. "We had to really figure out what was it that made these things so cool. They are a unique moment—like, why in the hell Fender ever thought it was a good idea to make Paisley Telecasters? And then here I come, born with the strangest last name."

The Tele was already legendary before Paisley's national arrival, associated with the likes of **Keith Richards**, **Vince Gill**, **Muddy Waters** and Nashville studio veteran **Brent Mason**, who contributed key licks to recordings by **Alan Jackson**, **Brooks & Dunn**, **George Strait** and **Lee Ann Womack**. Country Music Hall of Fame member **James Burton** gave the Paisley Tele a high profile when he started playing a red model during **Elvis Presley**'s concerts.

"They became cool," Paisley says. "Otherwise, I am Brad Plaid. I'd have had to change my name by the time I had a deal. [There's] nothing cool about Paisley, but it was, luckily, cool thanks to James."

The sound is cool, but there's something nerdy about

making guitars. And Paisley celebrated the retro instrument line by performing a short set at Fender for an invitation-only crowd of insiders and fellow nerds, including **Steve Wariner**, who joined Paisley's band for a rollicking, extended version of "Workin' Man Blues."

Paisley's guitar project owes its reemergence to one of the nerds attending that day. Canadian broadcaster **Alan Cross** spotted a Craigslist ad for an ammo case of blue Cling-Foil, the adhesive wrap Fender used on the Paisley Tele back in the day. Cross talked the seller from \$50 down to \$25 — and, to keep peace at home, told his wife he'd only paid \$20 for the material.

Once that foil got into Fender's hands, the company had the opportunity to re-create the line, and Paisley worked hand in hand with  $Ask\ Zac$  YouTube host **Zac Childs**, Glaser Instruments owner **Joe Glaser** and the Fender team to learn the nuances of the Paisley Telecaster production process: assembling the neck, body and pickups; applying the paper wrinkle-free; and covering it with a sleek finish.

"The finish is a key element," Paisley says. "It's not just the look of it. It does change everything about how it responds. So

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it's really great that they were willing to sort of go down the rabbit hole with me. We've worked on this for a year now, trying to get it exactly right."

In recognition of the Lost Paisley's 1967 model year, Fender will produce 67 guitars through its Custom Shop in Corona, Calif., pricing them at \$7,000. Paisley will manufacture 19 pieces with the Fender Nashville team, videoing the assembly and playing each guitar, providing its future owner an assessment of that guitar's particular strengths and weaknesses. He'll burn the neck of each of them with a cigar to simulate the abuse they take onstage, and the cigar label will be pasted inside the guitar cavity.

"I'm going to have time-lapse cameras set up," Paisley explains. "As I paint each one, I will hold up the number, you'll see me [build] it, you'll get a little video, and then I'll tell you what I think of it. I'll play it once it's assembled. They get a guitar with its birth [documented], and then a lot of case candy, the really fun stuff, too. There's all these cool old campaigns and bumper stickers and things they did in the '60s with Fender. They had these buttons that said, 'Fender Lovin' Care,' and they had the 'Peace, Love' bumper sticker. Your case will be covered."

Paisley is covering plenty of other bases as well. For starters, with the economy poised for a likely downturn, The Store — a referral-only grocery store for financially struggling Nashvillians that he co-founded with his wife, actress **Kimberly Williams-Paisley**—is expected to experience greater demand at a time when a portion of its donors are tightening their belts.

"It's going to be probably a really important thing for people that didn't expect to need it coming up, based on what things look like," Paisley predicts. "There's funding that went away, but at the same time, we are in a really generous town. I knew this when we decided to try this idea. There are really generous people here, and there are generous people outside of Nashville that know about it, that are committed to helping us in a lot of ways, so it's not easy right now, but it definitely keeps me sane."

Meanwhile, he's optimistic about changes at Music Corporation of America, formerly Universal Music Group Nashville. UMGN chair/CEO **Cindy Mabe**, who was key in bringing Paisley to the label, left the company. New MCA chief creative officer **Dave Cobb** and senior vp of A&R **Austin Jenkins** successfully quelled any apprehensions about the turnover.

"New regimes at labels, which I've dealt with three or four times in the course of my career, can make it very clear right away whether or not they get you," Paisley notes. "These guys have really done a great job of being like, 'We get you, and we want to empower you to be who you want to be.' And I'm thrilled so far."

Paisley was prepared for the new leadership to present a game plan that might not resonate with him. Instead, the team came in with questions.

"They were like, 'Will you play us some stuff? Will you talk to us and give us an idea of what you have, and what you are in your mind, and what you want to be?' "he says. "Then they came up with ideas, sitting there with me, that I went, 'Oh, I love that.' The next thing you know, we have days on the calendar now based on one idea in a meeting. So I'm really hopeful that this is a good thing."

The Paisley pattern is set for its next chapter, whether it's for the Fender guitar, the artist or both. •



Brooks & Dunn were the subject of Play Something Country, an Academy of Country Music tribute held May 7 at the Omni PGA in Frisco, Texas, that benefited charitable arm ACM Lifting Lives. From left: Sony Music Nashville president/COO Ken Robold, Ronnie Dunn, Kix Brooks and SMN chair/CEO Taylor Lindsey.



Craig Campbell visited with WCOL Columbus, Ohio, morning personality Kayla Hanley on May 10 at Flannagan's event space following a benefit for St. Jude Children's Research Hospital.



Ashley McBryde received an honorary doctorate from her alma mater, Arkansas State University in Jonesboro, during its May 10 commencement exercises.

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# BILLBOARD DEBUT AT\*30



HILLA

HOOTIE &

"THE BEST SONG
I'VE HEARD IN A
VERY LONG TIME!"
-ZUKO WOLL COLUMBUS

"I just love everything about this song!" - Ginny Brophen

WOKQ/Portsmouth

"An absolute smash...

the feel of a new country song with

the feel of a new country song with

all the nostalgia of the

best summer you've ever had.

Listeners will want to hear it

over and over again.

- Brent Michaels

KUZZIBakersfield

CMASSIVE SONG! ?? - TC CONLON WKIS/MIAMI

"Scotty always delivers!
No doubt in my mind,
this will be THE SONG OF
THE SUMMER!

It has tempo, makes you feel GREAT, and it's instantly familiar.

DON'T SLEEP ON THIS!"

- Mike Biddle WQDR/Raleigh

"I'M NOT SURE
I'VE EVER BEEN
MORE EXCITED
TO ADD A RECORD"
-FROGGY
WQIKJACKSONVILLE

"BRILLIANT! WSIX IS ALL IN!"

- GATOR HARRISON WSIX/NASHVILLE

LAUNCHING MAY 19TH

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## billboard Country Airplay

LUMINATE

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

## Sam Hunt At Home In **Country Airplay Top 10 With** 'Country House'

Sam Hunt rolls up his 13th top 10 on Billboard's Country Airplay chart (dated May 24) as "Country House" (MCA Nashville) rises 12-10. The song advanced

by 17% to 16.3 million audience impressions on May 9-15, according to Luminate.

Hunt co-authored the cut with Ross Copperman, Michael Lotten and Josh Osborne. It's from his four-song set Locked Up. The single from the Cedartown, Ga., native follows "Outskirts," which became his 10th Country Airplay No. 1 for three weeks, beginning in April 2024.

In April 2022, "23" marked Hunt's fourth straight Country Airplay leader, after "Breaking Up Was Easy in the 90's" (May 2021), "Hard To Forget" (July 2020) and "Kinfolks" (February

2020). He launched his career with three consecutive No. 1s: "Leave the Night On" (November 2014), "Take Your Time" (May 2015) and "House Party" (September 2015). "Make You Miss Me" became his fourth leader in September 2016, and his crossover blockbuster, "Body Like a Back Road," dominated for three frames in May 2017. It also ruled Billboard's streaming-, airplay- and sales-based Hot Country Songs list for a then-record 34 weeks.

Currently on tour, Hunt will perform at the Gulf Coast Jam on May 28 in Panama City, Fla.

'PROBLEM' GETS BIGGER Morgan Wallen's "I'm the Problem" (Mercury/ Republic/Big Loud) tops Country Airplay for a fifth total and consecutive week (32 million, up 4%). It became the third No. 1 from his album of the same name, ahead of its May 16 release, following "Love Somebody" (three weeks in February) and "Lies Lies Lies" (one week, November). His latest single being promoted to country radio, "Just in Case," rises 16-15 (13.4 million, up 21%).

"I'm the Problem" marks the fourth of Wallen's 17 Country Airplay No. 1s to reign for at least five weeks. His longest-leading hit, "You Proof," began a 10-week command in October 2022. It's tied for the longest No. 1 run in the chart's 35-year history with **Nate Smith**'s "World on Fire" (2023-24).

### GAIN (IN MILLIONS) **TITLE Imprint/Label Artist** YOU HAD TO BETHERE Blue Chair/Megan Moroney/Columbia/Columbia Nashville Megan Moroney & Kenny Chesney +6.748

MOST INCREASED AUDIENCE

BOTTLE ROCKETS Triple Tigers Scotty McCreery & Hootie & The Blowfish +4.607 WORST WAY Nashville Harbor +2.420 Riley Green **COUNTRY HOUSE MCA Nashville** Sam Hunt +2.419FIX WHAT YOU DIDN'T BREAK RCA Nashville **Nate Smith** +2.321 JUST IN CASE Mercury/Republic/Big Loud Morgan Wallen +2.318 +1.654 THIS HEART Combustion Masters/RCA Nashville **Corey Kent** I'M THE PROBLEM Mercury/Republic/Big Loud Morgan Wallen +1.315 SINGLE AGAIN The Core/Universal Music Canada/Mercury Nashville Josh Ross +1.248 WHISKEY DRINK Macon/Broken Bow Jason Aldean +1.241

### **MOST INCREASED PLAYS TITLE Imprint/Label GAIN** YOU HAD TO BETHERE Blue Chair/Megan Moroney/Columbia/Columbia Nashville Megan Moroney & Kenny Chesney

BOTTLE ROCKETS Triple Tigers Scotty McCreery & Hootie & The B	lowfish	+1098
WORST WAY Nashville Harbor Riley	/ Green	+812
COUNTRY HOUSE MCA Nashville Sai	m Hunt	+795
I'M THE PROBLEM Mercury/Republic/Big Loud Morgan	Wallen	+691
JUST IN CASE Mercury/Republic/Big Loud Morgan	Wallen	+675
FIX WHAT YOU DIDN'T BREAK RCA Nashville Nate	Smith	+599
COUNTRY SONG CAME ON Capitol Nashville Luke	e Bryan	+473
THIS HEART Combustion Masters/RCA Nashville Core	ey Kent	+440
WHISKEY DRINK Macon/Broken Bow Jason	Aldean	+394

#### RECURRENTS TOTAL AUD. **TITLE Imprint/Label Artist** (IN MILLIONS) LIAR Bailee & Buddy/BMG/Republic/Stoney Creek Jelly Roll 1 18.913 2 LOVE SOMEBODY Mercury/Republic/Big Loud Morgan Wallen 16.247 3 HIGH ROAD YellaBush/Columbia/RECORDS Nashville 15.543 Koe Wetzel & Jessie Murph POUR ME A DRINK Mercury/Republic/Big Loud Post Malone Featuring Blake Shelton 14.242 A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music Shaboozey 13.160 I HAD SOME HELP Mercury/Republic/Big Loud Post Malone Featuring Morgan Wallen 12.311 7 TEXAS Ten Point/Wheelhouse Blake Shelton 11.382 FRIENDS LIKETHAT Night Train/Broken Bow John Morgan Featuring Jason Aldean 10.944 FOREVER TO ME Warner Music Nashville/WMN Cole Swindell 9.838 THIS TOWN'S BEEN TOO GOOD TO US Curb **Dylan Scott** 9.753



## TEXAS REGIONAL RADIO REPORT

WEEK ENDING MAY 15, 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 +/-
0	2	18	WEST OF FT WORTH (Independent) ★★1 Week at 1★★ Grant Gilbert	1933	231	0	12	10	BREAK ITSELF (Tommy Jackson/Thirty Tigers) Randy Rogers Band	1255	46
9	3	15	DAMN BABY (Independent) Bubba Westly	1684	40	<b>®</b>	14	17	THE WORKING MAN (Independent) Cody Jinks	1223	65
3	4	17	DRIVE (Independent) Jason Boland & The Stragglers	1587	43	13	13	19	AIN'T THAT LOVE (Independent) Bri Bagwell & Timber Wilde	1209	49
4	5	29	AUSTIN ANYMORE (Independent) Brandi Behlen	1511	89	•	16	17	I DON'T APOLOGIZE (Independent) James Lann	1181	81
6	6	14	ROLLIN' ON (Flying C) Brooke Graham	1509	89	15	15	17	WHAT I CAME TO DO (Independent) Jesse Raub Jr.	1150	39
6	7	20	PUT IT IN REVERSE (Independent) Ben McPeak	1418	39	10	18	14	WHO'S HANGING THE MOON (Independent) Josh Weathers	1060	1
0	8	12	GREEN IN COLORADO (Independent) Casey Donahew	1401	26	Ð	19	5	RUBY ANN (Independent) Turnpike Troubadours	1052	23
8	10	11	NOTHIN' BUT TEXAS (Bowen Sounds/Thirty Tigers) Wade Bowen	1400	123	13	20	7	MY JOHN WAYNE (Independent) Kylie Frey	1031	108
9	9	19	BUCKLE OR THE BRIDE (Independent) Caleb Young	1275	-4	19	22	17	AIN'T GONNA CHANGE ME (Independent) David Lewis	900	24
0	11	13	HURRICANE (CDX) Sandee June	1268	46	20	21	15	HOME FOR A HOTEL (Independent) Ghosts of Hill County	899	19

LYSSE GAFKJEN

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

THIS WEEK	LAST	WKS ON		AUDIENCE (I				
	WEEK	CHART	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
0	1	15	I'MTHE PROBLEM Mercury/Republic/Big Loud ★★ No. 1 (5 Weeks) ★★ Morgan Wallen	31.990	+1.314	9010	691	1
2	3	42	WHISKEY DRINK Macon/Broken Bow Jason Aldean	26.450	+1.241	7757	394	2
3	5	50	HOMETOWN HOME BMG/Galaxy Label Group LOCASH	19.829	+0.565	5337	210	7
4	2	31	I NEVER LIE Leo33 Zach Top	19.195	-7.827	5252	-2875	9
<b>5</b>	8	23	WORSTWAY Nashville Harbor Riley Green	19.001	+2.420	5928	812	5
6	4	39	AM I OKAY? Megan Moroney/Columbia/Columbia Nashville Megan Moroney	18.791	-0.531	5993	-128	4
0	7	28	BACKSEAT DRIVER Zone 4/RCA Nashville Kane Brown	18.375	+0.187	6009	200	3
8	9	47	THIS HEART Combustion Masters/RCA Nashville Corey Kent	18.047	+1.654	5375	440	6
9	10	20	WEREN'T FORTHE WIND SAWGOD/Columbia/Triple Tigers Ella Langley	16.536	+1.031	5273	320	8
0	12	39	COUNTRY HOUSE MCA Nashville Sam Hunt	16.302	+2.419	4891	795	10
0	11	59	SINGLE AGAIN The Core/Universal Music Canada/Mercury Nashville Josh Ross	15.140	+1.248	4731	300	11
Ø	14	27	FIX WHAT YOU DIDN'T BREAK RCA Nashville Nate Smith	14.998	+2.321	4449	599	13
B	15	36	PARK Hubbard House/EMI Nashville Tyler Hubbard	13.558	+1.203	4449	374	14
<b>4</b>	13	28	TOUGH PEOPLE Patoka Sounds/Lyric Ridge/Stoney Creek Drew Baldridge	13.404	+0.686	4527	156	12
Œ	16	8	JUST IN CASE Mercury/Republic/Big Loud Morgan Wallen	13.370	+2.318	3926	675	15
16	18	26	COUNTRY SONG CAME ON Capitol Nashville Luke Bryan	10.156	+0.968	3435	473	16
Ð	20	13	AFTER ALLTHE BARS ARE CLOSED Fifty-One/Forty-Nine/Valory Thomas Rhett	9.510	+1.186	3205	212	17
B	21	16	GOOD NEWS American Dogwood/EMPIRE/Magnolia Music ★★ Airpower ★★ Shaboozey	8.598	+0.532	3067	224	18
19	19	42	TRUCK ON FIRE Big Machine Carly Pearce	8.477	+0.087	2967	38	20
20	22	36	FRIDAY NIGHT HEARTBREAKER Capitol Nashville Jon Pardi	8.439	+1.049	2977	334	19
3	23	9	HAPPENTO ME Triple Tigers Russell Dickerson	7.136	+1.220	2153	186	24
22	17	2	BACKUP PLAN Atlantic/Warner Music Nashville/WEA Bailey Zimmerman & Luke Combs	6.880	-3.708	2218	-468	23
23	NE	w	YOU HADTO BETHERE Blue Chair/Megan Moroney/Columbia (Columbia Nashville ** Hot Shot Debut/Breaker/Most Increased Audience ** Megan Moroney & Kenny Chesney	6.766	+6.748	1816	1811	27
24	25	34	HEAVENSTO BETSY Big Machine Jackson Dean	6.421	+0.848	2397	314	21
25	24	9	HANDS OFTIME BigEC/EMI Nashville Eric Church	5.597	+0.000	2235	157	22
20	26	35	WHAT KINDA MAN MCA Nashville Parker McCollum	5.208	+0.385	2034	217	25
3	27	8	BAR NONE MCA Nashville Jordan Davis	4.835	+0.206	1947	219	26
23	29	7	HEART OF STONE Bailee & Buddy/BMG/Republic/Stoney Creek  Jelly Roll	4.759	+0.364	1771	208	28
29	28	18	STRAIGHT LINE Hit Red/Capitol Nashville Keith Urban	4.698	+0.226	1752	3	30
30	NE	w	BOTTLE ROCKETS Triple Tigers Scotty McCreery & Hootie & The Blowfish	4.607	+4.607	1098	1098	35

## **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

		WKS		ł .					
THIS WEEK	LAST WEEK	ON CHART	TITLE Imprint/Label Artist	THIS WEEK	N MILLIONS) +/-	PLAYS  THIS WEEK +/- RANK			
<b>3</b>	30	15	I DARE YOU Big Machine Rascal Flatts & Jonas Brothers	4.023	+0.053	1760	38	29	
32	34	10	3,2,1 Tucker Wetmore/Back Blocks/Mercury/Republic/EMI Nashville Tucker Wetmore	3.438	+0.364	1280	104	32	
<b>3</b> 3	33	8	HOUSE AGAIN River House/Warner Music Nashville/WMN ★★ Breaker ★★ Hudson Westbrook	3.419	+0.207	1035	64	41	
34	32	13	SHE HATES ME Capitol Nashville Dierks Bentley	3.395	-0.008	1481	-10	31	
35	35	29	RELAPSE 717/Warner/WEA Warren Zeiders	2.653	+0.196	1153	78	34	
36	31	10	RUN Vanner/Republic/Big Loud Miranda Lambert	2.605	-0.847	1046	-33	40	
<b>3</b>	36	16	IT WON'T BE LONG RECORDS Nashville George Birge	2.408	+0.147	1259	85	33	
<b>33</b>	42	19	COWGIRL Stoney Creek Parmalee	2.383	+0.427	1077	97	38	
39	37	26	WOULD IF I COULD Mercury/Republic/Big Loud ERNEST	2.300	+0.069	1093	5	37	
40	40	5	FAVORITE COUNTRY SONG Mercury/Republic/Big Loud HARDY	2.228	+0.201	1052	83	39	
49	39	16	INDIGO Lockeland Springs/Atlantic/Magnolia Music Sam Barber Featuring Avery Anna	2.196	+0.134	1001	24	44	
<b>②</b>	41	24	DARLIN' Warner Music Nashville/WAR Chase Matthew	2.151	+0.177	1026	44	42	
43	38	4	I AIN'T COMING BACK Mercury/Republic/Big Loud Morgan Wallen & Post Malone	2.046	-0.048	679	-61	50	
4	45	21	TIME'S TICKING Valory Justin Moore	1.800	+0.159	1008	32	43	
<b>4</b> 5	43	23	GOLDEN CHILD Riser House Meghan Patrick	1.788	+0.011	1093	51	36	
46	44	26	BETTERTHAN YOU Quartz Hill/Stone Country Joe Nichols / Annie Bosko	1.612	-0.040	824	-70	45	
<b>4</b>	46	11	ENDS OFTHE EARTH RECORDS/Columbia/RECORDS Nashville Ty Myers	1.548	+0.053	529	53	54	
<b>4</b> 8	47	14	BETTER ME FOR YOU (BROWN EYES) Fugitive Recordings/Magnolia Music Max McNown	1.359	-0.021	812	4	46	
49	50	3	THE FALL CoJo/Warner Music Nashville/WMN Cody Johnson	1.310	+0.204	442	117	59	
<b>5</b> 0	51	5	HARD FOUGHT HALLELUJAH Brandon Lake/Essential/Lyric Ridge Brandon Lake X Jelly Roll	1.257	+0.211	425	68	-	
<b>6</b>	52	6	TILTHE LAST ONE DIES Boss Moves/Black River Chris Young	1.242	+0.292	759	118	47	
€	48	9	CRY Curb Lee Brice	1.216	+0.032	515	26	56	
53	49	7	NOT AT THIS PARTY VERSION III/Warner/WMN Dasha	1.078	-0.099	689	-56	49	
54	56	10	WISHYOU WELL Music Soup/Interscope/MCA Nashville Vincent Mason	1.039	+0.208	601	19	52	
<b>₫</b>	55	3	WHAT HE'LL NEVER HAVE Curb Dylan Scott	0.961	+0.099	589	106	53	
56	53	7	IF I DIE BEFORE YOU Red Street Chris Lane	0.941	+0.019	516	4	55	
<b>5</b>	58	18	WOLVES CRY Average Joes Bryan Martin	0.853	+0.065	370	-23	-	
58	54	10	FOREVER FROM HERE Monument/Sony Music Nashville Tigirlily Gold	0.853	-0.061	758	-53	48	
<u>59</u>	57	18	10-90 Stancaster/Thirty Tigers/Big Machine Muscadine Bloodline	0.835	+0.028	620	22	51	
60	RE-E	NTRY	ME & A BEER Harpeth 60 Chris Janson	0.762	+0.276	439	127	60	



Vincent Mason received an RIAA-certified gold plaque for "Hell Is a Dance Floor" following his April 27 appearance at the Stagecoach Country Music Festival in Indio, Calif. From left: Music Soup cofounder Sean Lewow, Mason, Music Soup co-founder Max Motley and Red Light artist manager Matt Musacchio.



Rosanne Cash and songwriter-producer John Leventhal welcomed several guests during a May 13 performance at the Country Music Hall of Fame and Museum in Nashville. From left: Emmylou Harris, Rodney Crowell, Cash, Leventhal and Sarah Jarosz.

## 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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Lily Rose (center) hosted Keys for a Cause, an Academy of Country Music benefit for ACM Lifting Lives in partnership with Stem music distributors, on May 7 in Frisco, Texas. With Rose are Stem Nashville head of artist and label strategy Alison Junker (left) and director of artist and label strategy Courtney Daly.

### **NOTABLE PASSAGES**

Five music figures whose national careers were launched in the 1970s died in May, including Sugar Hill founder **Barry Poss** and former *Billboard* Nashville GM **Gerry Wood**:

- Wood, 87, died May 3. The former broadcaster started at *Billboard* in 1975, rising to Nashville bureau chief before a move to New York to become the magazine's editor-in-chief. He was a key authority during one of country's boom periods and held a second stint as Nashville GM from 1986-1991.
- Johnny Rodriguez, 73, May 9. The Mexican-American singer became an important Hispanic voice in country music when he emerged in 1972 and maintained a consistent presence in the genre into the 1980s with such hits as "Ridin' My Thumb to Mexico," "You Always Come Back (To Hurting Me)" and "Foolin'."
- Larry Michael Lee, 78, May 10. A founding member of **The Ozark Mountain Daredevils**, he sang lead on the 1975 pop hit "Jackie Blue." He later moved to Nashville, where he worked as a producer, most notably on a series of **Alabama** hits, including "Song of the South," "Born Country" and "Pass It On Down."
- Poss, 79, May 13. He co-founded Sugar Hill Records in North Carolina in 1978, providing a significant outlet for roots music from the likes of Ricky Skaggs, Guy Clark, Nickel Creek, Dolly Parton and Townes Van Zandt.
- Billy Earheart, 71, May 13. The keyboardist was a co-founder of The Amazing Rhythm Aces, which scored crossover success with 1975 country-rock single "Third Rate Romance" and earned a Grammy Award for the 1976 release "The End Is Not in Sight (The Cowboy Tune)."

### RADIO & RECORDS®

Former Big Loud senior vp of marketing Candice Watkins was named Capitol Nashville president and Capitol Christian Music Group executive vp, with both firms housed under the Capitol Music Group Nashville umbrella. The move continues a realignment of Universal Music Group's Nashville subsidiaries. Artists signed to the previous iteration of Capitol Nashville will remain with the recently formed Music Corporation of America ... RiverTown Music and Media launched in Nashville, providing label services and creative content support. The company was founded by CreekHouse Entertainment Group owner Julianne Drenon in tandem with entrepreneurs Paul and Ashley Perry. RiverTown's initial clients include Andy Griggs, Darryl Worley and Sydney Mack ... Sony Music Nashville and Cervidae Records signed artistwriter McCoy Moore to a recording deal, releasing his first track under the arrangement, "John Deere Blue," on May 16 ... Beasley Media/Augusta, Ga., vp/market manager **Kent Dunn** announced plans to retire on June 6, some 34 years after joining the company. The cluster's five stations include country WKXC ... KKUS Tyler, Texas, adopted Westwood One's 24-hour classic country  $format, \textbf{KLTV-TV} \ Tyler \ reported. \ The \ move follows \ Connoisseur \ Media's \ recent$ acquisition of Alpha Media, including KKUS. Concurrently, the syndicated Big D & Bubba morning show disappears from the market and midday host Diane Day moves to the parallel shift at sister KYKX Longview, Texas ... Bob Lawrence announced his departure from 7 Mountains Media/Parkersburg, W.V.-Marietta, Ohio, where he served as market manager for six stations,

according to RadioInk.com. Lawrence is expected to resurface in another market ... Karla Cantrell returned to KWEN Tulsa, Okla., as assistant PD/afternoon host, RadioInsight.com reported. Cantrell left the station in 2013 and was most recently PD for crosstown rival KTGX ... Townsquare vp of country music programming and content Doug Montgomery announced his retirement, effective July 31, according to RadioInsight.com.

### 'ROUND THE ROW

Virginia Bunetta's G Major Mgmt hired two digital specialists: manager of insights and fan engagement Emilie Gilbert and digital manager Madeline "Sledge" Lary. Both of them worked most recently at Sony Music Nashville, where Gilbert was director of label analytics and Lary was a digital marketing coordinator. Additionally, G Major promoted Samantha Thornton to senior director of marketing from director and elevated Harry Lyons to senior director of business operations from day-to-day manager ... Prescriptions Songs promoted Kelly White to A&R coordinator from assistant ... Business management firm Harris, Huelsman, Barnes & Company made three staff moves, including the promotion of **Amanda Goff** to client manager from assistant. It also hired client manager Amanda Remo, who previously held the same role at Farris, Self & Moore, and junior business manager Ryan Spradlin, a former member of the Mechanical Licensing Collective matching team ... Outback Presents promoted Andrew Farwell to president from vp ... Mike Gowen's Milestone Publicity rebranded as Milestone Collective with the addition of a digital marketing division, headed by newly hired director of marketing Caylie Landerville. She comes from Red Light Management/Silverback Music, where she served as marketing director/project manager ... Artist-writer Walker Montgomery signed a publishing contract with Major Bob ... Kane Brown's Verse 2 Music  $renewed its \, partnership \, with \, Sony \, Music \, Publishing \, Nashville \, ... \, Concord \, Music \,$ agreed to a publishing deal with songwriter Jon Nite ("Dancing in the Country," "I Hope") that includes select catalog and rights to his future works ... Writerproducer Dave Cohen (HARDY, Jake Owen) inked a publishing deal with Position Music ... Farm Aid 40 is set for Sept. 20 at Huntington Bank Stadium in Minneapolis ... The 59th annual Country Music Association Awards are set for Nov. 19 at Nashville's Bridgestone Arena ... The Academy of Country Music Awards pacted with Prime Video for a three-year deal, renewing the association through 2028 ... Trisha Yearwood will headline a concert celebrating Linda Ronstadt on July 22 at the Country Music Hall of Fame and Museum's CMA Theater with Rodney Crowell, Emmylou Harris, Patty Scialfa and James Taylor ... Billboard presents Billboard Country Live, a CMA Fest-adjacent event at Nashville's Category 10 with performances by Ashley Cooke, Drew Baldridge, Reyna Roberts, Max McNown and Alexandra Kay on June 4. A June 5 lineup is still TBD ... The Music Corporation of America will present its third Sounds Like Nashville Live four-day showcase June 5-8 at Skydeck on Broadway with Tucker Wetmore, Vincent Mason, Caylee Hammack and Carter Faith, among others ... Warner Music Nashville hosts Heatwave House, a June 5 lineup at Barstool Nashville, featuring Gabby Barrett, lan Munsick and Hudson Westbrook, among others ... So Fi partnered with Kelsea Ballerini and nonprofit tn Achieves for a \$2 million initiative that encourages Tennessee college students to save and invest. •



Blake Shelton chatted with host Kelleigh Bannen during the May 9 edition of *Today's Country Radio With Kelleigh Bannen* on Apple Music Country.

## billboard



# POWER PLAYERS

On June 7, Billboard will publish its annual Indie Power Players list. This special feature in advance of Indie Week (June 9-13) and the 15th annual Libera Awards will profile leading executives at top independent record labels, music publishers and distribution companies. Positioning themselves as the driving force behind the success of the independent music industry, these executives contribute to both the indie sector and the world of music at large.

Take this opportunity to advertise and congratulate this year's 2025 Indie Power Players.

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# 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) **59** 

**3,2.1** Concord Copyrights, BMI/Jomil 10 Music, BMI/Native Notes Music, BMI/Warner-Tamerlane Publishing Corp., BMI/S SugarPlum Songs, ASCAP/WC Music Corp., ASCAP (*J.Miller*, S.Overstreet, *J.Reynolds*) **32** 

### \_\_\_

### 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/Goat Island Bay Music, BMI/Songs By 10K HRS
Publishing, BMI/SIIT Music, ASCAP/Kobalt Songs Music
Publishing LLC, ASCAP/Dragon Bunny Music, BMI/Sony Songs
LLC, BMI (Thomas Rhett, J.C. Bunetta, J.Byron, J.Free, J.K.Hindlin) 17

AM I OKAY? Sony Timber Publishing, SESAC/ Georgiamo Music, SESAC/Concord Global Music, GMR/ Songs Of CN, GMR/Grawford Mercer Music, SESAC/Big Music Machine, BM/Big Ass Pile Of Dimes Music, BMI (M.Moroney, LLaird, J.J.Dillon) 6

### В

BACKSEAT DRIVER Sony Cross Keys Publishing, ASCAP/Songs Of Black River Music, ASCAP/Me Gusta Music, BMI/Songs Of Combustion Five, BMI/Seker From The Speaker Music, BMI/On Cor Music, BMI (*J.Davis, J.Walker*) **7** 

BACKUP PLAN Little Louder Songs, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/Worktape Tune BMI/Songs By The Bell, BMI/Warner-Tamerlane Publishing Corp., BMI (TBeathard, JBell, J.S.Sherwood) 22

BAR NONE Sony Tree Publishing, BMI/Tape Room Hits, BMI/Artist 101 Publishing Group, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/Tape Room LLC, Series 1, ASCAP/Hutter Phelips Pub Designee, ASCAP/WC Music Corp., ASCAP/Kwsay Publishing, BMI/WritersonthecomPublishing, BMI/Warner-Tamerlane Publishing Corp., BMI (B.J.Johnson, H.Phelos, L.Vaughan) 27

## BETTER ME FOR YOU (BROWN EYES) Songs From The Penalty Box, BMI/Sony Tree Publishing, BMI/Max McNown Music, BMI/Carver Music Publishing, ASCAP/Tunes Of King Pen, BMI/Ready Set Publishing, BMI (MMcNown, J.Kenney, A.A. Suppelsa, T.K. Dabbs) 48

BETTER THAN YOU Universal Music Corp., ASCAP/ Brumby Cooper Otis Music, ASCAP/Spirit Nashville Two Crescendo, ASCAP/Pickin Padre Music, ASCAP/Fluid Tunes, ASCAP (OGeorge, JPiere) 46

BOTTLE ROCKETS Songs Of Universal, Inc., BMI/Dagum Music, BMI/Songs of Spirit II Nashville, ASCAP/FluidTunes II, ASCAP/Beats By Baby Brent, ASCAP/Burley Bishop Music, ASCAP/Songs Of Spirit Nashville Three, SESA/Songs Of Fluid II, SESA(/Hop On The Buss, SESA/Spirit Nashville Two Crescendo, ASCAP/Fluid Tunes, ASCAP/Songs Of Spirit One Nashville, BMI/Tunes Of Fluid II, BMI/Heavy Lefty Music, BMI/Woah, ASCAP/Monica's Refuctance To Lob, ASCAP/EMI April Music, Inc., ASCAP, CS.CMCCreery, B.Anderson, D.George, J.Bussey, F.Rogers, McTisvell, B.Hamrick, D.Rucker, M.Bryan, D.Feiber, J.Sonefeld) 30

### С

COUNTRY HOUSE Twelve6 Red Oak Songs, BM/ Still Between The Pines, BM/Warner-Tamerlane Publishing Corp., BM/EMI Blackwood Music Inc., BM/Katie In The Sky With Diamonds, BM/Sony Cross Keys Publishing, ASCAP/ Songs For Indy And Owl, ASCAP/Works Of CMT Outlander, GMR (M.Lotten, R.Copperman, J.Osborne, S.L.Hunt) 10

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 Kerys Publishing, ASCAP/Party Of 3 Songs, ASCAP/Southend Kid Music, ASCAP (D.Alley, R.Beaver, N.A.Medly) 1

COWGIRL Tilevard Music Publishing Ltd., PRS/ Sentric Music Ltd., PRS/Reservoir 416, BMI/33 Creative, BMI/Sony Tree Publishing, BMI/NewManiac Music North SOCAM/Vaughno Comusic Publishing Inc., PRS/Cooking Vinyl Publishing Ltd., PRS/Thomas Frank Ridley Horsley Publishing Designee, PRS/8936 Music, BMI/Parmal RJ Music Publishing, BMI (JDLewis, Dranning, PD.Newman, R.Jay, T.F.R.Horsley, M.Thomas, B.Knox, J.McSwain, S.Thomas) 38

CRY Songs of Litmus Music Publishing Holdings, BMI/ Sony Cross Keys Publishing, ASCAP/WC Music Corp., ASCAP/ Universal Music - Brentwood Berson Publishing, ASCAP/ Capitol (MG Genesis, ASCAP/Spirt Nashville Two Crescendo, ASCAP (D.Davidson, B.Hayslip, D.A.Garcia) 52

### 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/Bridge I Music, BMI/Kobalt Music Servies Ltd., PRS (Chase Matthew, A.Maxwell, H.Huff, C.Wilkie, Jake Angel) 42

### Ε

**ENDS OF THE EARTH** Ty Myers Publishing Designee, BMI (*T.Myers*) **47** 

### F

THE FALL Sea Gayle Ale House Music, BMI/Bobby Pinson Publishing Designee, BMI/Songs Of Universal, Inc., BMI/Keep Choppin Publishing, BMI/Exit 183 Songs, BMI/Anthem Music Publishing II, ASCAP/Tunes From The Red White And Blue School, ASCAP (B.Pinson, R.Fulcher, J.S.Stover) 49

FAVORITE COUNTRY SONG Deemer (amp Publishing, BMI/Sony Tree Publishing, BMI/Relative Red Music, BMI/Bigger Bendable Music, BMI/Warner-lamerlane Publishing Grop, BMI/Tope Room Music Round Two, BMI/FBRL Country Tunes, BMI/Wyron Bailey Publishing, BMI/Sony Cross Keys Publishing, ASCAP/Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP (MW.Hardy, Z.Abend, B.Bailey, AG.Gorley) 40

FIX WHAT YOU DIDN'T BREAK Sony Cross Keys Publishing, ASCAP/Coreent Music, ASCAP/Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP/Sony Tree Publishing, BMI/RufW Rocks The USA, BMI/Warner-Tamerlane Publishing Corp., BMI/TDP Publishing, BMI/ Hits From The Tape Room, BMI (N.Smith, AG.Gorley, T.Phillips, L.Pilmes) 12

FOREVER FROM HERE Smack Back Music, BM/ Sleighbells Ring Publishing, BMI/Lily Lyrics Publishing, BMI/Me Gusta Music, BMI/Songs Of CTM Publishing, BMI/ Smack Attack Music, SESAC/Melodies Of CTM Outlander, SESAC/Nash And Stella Songs, SESAC/Me Gusta Music, SESAC/WAC Music Corp., SESAC/King Pen Songs, SESAC/Art of CTM Music Outlander LP, GMR/Warner Geo Met Ric Music, GMR/Smackworld Music, GMR (K.J.Slaubaugh, K.J.Slaubaugh, SMcAnally, P.C.Good) 58

FRIDAY NIGHT HEARTBREAKER (oncord Copyrights, BMI/Jomil 10 Music, BMI/Cascade Road Songs, ASCAP/WC Music Corp., ASCAP/Tompkins Family Vacation, ASCAP/Big Music Machine, BMI/Big Ass Pie Of Dimes Music, BMI/I Finally Got Some Publishing, BMI/The Buffalo Catalogue, BMI (J.Miller, C.Tompkins, J.J.Dillon, D.Ross, R.J.Hurd) 20

### 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 Agron Eshuis Concord Alto CCI, ASCAP (M. Patrick, J.Hyde, A.Eshuis) 45

GOOD NEWS Kreshendo, ASCAP/WC Music Corp., ASCAP/SZ Songs LLC, BMI/Songs of Universal, Inc., BMI/ Range Media Partners LLC, ASCAP/Essancy Music Publishing, ASCAP/Torrey Songs, BMI/Songs of Kobalt Music Publishing America, Inc., BMI/BMG Rights Management (UK) Ltd., PRS/ Paco Place Songs, BMI (CO.Chibueze, N.Sastry, S.C.Cook, J.Torrey, M.R.Pollack, ROMANS) 18

### Н

HANDS OF TIME Sony Tree Publishing, BMI/Longer And Louder Music, BMI/WC Music Corp., ASCAP/Endurance Sierra Charlie, ASCAP/More Magic Carusoe Music, ASCAP (E. Church, Scooter Carusoe) 25

HAPPEN TO ME Concord Copyrights, BMI/Big Hits N Gravy, BMI/Concord Tunes, SESAC/Card Tables Music, SESAC/ Hand Your Hat Hits, SESAC/Warner-Tamerlane Publishing Corp., BMI/Big Music Machine, BMI/Big Ass Pile Of Dimes Music, BMI/Songs Of Universal, Inc., BMI/Family Farm Songs, BMI/Sony Tree Publishing, BMI (R.Dickerson, C.LaCorte, J.J.Dillon, C.McGill, R.Hazard) 21

HARD FOUGHT HALLELUJAH Brandon Lake Music, ASCAP/Music By Elevation Worship Publishing, BMI/ Be Essential Songs, BMI/Benjamin Hastings Publishing Designee, ASCAP/Bailee's Ballads, BMI (B.M.Lake, S.Furtick, B.W.Hastings, C.J.Brown, J.B.DeFord) 50

HEART OF STONE Bailee's Ballads, BMI/BMG Platinum Songs US, BMI/Round Hill Songs III, ASCAP/ Foxwood Entertainment Group Music Division, ASCAP/Big Blue Nation Music, ASCAP/Rarre Publishing Worldwide, BMI/ Songs Of Back Block Publishing, BMI/Warner-Tamerfane Publishing forp, BMI/God Made Most Played Most Paid Publishing, BMI/Sony Cross Keys Publishing, ASCAP (J.B.DeFord, Z.Crowell, B.Pendergrass, Shy Carter) 28

HEAVENS TO BETSY Little Louder Songs, BMI/ Songs Of Kobalt Music Publishing America, Inc., BMI/Well That Was Awkward Music, BMI/Big Music Machine, BMI/Sony Tree Publishing, BMI/Songs Of Tuckaway Music, BMI/Daddy's Home Music, BMI/Songs Of Harpeth Valley, BMI/Warner-Tamerlane Publishing Corp., BMI (JDean, B.Davis, D.Williams) 24 HOMETOWN HOME BMG Platinum Songs US, BMI/Webslinger Publishing, BMI/Lovelegend Songs, BMI/ Concord Boulevard, ASCAP/Concord Sounds, ASCAP/Relative Red Music, BMI/Bigger Bendable Music, BMI/Sony Tree Publishing, BMI (CLucas, PC.Brust, AAlbert, ZAbend) 3

HOUSE AGAIN Sony Tree Publishing, BMI/Songs Of Tuckaway Music, BMI/Sony Cross Keys Publishing, ASCAP/ Party Of 3 Songs, ASCAP/Southend Kid Music, ASCAP/ Hudson Westbrook Publishing Designee, BMI (H.Westbrook, NA.Medley, D.Alley) 33

# I AIN'T COMING BACK Honey Hole Publishing, BMI/Marner-Tamerlane Publishing Corp., BMI/Bell Ear Publishing, SACAP/Deemer Camp Publishing, BMI/Universal Music Works, GMR/Posty Publishing, GMM/Ern Dog Music, BMI/Big Loud Mountain LLC, BMI/Sony Songs LLC, BMI (McWallen, LB Bell, MW.Hardy, A.R.Post, E.K.Smith, Charlie Handsome) 43

I DARE YOU Nick Ionas Publishing, BMI/PWZ Publishing House, BMI/Warner-Tamerlane Publishing Corp., BMI/Shay Mooney Music, BMI/Seven Peaks Music, ASCAP/BSIxeen Music, ASCAP (N.J.Jonas, Tommy English, S.Mooney, D.Whitmore, Jr.) 31

IF I DIE BEFORE YOU Sony Cross Keys Publishing, ASCAP/WeisOwl, ASCAP/Sony Tree Publishing, BMI/Young Man Publishing, BMI/Sony Timber Publishing, SESAC/M & M College Fund, SESAC (EL/Weisband, JMcNair, S.Mosley) 56

I'M THE PROBLEM Honey Hole Publishing, BMI/ Warner-Tamerlane Publishing Corp., BMI/Em Dog Music, BMI/Big Loud Mountain LLC, BMI/Jamie McLauglin Publishing Designee, BMI/Sony Songs LLC, BMI/Bo Jewell Club, BMI (M.C.Wallen, G.W.Block, J.M.Caughlin, E.K.Smith, Charile Handsome) 1

INDIGO Sam Barber Music Publishing, BM//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.Anna, A.Sheridan) 41

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) 4

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 Welf Music, BMI/Sony Countryside, BMI (G.Birge, J.A.Fox, C.McGill, T.Anderson) 37

### J

JUST IN CASE Honey Hole Publishing, BMI/Warnerlamerlane Publishing Corp., BMI/Electric Feel Music, BMI/ Songs of Universal, Inc., BMI/Orange Music Publishing, BMI/Songs of Kobalt Music, Publishing America, Inc., BMI/ John Byron Music, BMI/Big Loud Mountain LLC, BMI/ISIII7 Music, ASCAP/Songs of Back Block Publishing, BMI/Rarre Publishing Worldwide, BMI/Sony Tree Publishing, BMI/Red Bandana Publishing, BMI/Sony Tree Publishing, BMI/Em Dog Music, BMI (MC.Wallen, AM/Bak, JByron, JK.Hindlin, B.Pendergrass, JP.Thompson, Charlie Handsome, Ek.Smith) 15

### М

ME & A BEER Anthem Red Vinyl Music, BMI/Buckkilla Music, BMI/Sony Cross Keys Publishing, ASCAP/Master Of My Domain Music, ASCAP/Poppy'S Picks, ASCAP/TDP Publishing, BMI/Hits From The Tape Room, BMI/Warner-Tamerlane Publishing Corp, BMI/Sony Tree Publishing, BMI/Tape Room Hits, BMI/Terbird Country Tunes, BMI/Oakdale Market Publishing, BMI (CJanson, T.Phillips, A.G.Gorley, A.Sheridan) 60

### Ν

NOT AT THIS PARTY Ben There Wrote That Publishing, BMI/Artist 101 Publishing Group, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/Dashville Publishing House, BMI/Sony Cross Keys Publishing, ASCAP/Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP/Sony Tree Publishing, BMI/Tape Room Hits, BMI (AD.Novotny, AG.Gorley, B.J.Johnson) 53

### D

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 Pick, ASCAP/Georgia Song Vibez, ASCAP/WC Music Corp., ASCAP (T.R.Hubbard, J.Frasure, A.G.Gorley, C.Smith) 13

### R

**RELAPSE** Warner-Tamerlane Publishing Corp., BMI/PA Cowboy Music, BMI/Rarre Publishing Worldwide, BMI/Songs Of Back Block Publishing, BMI (W.Zeiders, B.Pendergrass) **35** 

RUN Sony Tree Publishing, BMI/Pink Dog Publishing, BMI (M.Lambert) 36

S

SHE HATES ME Sony Cross Keys Publishing, ASCAP/ Dudelunes, 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/Katle In Paris, BMI/Stereo Supersonic Music, ASCAP/Jordan Rocks Music, ASCAP (Dentley, RCopperman, A.G.Gorley, C.M.Gill, J.C.Allen, W.Scantlin) 34

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, ULC, BMI/Josh Ross Publishing Designee, BMI/Real Bad Songs, SESAC (J.Ross, J.A.Fox, B.Rempel) 11

STRAIGHT LINE Songs of Universal, Inc., BMI/ MAROMA Music, BMI/Family Farm Songs, BMI/Twelve6 Dogwood, ASCAP/JFlow Records & Tages, ASCAP/WC Music Corp., ASCAP/Sir Greg Wells Songs, ASCAP/Noball Songs Music Publishing LLC, ASCAP (K.Urban, C.McGill, J.Flowers, GWells 29

### т

THIS HEART Warner-Tamerlane Publishing Corp., BMI/Madfun Music, BMI/Oconee River Bank Music, BMI/Obolingersey Shore, SESAC/T VIII Music, BMI/Speakers Go Boom Songs, BMI/Goat Island Bay Music, BMI/Peertunes, Ltd., SESAC/Iytanium Music, SESAC/Melodies Of CTM OULD SESAC (T.Archer, W.B.Bollinger, J.A.Hackworth, M.Tijler) 8

TIL THE LAST ONE DIES Sony Cross Keys Publishing, ASCAP/Songs By Silo, ASCAP/Sony Timber Publishing, SEAC/M & M College Fund, SEAC/Sony Tree Publishing, BMI/940 Songs, BMI (B.Hayslip, S.Mosley, J.Walker) **51** 

TIME'S TICKING Double Barrel Ace Music, BM/ 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/Innes From The Red White And Blue School, ASCAP (J.Moore, W.L.Bundy, R.Montana, 15 Stower J.M.

TOUGH PEOPLE Sony Tree Publishing, BMI/940 Songs, BMI/Round Hill Lyrics, BMI/Bumpin Does Music, BMI/ Bootleg Lyrics, BMI/Songs Of Universal, Inc., BMI (*D.Baldridge, JWalker, A.Sanders, L.Comb*) 14

TRUCK ON FIRE BMG Gold Songs, ASCAP/Redfeather Publishing, ASCAP/For The Kids Gold, ASCAP/Universal Tunes, SESAC/Warner-Tamerlane Publishing (orp., BMI/ RADIOBULETS Publishing, BMI (C.Pearce, J.A.Ebach, C.Keiley) 19

### 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, JTaylor, JClawson) 9

WHAT HE'LL NEVER HAVE (urb Songs, ASCAP/Logan Robinson Publishing Designee, NS/Ricky Rowton Publishing Designee, NS(Dobie Gatlin Publishing Designee, NS (D.Scott, L.Robinson, R.Rowton, R.Gatlin) 55

WHAT KINDA MAN Parkermac Publishing, BM/ Warner-Tamerlane Publishing Corp., BMI/Abundantiam Publishing, BMI/Songs Of Harpeth Valley, BMI/ WRUCKENROLLMUSIC, BMI/Wusic Of CTM Outlander Music LP, BMI (PMcCollum, J.N.Spillman, N.Hemby) 26

WHISKEY DRINK BMG Gold Songs, ASCAP/Makena Cove Music, ASCAP/Songs Of Double Down Music, BMI/ Triple Play Music, BMI/High Noon Yellow Stars Music, BMI/ Warner-Tamerlane Publishing Corp., BMI/BMG Platinum Songs US, BMI/Irishsonmusic, BMI (X.M.Allison, J.Edwards, T.Kennedy, J.Morgan) 2

WISH YOU WELL Big Music Machine, BMI/Works by Range Music Partners, BMI/Warbanger Publishing, BMI/ Big Ass Pile of Dimes Music, BMI/Songs of Back Block Publishing bM/Rarre Publishing Worldwide, BMI (6. Warburton, J.J.Dillon, B.Pendergrass, C.LaCorte) 54

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

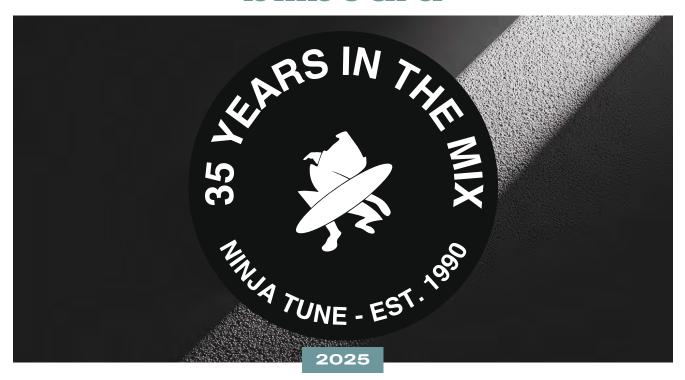
WORST WAY Warner-Tamerlane Publishing Corp., BMI/Back 40 Publishing International, BMI (R.Green) 5

**WOULD IF I COULD** Sony Acuff Rose Music, BMI (D.Dillon, S.Ewing) **39** 

### V

YOU HAD TO BE THERE Sony Timber Publishing, SESAC/Georgiamo Music, SESAC/Major Bob Music, Inc., ASCAP/Warner-Tamerlane Publishing Corp., BMI/ Speakers Go Boom Songs, BMI/Redneck Resume Music, BMI/Tack Mack Tunes, BMI (M.Moroney, B.Williams, M.Carpenter, M.E.Carpenter) 23

## billboard



## NINJA TUNE 35<sup>TH</sup> ANNIVERSARY

Formed in 1990 by electronic music duo Coldcut (Matt Black and Jonathan More), Ninja Tune has established itself as one of the world's leading independent record labels. Now in its 35th year and still 100% independent, Ninja Tune is a bona fide global music institution, synonymous with diverse, uncompromising releases and visionary artists committed to pushing the boundaries of music.

Please join us in marking this monumental milestone and celebrating a true independent music success story.

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### 25 Years Ago

## Faith Hill Found 'The Way'To No. 1

In 2000, she added her eighth of nine Hot Country Songs chart-toppers

On May 20, 2000, **Faith Hill**'s "The Way You Love Me" logged its first of four weeks at No. 1 on *Billboard*'s Hot Country Songs chart. It became the eighth of her nine leaders on the list.

Michael Dulaney and Keith Follesé authored the hit, and Byron Gallimore produced it. The song was released from Hill's LP *Breathe*, which ruled Top Country Albums for six weeks. The set became her first of four No. 1s on the chart, as well as the first of her three leaders on the allgenre Billboard 200.

"The Way You Love Me" was also a crossover success, peaking at No. 6 on the Billboard Hot 100, becoming the fourth of Hill's five top 10s. Breathe's title cut, which preceded "The Way You Love

Me" as a single, crowned Hot Country Songs for six weeks, reached No. 2 on the Hot 100 and wrapped 2000 as the year's top Hot 100 song.

Hill boasts 24 Hot Country Songs top 10s, from her debut hit, "Wild One"
— which led for four weeks in 1994—
to "Speak to a Girl," with husband Tim
McGraw (No. 6, 2017).
—JIM ASKER

