billboard Country Update

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BILLBOARD COUNTRY UPDATE

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What Matters Most: Queer Country Artists See Their Impact Increasing



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Tyler Hubbard's 'Park' At New Peak >page 5

Ty Herndon Remembers Life In The Closet >page 9

Country Coda: Don Williams' 'Best' Effort >page 13 When **Ty Herndon** wrapped his 10th and final Concert for Love and Acceptance on June 2, he delivered his first hit, the 1995 release "What Mattered Most," then broke into an a cappella version of the classic hymn "How Great Thou Art."

A gospel song isn't necessarily expected at an event celebrating the LGBTQ community, but Herndon grew up singing

church music in Alabama, and he had reason to be thankful. When he gave the first Love and Acceptance show in 2015, Billy Gilman was the only other gay artist on the bill. The rest of the lineup consisted of straight artists offering their support as allies.







I came out that I really blossomed and really found myself and found my voice," Mac says. "It wasn't just [a change in] style, it was the songs I was writing. Everything kind of shifted for me once that happened."

Herndon understands. He came out in November 2014 after consulting with **Chely Wright**, who in 2010 became the first

country hitmaker to publicly proclaim herself a lesbian.

"I called her one day," Herndon remembers, "and I said, 'You know, I've been through too much and I've worked too hard to get to where I'm atto be quiet anymore.' I said, 'But I want to do it through

For the 2025 edition, the onstage contingent was much larger, and there were even more queer country artists in the audience. Over the 10-year run of Herndon's annual show, the volume of out-and-proud gay country artists has increased significantly, as has the ability for them to earn a living while telling their authentic story.

"I was a shell of a human," says queer artist **Adam Mac**, recalling life before he had publicly come out. He attended the first Love and Acceptance concert as a fan, and he found both the show and Herndon to be inspirational.

"I was masking all of the best parts of me, and it wasn't until

music, and I want to do it through things that matter.' And she says, 'Well, that's the only way to do it.'"

As Pride Month continues, country music is one of the areas where coming out may have some of the greatest significance in contemporary America. The genre's fans skew conservative, but other artists have decided over the last decade that they—like Herndon—don't want to be quiet anymore. That includes Brooke Eden, Sam Williams, Chris Housman, Lily Rose, Kalie Shorr, Bryan Ruby, Julie Williams, The Kentucky Gentlemen and Brothers Osborne's TJ Osborne. And that's just scratching the surface.



Coming out can be a difficult undertaking—gay people dread the potential loss of friends and family, grow anxious over possible job loss, and fear for their safety. Those concerns are heightened for queer artists, particularly because the public reveal is mostly irreversible.

"You can't go back," Housman says.

So far, the artists who've taken the risk generally feel they made the right move. "I found a whole new demographic, a whole new audience of people that desperately needed to hear a country artist who was queer," Eden says. "And it's not only the queer people, but it's the parents of the queer people and the family members and the best friends. It's the allies."

The process of coming out is often misunderstood. It's not just a one-time action or something that occurs only within a short window of time. Even after gay people make the initial choice to be honest with others about their sexual orientation, they repeatedly make that decision throughout the rest of their lives. Each time they have a conversation with someone who doesn't know, they have to evaluate whether it's appropriate to clue the other person in: "Do I tell them?" "Is it safe?" "Will mentioning it sidetrack the conversation?" "Do I care that much about this person that it's worth sharing?"

If they decide in that instance to stay hidden, they may later question whether they were dishonest for not sharing that information or feel guilty for not standing up on behalf of their community. It's a lot to carry.

And those who don't fit perceived stereotypes have to make those decisions on a regular basis since their outward appearance doesn't offer many clues.

"It's more of a coming-out-every-single-day kind of a thing," Eden says, "because we could be hetero-presenting."

Gays who are trying to pass as heterosexual have to stay vigilant about their demeanor and their conversation, forced to make quick decisions and adjustments in real time about details that others barely recognize. It's compounded for closeted gay country artists because anything that might unmask them has consequences that can reverberate not just with one acquaintance, but an entire



On June 13, Ty Myers (center) checked in with Music Choice director of country programming Jim Murphy (left) and RECORDS Nashville executive vp of promotion and commercial strategy Josh Easler at Music Choice's Nashville offices.



Emmylou Harris was on hand when the Country Music Hall of Fame and Museum screened the 1996 PBS documentary *Building the Wrecking Ball*, celebrating her *Wrecking Ball* album, on June 12. Joining her are producer Daniel Lanois (left) and engineer Malcolm Burn.

fan base. Osborne has said that prior to coming out, he was self-conscious about onstage movements that might be perceived as effeminate, and his concerns about that issue made him more reserved as a lead singer. The small words "he" and "she" could be large stumbling blocks in interviews.

"I was always telling very edited versions of my story and making sure that I was saying the correct pronouns, even though they were really the wrong pronouns," Eden recalls. "I really did get stuck living in this double life."

Runaway June's **Natalie Stovall**, who attended the Concert for Love and Acceptance as an ally, has seen the results when a gay creative co-wrote in a scenario where they were not comfortable to come out to one or more people in the room.

"It felt like a confined space," she says. "It just felt like they weren't able to fully be who they were. And even within writing, it's so weird when you have to write music a certain way and you can't use the pronouns that you want to use to mean what you're saying."

The music business—particularly the *country* music business—has historically avoided gay artists or instructed them to remain in the closet. Shorr, for example, released "My Type," a song that embraces her interest in women, on May 30, eight years after she wrote it. Her now-former management team discouraged her from performing it at that time.

"I was told if I wanted to release it, I should change the pronouns," she remembers. "I was like, 'That totally changes the meaning of the song.' So I just sat on it, and now that I have a team that's fully supportive of me being queer, I was like, 'You know, it's time we're going to release it.' And it feels great."

While the volume of openly gay artists has increased in the country ranks, not all of them are officially out. Not everyone is ready to take the risk — some fear a large chunk of the country audience may reject them and prevent them from becoming a mainstream country act, while others may lack support in their professional team.



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Expert insight and commentary by Tom Roland and Jim Asker





Tim McGraw (left) debuted a new song, "King Rodeo," on The Big 615 on June 12, after recording the track during his May 31 concert in conjunction with the inaugural Music City Rodeo. He's joined by The Big 615 host Storme Warren.

"If you're at a place in your life where you have 10 [people seated] at the table and you don't know [how they may react], you never want any of them to leave," Herndon says. "I think that for artists that aren't out, they're really aware of who's at their table."

Alternately, some of the gay artists who are keeping their sexuality hidden from the public are simply drawing a line in their personal lives. It's not much different from **George Strait** revealing little about his home life or **Chris Stapleton** declining to provide his children's names to reporters.

"Part of it is a power move for them," **Shelly Fairchild** says. "They're like, 'You don't get to know this part of me. You don't get to hurt it. You don't get to attack it. It is precious. It is something that is not up for discussion.' Just like if you have children — you don't really see **Shania Twain**'s kid, you know? It's because she's like, 'This is protected. You don't get to be mean to my beautiful love of my life.'"

Herndon knows the negativity that comes with going public. During one meet-and-greet in the first year or two after he had come out, an angry fan stabbed the back of his hand with a pencil. Herndon still has a small scar that reminds him occasionally of that incident, though the country audience has proven itself to be far less hostile than country executives might have expected.

"I think [CMT/Sirius XM personality] **Cody Alan**'s coming out had such a great impact because he had such good existing relationships with artists on the charts like **Dierks [Bentley]** and **Carrie [Underwood]** and so many others who stepped forward immediately and supported him," says Herndon's manager, ZS Strategies president **Zeke Stokes**, formerly GLAAD vp of programs. "Every one of these folks who's come out — it just gives others a little bit of a more of an open door."

Attitudes among the general population have changed dramatically as well, making the decision to come out less traumatic than it was in previous genera-

tions. A <u>CNN poll</u> published June 1, the first day of Pride Month, found that 72% of respondents see diversity "enriching American culture." Even the historically conservative country audience seems to reflect that viewpoint.

"I've seen some of the most conservative people you can imagine just come up to Ty and give him a hug and say, 'Thank you for being you,' or 'I love your music, man. The rest doesn't matter to me,' "Stokes notes. "Country has a conservative reputation, but I think perhaps we don't give the fans as much credit as they deserve for being, first and foremost, good people."

In fact, as country has become more popular, its fan base has become more diverse, allowing a number of gay artists to be out and make their living fully from music. It has been tough at radio — no openly gay artist has had a top 10 airplay hit *after* they have come out — but that hasn't prevented them from making connections with fans through streaming. The landscape seems to be in an upward transition for queer country acts, even if it's an uneasy period.

"There's certainly times that I can't help but wonder if my career would look a little bit different if I hadn't come out," Housman concedes. "But at the same time, I would eventually look back on that and see a lack of integrity and authenticity. And even the songs that I'm writing, if I wasn't out, I'd be writing the same stuff that everybody else is writing. So I kind of see it as an opportunity."

Complicating the situation, the current presidential administration has taken a number of steps that harm the LGBTQ community: banning transgender people from the military, erasing gay and transgender content from federal websites and removing protections against discrimination.

"It's risky to be yourself," Sam Williams says, "but, you know, it's worthwhile." Thus, many of the country artists who have come out are able to make a living while also making a statement to a segment of the population that needs to hear it the most.

"World Pride was in Washington, D.C., this year, in front of the Capitol Building where the insurrection was," says Eden, who notes that she performed there for 70,000 people. "To be in a place where so many things are happening right now, where so much backward progress is happening in a world where they're trying to silence us again, trying to put us back in the closet again, in a world where trans youth and trans people in general are not safe, I think that it's really important to be visible and to let people know that they're not alone."

Herndon's Concert for Love and Acceptance is history for now, as he shifts some of his focus to other unannounced projects. But he also hopes that the next generation of gay country artists will carry the torch forward. In the meantime, that concert, and the decisions made by every country artist who has come out, have indeed made a difference over the last decade.

"We feel the impact of it every time Ty walks out the door," Stokes says. "Invariably, someone will come up to him at a show and say, 'You gave me the courage to come out,' or 'Your music gave me the courage to come out.' Or a mother or father will say, 'You know, seeing you come out helped me accept my son or daughter.' The butterfly effect of it all is just immeasurable."

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- OCT 9 KNOXVILLE, TN °
- OCT 10 LOUISVILLE, KY °
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billboard Country Airplay

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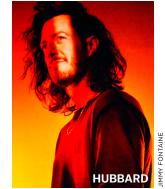
Tyler Hubbard's 'Park' Shifts Into Country Airplay Top 10

Tyler Hubbard posts his fourth top 10 as a soloist on *Billboard*'s Country Airplay chart as "Park" (Hubbard House/EMI Nashville) cruises a spot to

No. 10 on the ranking dated June 28. During the June 13-19 tracking week, the single improved by 6% to 17.8 million audience impressions, according to Luminate.

The Snellville, Ga., native co-authored "Park" with Jesse Frasure, Ashley Gorley (who was inducted into the Songwriters Hall of Fame on June 12) and Canaan Smith. The song is from Hubbard's sophomore solo LP, Strong, released in April.

"Park" follows Hubbard's "Back Then Right Now," which topped Country Airplay for one week in May 2024. Before that, his "Dancin' in the Country" hit No. 2 in May 2023, after "5 Foot 9" became his first charttopper on his own for one week in November



2022. His first entry as a solo act, "Undivided," with **Tim McGraw**, reached No. 16 in May 2021.

The 38-year-old Hubbard has made 16 previous trips to No. 1, among 19 top 10s, on Country Airplay as one-half of duo Florida Georgia Line with Brian Kelley, who is also now working solo.

Hubbard is on tour this summer, with his next stop on June 20 in Pocatello, Idaho. The date also marks the release of Kelley's LP Sunshine State of Mind Season Two, Chapter One.

"WORST' STILL FIRST Riley Green's third Country Airplay No. 1, "Worst Way" (Nashville Harbor), reigns for a second week, up 1% to 28.6 million in reach. The song, which the singer-songwriter from Jacksonville, Ala., wrote solo, is his first to lead for multiple frames. He previously ruled for one week each as featured on Ella Langley's "you look like you love me," in December, and Thomas Rhett's "Half of Me," in November 2022. ●

MOST INCREASED AUDIENCE

TITLE Imprint/Label Artist	GAIN (IN MIILIONS)
BACKSEAT DRIVER Zone 4/RCA Nashville Kane Brown	+3.666
2 PAIR Zone 4/RCA Nashville Kane Brown	+2.980
JUST IN CASE Mercury/Republic/Big Loud Morgan Wallen	+2.112
HANDS OF TIME BigEC/EMI Nashville Eric Church	+1.392
BOTTLE ROCKETS Triple Tigers Scotty McCreery & Hootie & The Blowfish	+1.314
BAR NONE MCA Nashville Jordan Davis	+1.245
FRIDAY NIGHT HEARTBREAKER Capitol Nashville/MCA Nashville Jon Pardi	+1.229
SOMEWHERE OVER LAREDO Broken Bow Lainey Wilson	+1.201
COUNTRY SONG CAME ON Capitol Nashville/MCA Nashville Luke Bryan	+1.016
PARK Hubbard House/EMI Nashville Tyler Hubbard	+0.991

MOST INCREASED PLAYS

TITLE Imprint/Label Artist	GAIN
BACKSEAT DRIVER Zone 4/RCA Nashville Kane Brown	+1227
2 PAIR Zone 4/RCA Nashville Kane Brown	+906
BOTTLE ROCKETS Triple Tigers Scotty McCreery & Hootie & The Blowfish	+440
SOMEWHERE OVER LAREDO Broken Bow Lainey Wilson	+412
FRIDAY NIGHT HEARTBREAKER Capitol Nashville/MCA Nashville Jon Pardi	+390
JUST IN CASE Mercury/Republic/Big Loud Morgan Wallen	+388
GOOD TIMES & TAN LINES Leo33 Zach Top	+388
SINGLE AGAIN The Core/Universal Music Canada/Mercury Nashville Josh Ross	+353
BACKUP PLAN Atlantic/Warner Music Nashville/WEA Bailey Zimmerman & Luke Combs	+353
3,2,1 Tucker Wetmore/Back Blocks/Mercury/Republic/EMI Nashville Tucker Wetmore	+327

RECURRENTS

THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)
1	WHISKEY DRINK Macon/Broken Bow Jason Aldean	18.336
2	LIAR Bailee & Buddy/BMG/Republic/Stoney Creek Jelly Roll	16.111
3	HIGH ROAD YellaBush/Columbia/RECORDS Nashville Koe Wetzel & Jessie Murph	14.393
4	HOMETOWN HOME BMG/Galaxy Label Group LOCASH	14.149
5	LOVE SOMEBODY Mercury/Republic/Big Loud Morgan Wallen	13.946
6	POUR ME A DRINK Mercury/Republic/Big Loud Post Malone Featuring Blake Shelton	12.961
7	A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music Shaboozey	12.426
8	I HAD SOME HELP Mercury/Republic/Big Loud Post Malone Featuring Morgan Wallen	11.310
9	I AM NOT OKAY Bailee & Buddy/BMG/Republic/Stoney Creek Jelly Roll	8.122
10	AM I OKAY? Megan Moroney/Columbia/Columbia Nashville Megan Moroney	7.652



TEXAS REGIONAL RADIO REPORT

WEEK ENDING JUNE 19, 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	16	NOTHIN' BUT TEXAS (Bowen Sounds Thirty Tigers) ★★1 Week at1★★ Wade Bowen	1627	93	0	12	22	I DON'T APOLOGIZE (Independent) James Lann	1210	2
0	3	18	HURRICANE (CDX) Sandee June	1519	68	P	14	8	GOD MADE A COWBOY (Independent) Aaron Loy	1135	149
8	5	10	RUBY ANN (Independent) Turnpike Troubadours	1512	156	13	13	13	THE MOMENT (Independent) Sundance Head	1087	82
4	4	22	WHAT I CAME TO DO (Independent) Jesse Raub Jr.	1505	71	•	15	10	LAST COWBOY STANDING (Independent) David Adam Byrnes	1048	91
6	6	15	BREAK ITSELF (Tommy Jackson/Thirty Tigers) Randy Rogers Band	1379	82	15	1	17	GREEN IN COLORADO (Independent) Casey Donahew	1035	-615
6	9	11	BEER DON'T CARE (Independent) Tilluride	1355	63	13	18	17	I WASN'T BORN IN TEXAS (Independent) Gary P. Nunn	977	51
0	8	24	AIN'T THAT LOVE (Independent) Bri Bagwell & Timber Wilde	1339	43	Ð	22	7	IT AINT THE WHISKEY (Big Loud) Jake Worthington	938	100
8	7	12	MY JOHN WAYNE (Independent) Kylie Frey	1337	41	18	16	20	HOME FOR A HOTEL (Independent) Ghosts of Hill County	933	-16
9	10	19	WHO'S HANGING THE MOON (Independent) Josh Weathers	1331	49	19	19	21	HOLD YOU TO IT (Independent) Joey Green & Payton Howie	911	14
0	11	10	FLAME (Get Joe) Billie Jo Jones	1314	92	20	20	12	ARE YOU A REAL COWBOY (Independent) Amanda Kate Ferris	909	48

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 LUMINATE

THIS	LAST	WKS ON			IN MILLIONS)		PLAYS	
WEEK	WEEK	CHART	TITLE Imprint/Label Artis		+/-	THIS WEEK	+/-	RANK
0	1	28	WORST WAY Nashville Harbor ★★ No. 1 (2 Weeks) ★★ Riley Green	28.646	+0.245	8455	-79	1
0	4	33	BACKSEAT DRIVER Zone 4/RCA Nashville ★★ Most Increased Audience ★★ Kane Brown	25.972	+3.666	8123	1227	2
3	3	52	THIS HEART Combustion Masters/RCA Nashville Corey Ken	24.126	+0.978	7255	254	3
4	2	20	I'MTHE PROBLEM Mercury/Republic/Big Loud Morgan Waller	23.549	-2.231	6084	-698	7
6	8	13	JUST IN CASE Mercury/Republic/Big Loud Morgan Waller	21.622	+2.113	6495	388	4
6	7	25	WEREN'T FORTHE WIND SAWGOD/Columbia/Triple Tigers Ella Langle	20.139	+0.380	6247	17	5
Ø	6	44	COUNTRY HOUSE MCA Nashville Sam Hun	19.908	+0.139	6208	62	6
8	9	32	FIX WHAT YOU DIDN'T BREAK RCA Nashville Nate Smith	19.321	-0.136	5892	10	8
9	10	64	SINGLE AGAIN The Core/Universal Music Canada/Mercury Nashville Josh Ros	19.102	+0.979	5830	353	9
0	11	41	PARK Hubbard House/EMI Nashville Tyler Hubbard	17.832	+0.991	5441	203	10
Θ	14	31	COUNTRY SONG CAME ON Capitol Nashville/MCA Nashville Luke Bryan	15.634	+1.016	4824	317	11
Ð	13	7	BACKUP PLAN Atlantic/Warner Music Nashville/WEA Bailey Zimmerman & Luke Comb	15.476	+0.717	4727	353	12
B	15	18	AFTER ALLTHE BARS ARE CLOSED Fifty-One/Forty-Nine/Valory Thomas Rhet	15.470	+0.880	4677	245	13
1	16	21	GOOD NEWS American Dogwood/EMPIRE/Magnolia Music Shabooze	13.352	+0.901	3970	44	14
Ð	17	14	HAPPENTO ME Triple Tigers Russell Dickerson	12.486	+0.796	3763	126	15
16	18	41	FRIDAY NIGHT HEARTBREAKER Capitol Nashville/MCA Nashville Jon Pard	i 10.967	+1.229	3644	390	16
Ð	19	14	HANDS OFTIME BigEC/EMI Nashville Eric Church	9.335	+1.392	3269	275	17
B	20	39	HEAVENS TO BETSY Big Machine Jackson Dear	8.380	+0.522	2774	35	19
19	22	13	BAR NONE MCA Nashville ★★ Airpower ★★ Jordan Davi	8.226	+1.245	2892	316	18
20	21	12	HEART OF STONE Bailee & Buddy/BMG/Republic/Stoney Creek ★★ Airpower ★★ Jelly Ro	7.559	+0.351	2532	119	20
3	23	23	STRAIGHT LINE Hit Red/Capitol Nashville/MCA Nashville Keith Urban	7.037	+0.915	2530	268	21
22	24	6	BOTTLE ROCKETS Triple Tigers Scotty McCreery & Hootie & The Blowfish	7.000	+1.314	2375	440	22
23	25	40	WHAT KINDA MAN MCA Nashville Parker McCollun	6.129	+0.553	2280	139	23
2	27	15	3,2,1 Tucker Wetmore/Back Blocks/Mercury/Republic/EMI Nashville Tucker Wetmore	5.787	+0.943	2155	327	24
25	30	4	SOMEWHERE OVER LAREDO Broken Bow Lainey Wilson	5.410	+1.201	2011	412	25
20	28	13	HOUSE AGAIN River House/Warner Music Nashville/WMN Hudson Westbrook	4.925	+0.558	1743	206	28
②	29	18	SHE HATES ME Capitol Nashville/MCA Nashville Dierks Bentle	4.359	+0.072	1852	3	27
28	26	20	I DARE YOU Big Machine Rascal Flatts & Jonas Brother	4.310	-0.552	1923	-75	26
29	32	24	COWGIRL Stoney Creek Parmale	3.292	+0.279	1270	97	31
30	34	9	I AIN'T COMING BACK Mercury/Republic/Big Loud Morgan Wallen Featuring Post Malone	3.094	+0.339	962	70	40

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	WKS ON		AUDIENCE (I	N MILLIONS)		PLAYS	
THIS WEEK	WEEK 31	CHART 21	TITLE Imprint/Label Artist ITWON'T BE LONG RECORDS Nashville George Birge	3.094	+/-	THIS WEEK	+/- -29	RANK 29
31	3 I				-0.025	906	-	41
<u> </u>	36	6	2 PAIR Zone 4/RCA Nashville ** Hot Shot Debut/Breaker ** Kane Brown YOU HAD TO BETHERE Blue Chair/Megan Moroney/Columbia/Columbia Nashville Megan Moroney & Kenny Chesney	2.980	+2.980	1185	906	34
<u>33</u>	33	-			+0.238			
<u>34</u>		10	FAVORITE COUNTRY SONG Mercury/Republic/Big Loud HARDY PARINK Warra Maria Nashrilla MAR	2.872	+0.095	1347	58	30
35	35 37	29	DARLIN' Warner Music Nashville/WAR WOULD IF I COULD Mercury/Republic/Big Loud ERNEST	2.867	+0.129	1224	89	33
<u>36</u>		31	, , , , , , , , , , , , , , , , , ,	2.558		1229	11	
37	38	21	INDIGO Lockeland Springs/Atlantic/Magnolia Music Sam Barber Featuring Avery Anna	2.330	-0.068	1106	-20	36
€	46	2	GOODTIMES & TAN LINES Leo33 Zach Top	2.259	+0.632	703	388	48
<u> </u>	41	4	STAY COUNTRY OR DIETRYIN' Ten Point/Wheelhouse Blake Shelton	2.225	+0.127	887	45	42
40	39	28	GOLDEN CHILD Riser House Meghan Patrick	2.220	+0.018	1158	-15	35
49	43	10	HARD FOUGHT HALLELUJAH Brandon Lake/Essential/Lyric Ridge Brandon Lake X Jelly Roll	2.072	+0.157	717	43	47
42	42	26	TIME'STICKING Valory Justin Moore	2.035	+0.106	1049	-5	37
43	44	16	ENDS OFTHE EARTH RECORDS/Columbia/RECORDS Nashville Ty Myers	1.915	+0.043	668	28	49
4	45	19	BETTER ME FOR YOU (BROWN EYES) Fugitive Recordings/Magnolia Music Max McNown	1.898	+0.145	1018	12	38
45	47	8	WHAT HE'LL NEVER HAVE Curb Dylan Scott	1.663	+0.221	986	66	39
46	48	8	THE FALL CoJo/Warner Music Nashville/WMN Cody Johnson	1.571	+0.202	636	79	51
4	50	15	WISH YOU WELL Music Soup/Interscope/MCA Nashville Vincent Mason	1.402	+0.119	835	61	44
48	49	11	TILTHE LAST ONE DIES Boss Moves/Black River Chris Young	1.400	+0.106	869	17	43
49	52	12	NOT AT THIS PARTY VERSION III/Warner/WMN Dasha	1.335	+0.091	812	1	45
50	51	4	SAME MOON Riser House/Columbia Nashville Mitchell Tenpenny	1.329	+0.082	585	-13	53
5	55	5	PAPER UMBRELLAS McGraw/Big Machine Tim McGraw Featuring Parker McCollum	1.165	+0.152	809	19	46
 ②	57	12	IF I DIE BEFORE YOU Red Street Chris Lane	1.020	+0.088	507	20	57
€	56	5	BURNED DOWN HEAVEN Big Machine Chase McDaniel	1.017	+0.068	498	26	58
54	58	4	BAGGAGE Black River Kelsea Ballerini	0.923	-0.003	481	-21	59
55	RE-EF	NTRY	DRINK WITH YOU Nashville Harbor ★★ Breaker ★★ Brett Young	0.900	+0.148	617	84	52
56	RE-EF	ME & A BEER Harpeth 60 Chris Janson		0.891	+0.138	638	103	50
5	NE	w	USE ME Leo33 Zach Top	0.846	+0.065	81	3	-
5 8	60	3	AMEN American Dogwood/EMPIRE/Magnolia Music Shaboozey & Jelly Roll	0.832	+0.043	260	-26	-
59	54	14	CRY Curb Lee Brice	0.822	-0.242	451	-64	-
60	NE	€W	WRONG HEARTS BMG/Galaxy Label Group LOCASH	0.776	+0.118	508	47	56



Alana Springsteen visited with numerous broadcasters when she appeared June 12 in Gilford, N.H. From left: WPOR Portland, Maine, PD Jon Shannon; WSCY Laconia, N.H., personality Joyce Danas; Springsteen; WOKQ Portsmouth, N.H., brand manager/midday host Ginny Brophey; and WMLL Manchester, N.H., brand manager Michael Czarnecki.



Songwriter Ashley Gorley ("I Am Not Okay," "World on Fire") joined the Songwriters Hall of Fame in New York on June 12. From left: Hall of Fame president/CEO Linda Moran, Gorley, Debbie Gibson, Nile Rodgers and Kristin Chenoweth.

GETTY IMAG

2025

billboard GRAMMY® FIRST LOOK

On July 19, *Billboard* will publish a GRAMMY First Look special feature showcasing the artists, producers and other creative professionals whose music was released during the eligibility period of Aug. 31, 2024, to Aug. 30, 2025. The issue will look at the early contenders for the **68th Annual GRAMMY Awards®** in the categories of Record Of The Year, Song Of The Year, Album Of The Year and Best New Artist.

7/16: ONLINE ENTRY PROCESS OPENS **8/29:** ONLINE ENTRY PROCESS CLOSES

Take advantage of this early opportunity during the eligibility period to showcase accomplished work to members of the music industry as they prepare to cast their entries for **Music's Biggest Night**[®].

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ISSUE DATE 7/19
AD CLOSE 7/8
MATERIALS DUE 7/10



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



Keith Urban visited with WWWF Long Island, N.Y., staff when he performed June 12 at the BankNH Pavilion in Gilford, N.H. With him are WWWF music director Kelly Ford (left) and midday personality Alexa Neo.

HERNDON'S PUBLIC EVOLUTION

When **Ty Herndon** released a new version of his first hit, "What Mattered Most," in June, the **LeAnn Rimes** duet brought attention to a forthcoming album, *Thirty*, that celebrates three decades since his emergence in the national spotlight.

His entrée into country was turbulent. This month also marks three decades since an arrest for drug charges and indecent exposure that cast a shadow over his career. Despite the misstep, he was able to generate seven top 10 singles behind a smoky baritone and a taste for engaging melodies.

Herndon entered rehab at least three times and encountered other bad luck: He was robbed at gunpoint in Los Angeles and had his truck and wallet stolen in a later 2020 incident.

Herndon became the first male country hit-maker to come out publicly, in November 2014 (**Billy Gilman** followed suit the same day), and he says his earlier penchant for hiding his sexuality contributed significantly to his drug use.

"My closet was Carnegie Hall, baby," he says with a laugh. "It was a big old fucking closet."

He married twice in an effort to hide his inner turmoil, despite his mother's encouragement to come out. He was diagnosed more recently with bipolar depression, and addressing that has created better life balance. He is currently working on an autobiography with acclaimed author **David Ritz** (**Ray Charles**, **Willie Nelson**).

While researching the book, Herndon says he discovered that Epic actually suspected he was gay when the company gave him his first major-label recording deal.

"They knew from the day they came to Texas and signed me," he says. "Like, nobody has that many good-looking guys hanging out backstage. They thought, 'Well, maybe that's marketable.'"

Now that he has been out for over a decade, Herndon is playing 3,000-seat theaters again for the first time in years, having built a core audience that recognizes both his talent and the honesty he has developed.

"When we can be the most vulnerable with our fans," says **Lindsay Ell**, an ally who performed at Herndon's Concert for Love and Acceptance (which ended a 10-year run this year) on June 2, "that's what they connect to most."

'ROUND THE ROW

The Core Entertainment hired **Kate Bowling** as director of creative. She was previously a Warner Music Nashville multimedia designer ... Los Angeles-based publicist **Jenny Huynh** has parted ways with 2b Entertainment, where she worked with **Shania Twain** and **Little Big Town**. Reach her <u>here</u> ... **Hannah Ellis** signed a booking agreement with Kinkead Entertainment ... Multigenre artist-writer **Sydney Quiseng**, who came to prominence as the lead singer of **Echosmith**, signed a publishing contract with BMG ... The Country Music Hall of Fame and Museum opens a new exhibit, "Lainey Wilson: Tough as Nails," on July 18, featuring materials from her childhood and artifacts from her more recent time in the spotlight. The display will remain open until July 2026 ... **Dolly Parton** will receive an Oscar on Nov. 16, as she accepts the Jean Hersholt humanitarian award

during the Academy of Motion Picture Arts and Sciences' Governors Awards at Ovation Hollywood ... Dr. **Don Cusic** will sign copies of the new biography *Chet* Atkins: Mr. Guitar at Nashville's RCA Studio B at 6:30 p.m. on June 20. The studio is nicknamed "The House That Chet Built," and the signing coincides with the 101st anniversary of Atkins' birth ... Attorney John Mason (Reba McEntire, Olivia Newton-John) signs copies of his book, Crazy Lucky, at Barnes & Noble in Brentwood, Tenn., at 2 p.m. on June 8 ... Songwriter Sandy Knox ("Does He Love You," "Why Haven't I Heard From You") will release her audiobook, Weighting: My Life If It Were a Musical, featuring a spoken narrative and a 21-song soundtrack, on June 24 ... Dierks Bentley introduces his second branded whiskey, ROW 94 Broken Branches Bourbon, in late June in partnership with Lofted Custom Spirits, which are distilled in Owensboro, Ky. It follows the September 2024 launch of ROW 94 Whiskey ... SmithField joined Nashville's Bongo Roasting Co. to create its own coffee blend, Coffee With Heart ... Warren Zeiders' "Ride the Lightning" has been adapted as a soundtrack song for ABC/ESPN broadcasts of Saturday Night Lacrosse ... Country for a Cause, hosted by T.G. Sheppard and Kelly Lang on June 4, raised \$90,000 for Monroe Carell Jr. Children's Hospital at Vanderbilt ... Nashville-based composer-photographer Stacy Widelitz, 69, died June 17 following a bout with pancreatic cancer. A prominent figure in Leadership Music, he co-wrote the Dirty Dancing hit "She's Like the Wind" and penned music for numerous TV movies ... Former Grand Ole Opry fiddler-guitarist Joe Edwards, 91, died June 7. He worked with Martha Carson and Wilma Lee & Stoney Cooper, as well as spending roughly three decades in the Opry band ... Longtime record promoter Mike Borchetta, 84, died June 14 following a career that involved major talents in Nashville and Los Angeles. He served as Curb vp of promotion during the '80s and '90s, and spent time with Broken Bow, Capitol, RCA and Mercury. During his tenure in California, he helped promote Glen Campbell and The Beach Boys. In Nashville, he played an influential role in Tim McGraw's original signing at Curb and also worked as Lofton Creek president, landing a No. 1 single with **Heartland**'s Father's Day classic, "I Loved Her First." Among his survivors are four music executives: sons Scott Borchetta and Chris Borchetta, and daughters Adelle Borchetta and Angela Borchetta. Services are pending.

RADIO & RECORDS®

Big Loud and Mercury Records hired New York-based **Wes Donehower** as senior vp of A&R for both labels. He most recently held the same position with Republic ... Triple Tigers established a second radio promotion team with the launch of Akando Music. Co-president **Kevin Herring** and Triple Tigers vp of promotion **Raffaella Braun** will oversee the squad, with senior director of national promotion **JC Coffey** heading the day-to-day operation. Coffey was previously Magnolia Music Group director of audience platforms. Reach Herring here, Braun here and Coffey here ... Seacoast Radio closed on the purchase of **WIID** Rodanthe, N.C., and flipped the Outer Banks station from adult contemporary to country, RadioInsight.com reported ... **WSM-AM** Nashville night personality **Jeff Hoag** parted ways with the station, according to RadioInsight.com. •



Tigirlily Gold spent time with Renda/Jacksonville, Fla., director of programming Brian Jordan when the duo performed June 14 at the Jacksonville Beach Country Fest. From left: the duo's Krista Slaubaugh, Jordan, the duo's Kendra Slaubaugh and RCA Nashville Southeast regional promotion manager Ali O'Connell.

billboard



GLORIA ESTEFAN 50TH ANNIVERSARY

International superstar Gloria Estefan, *Billboard*'s most successful Latin crossover artist ever, celebrates 50 groundbreaking years in music with her 30th album, "Raíces" (Roots). With 100+ million records sold, nine Grammy Awards, an Oscar nomination, and status as the first Cuban-American honored at The Kennedy Center, Estefan's illustrious career includes the Presidential Medal of Freedom (2015) and Gershwin Prize (2019) shared with husband Emilio.

Beyond music, her humanitarian foundation, Emmy-winning Red Table Talk: The Estefans, Broadway musical ON YOUR FEET!, films, and bestselling books have reshaped cultural landscapes.

Her first all-Spanish studio album in 18 years, Raíces blends traditional tropical rhythms with contemporary production, honoring Latin music's heritage while pushing boundaries forward. As Latin sounds dominate global charts, Estefan's latest work powerfully reminds the world of her pioneering role in proving cultural authenticity and international appeal could brilliantly coexist.

Join *Billboard* in congratulating Gloria Estefan on her remarkable career over the past 50 years.

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Touring & West Coast Cynthia Mellow | cmellow625@gmail.com

International Ryan O'Donnell | rodonnell@pmc.com

billboard Country Airplay Index

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THIS HEART Warner-Tamerlane Publishing Corp., BMI/Madfun Music, BMI/Oconee River Bank Music, BMI/ Bollingersey 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 Outlander, SESAC (T.Archer, W.B.Bollinger, J.A.Hackworth, M.Tyler) 3

TIL THE LAST ONE DIES Sony Cross Keys Publishing, ASCAP/Songs By Slip, ASCAP/Sony Timber Publishing, SEAC/M & M College Fund, SESAC/Sony Tree Publishing, BMI/940 Songs, BMI (B.Hayslip, S.Mosley, J.Walker) 48

TIME'S TICKING Double Barrel Ace Music, BMI/ Big Music Machine, BMI/WC Music Corp., ASCAP/Wild Willy Music, ASCAP/Music Of The Corn, ASCAP/Warner-Tamerlane Publishing Corp., BMI/Full Draw Publishing, BMI/Anthem Music Publishing II, ASCAP/Tunes From The Red White And Blue School, ASCAP (J.Moore, W.L.Bundy, R.Montana, J.S.Stover) 42

USE ME Rio Bravo Music, Inc., BMI/Zach Top Music, BMI/ Too Broke To Quit Music, BMI/Sony Tree Publishing, BMI/ Music And Magazines Publishing, BMI (ZTop, C.Chamberlain, T.Nichols) 57

WEREN'T FOR THE WIND Sony Tree Publishing, BMI/Bridge 1 Music, BMI/Songs Of Smack, BMI/ Songs Of Koball Music Publishing America, Inc., BMI/Music Of CTM Outlander Music LP, BMI/Cangley Publishing, BMI (E. Langley, JTaylor, JClawson, 6

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WORST WAY Warner-Tamerlane Publishing Corp., BMI/Back 40 Publishing International, BMI (R.Green) 1

WOULD IF I COULD Sony Acuff Rose Music, BMI (D.Dillon, S.Ewing) 36

WRONG HEARTS BMG Platinum Songs US, BMI/ Webslinger Publishing, BMI/Lovelegend Songs, BMI/Sony Tree Publishing, BMI/Red Bandana Publishing, BMI/Super Big Music, ASCAP/Drag Drag Music, ASCAP/Kound Hill Songs II, ASCAP (P.C.Brust, C.Lucas, M.Dragstrem, J.Thompson) 60

YOU HAD TO BE THERE Sony Timber Publishing, SESA/(Georgiamo Music, SESA/CMajor Bob Music, Inc., ACAP/Warner-Tamerlane Publishing Corp., BM// Speakers Go Boom Songs. BM/Redneck Resume Music, BM//Tack Mack Lunes, BM/ (M.Moroney, B.Williams, M.Carpenter, M.E.Carpenter) 33

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50 Years Ago Nothing Was Better Than Don Williams' 'Best'

In 1975, "The Gentle Giant" posted his second of 17 Hot Country Songs No. 1s

On June 21, 1975, **Don Williams**: "You're My Best Friend" hit No. 1 on *Billboard*'s Hot Country Songs chart. The song marked his second of 17 leaders.

Williams produced the track, which **Wayland Holyfield** wrote. It was released from the artist's same-named LP, which became his third of 12 top 10s on Top Country Albums.

Long a staple at country radio,

Williams logged 56 Hot Country Songs entries between 1972 and 1992, including 45 top 10s. He last led with "Heartbeat in the Darkness" in 1986.

With his broad, 6-foot-1-inch frame and smooth baritone voice, Williams earned the nickname "The Gentle Giant." Born May 27, 1939, in Floydada, Texas, he was inducted into the Country Music Hall of Fame in 2010. He died after a short illness on Sept. 8, 2017, at age 78.

Williams' legend lives on: Luke Combs' "Does to Me" (featuring Eric Church), which led Country Airplay in May 2020, shouts out "daddy's Don Williams vinyl." Plus, like father, like son: In January 2021, Williams' son Tim released a six-song album, Next to You.

-JIM ASKER

