# billboard Country Update

BILLBOARD.COM/NEWSLETTERS

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**BILLBOARD COUNTRY UPDATE** 

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### Country Publicists Adapt To A Harsher Post-Pandemic News Environment



INSIDE THIS ISSUE

Tyler Hubbard Finds A 'Park' Bench At No. 1 >page 4

Musical Chairs: Executives Move At BMLG, Warner, CMA >page 8

Country Coda: Carrie Underwood's Can-Do Chart Moment >page 13 Don't bore us; get to the chorus.

Nashville's songwriters could be metaphoric role models for country publicists, as shifts in the marketplace, accelerated by the pandemic, have made it more difficult to gain media attention. Journalists are buried in a larger volume of pitches and press releases, spurred in part by developments during the work-fromhome years.

One online reporter told Quartz Hill Music Group vp of publicity **Natalie Kilgore** that he receives as many as 8,500 emails

a day. Most of those are surely unopened and/or unanswered.

"We have to write a hook the same way a songwriter has to write a hook," Kilgore says. "Except I think we have less time and less attention to get that hook across."

The life of a publicist changed dramatically from

early 2020 to 2022, thanks to a slew of adjustments made by the fan base, the media and the artists.

Those developments include:

- The continued downsizing of traditional media.
- A dramatic uptick in country fans' use of digital platforms, particularly social media and streaming services.
  - The rise of Zoom as a marketing and communication tool.
- The shuttering of some media offices in favor of a homebased work force.
  - The increased clutter in journalists' in-boxes.
  - A greater emphasis on individual songs over albums.

• A reevaluation of personal priorities and work/life balance among many participants in the music media ecosystem, including the journalists, the artists and the publicists themselves.

• The explosion of podcasts.

required to maximize media interest.

· Shrinking attention spans.

That attention span has been shortened in the digital age. News notifications and social media more easily distract the average adult. A Microsoft study indicated that the typical attention span had declined from 12 seconds in 2000 to about 8 seconds in 2013,

and many media decision-makers believe it has been reduced since then.

"Not too long ago, we focused on 60- to 90-second video content," MCA vp of media **Ailie Birchfield** says, "but now it's more about 15-second clips or less."

That helps keep the consumers' focus, but Kilgore suggests that slimmer pitches are similarly

"Back in the day," she explains, "the publicity teams basically put every single talking point in an email tailored to the outlet and told the life story of a project in order to land a pitch. Today, nobody has the time to read that. So everything needs to be short, sweet and basically written."

That's partially a result of an explosion in competition. Since radio is no longer the only audio medium that builds hits, a new tier of artists is breaking out through satellite radio and streaming, and most of those acts publicize their accomplishments the



same way that artists on terrestrial radio do. Plus, each focus track leading up to the release of an album tends to get its own press release, meaning more artists are touting more product more often. Publicists are challenged to find novel ways to make their artists' projects stand out.

"Releasing new music no longer guarantees media attention," Birchfield suggests. "A song or album release needs additional layers — whether it's a unique promotion or accompanying story — to really gain traction."

Some of the traditional methods to garner traction with consumers have disappeared, beginning with a segment of outlets geared specifically to the genre's most ardent fans.

"We used to have Country Weekly, we had People Country print, which now is people country.com," observes Sweet Talk Publicity president Jensen Sussman. "There used to be GAC Headline Country, and now, with all the changes over at CMT, it feels as if our core country outlets have been getting smaller."

The outlets are less likely to attend events, too. One publicist, speaking on background, said gatherings that used to draw 30 or more reporters, producers and talent bookers now typically attract fewer than 10. It's not a reflection on the genre—country is in the midst of a boom.

Instead, it's a confluence of factors that emerged—or were enhanced—during the pandemic: fewer journalists, most of them working from home instead of offices that are convenient to Music Row, with the prospect that they can avoid a hairy commute and parking hassles. They now often repurpose a press release about the event, if they cover it at all. Especially since most stories won't explore much detail beyond the basics.

"There's less platforms with the longer-format stories," Sussman says. "You saw a shift where news would be a punchier short story. And so when you have an artist and you're trying to tell a very emotional or deep story, you're looking for very specific outlets for that."

However, publicists have seen an expansion in one part of the post-pandemic media puzzle, thanks to the widespread acceptance of remote video. National TV shows are more receptive to artists doing "tape and release" appearances, where they play for cameras locally and send the performance to the channel in another city. It saves travel time and cuts costs that can frequently run \$10,000 to \$20,000. Plus, the pandemic-related rise of Zoom lets artists to meet the media without either party having to leave their base of operations. It also created new tour press options, as some local TV stations now conduct remote interviews that were previously limited to rare, in-person conversations the day of the show.

"Once artists started doing interviews on Zoom, this opened the doors where, a month ahead of a tour stop in another city, the artist could hop on their laptop, [use] good lighting and a solid background, and do the interview," Sussman notes.

In the big picture, post-pandemic publicity offers a wider variety of options through newer media platforms, but fewer opportunities through some historically essential outlets. It means more work to craft a campaign full of short hits, usually for a narrower audience. That means getting to the hook faster in their pitches.

"It's a brave new world," Kilgore says, "and we all have to adapt."



Hudson Westbrook (center) dropped by SiriusXM on July 30. He was joined by The Highway's morning-show producer Lauryn Snapp and host Cody Alan.



Country Music Hall of Fame and Museum writer-editor Allison Moorer interviewed songwriter Dennis Morgan ("I Was Country When Country Wasn't Cool," "Smoky Mountain Rain") on July 26 for the museum's Poets and Prophets series.



Jamie O'Neal (left) and fuzzy fan Louie visited with WNFN Nashville personality Taylor Stanford for an interview posted July 30 on the station's website.



### billboard



### GLORIA ESTEFAN 50<sup>TH</sup> 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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# billboard Country Airplay

AIRPLAY MONITORED BY

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

### Tyler Hubbard's 'Park' Pulls Into No. 1

**Tyler Hubbard** notches his third No. 1 as a soloist on *Billboard*'s Country Airplay chart as "Park" (Hubbard House/EMI Nashville/Mercury Nashville) shifts

two gears to the top of the chart dated Aug. 9. The song increased by 16% to 28.9 million in audience July 25-31, according to Luminate.

"Park" is from Hubbard's second album, Strong, released in April 2024. The Monroe, Ga., native co-wrote the track with Jesse Frasure, Ashley Gorley and Canaan Smith.

"Reaching the top of the chart is not something I ever take for granted," Hubbard tells *Billboard*. "We hoped that the world would have as much fun listening to this song as we did writing it. It's been awesome to open every show this summer with 'Park' and see the fans connect with it night in and night out. This one is special and I'm more grateful than ever."



Hubbard previously ruled Country Airplay with "Back Then Right Now" for one week in May 2024. Before that, "Dancin' in the Country" hit No. 2 in May 2023. His first leader, "5 Foot 9," reigned for one week in November 2022. His first of five entries, "Undivided," with Tim McGraw, reached No. 16 in May 2021. Hubbard made 16 previous trips to No. 1 on the chart, between 2012-21, as one-half of Florida Georgia Line with Brian Kelley, who is also working solo.

**TOP 10 FIREWORKS Scotty McCreery** banks his 10th Country Airplay top 10 as his collaboration with **Hootie & the Blowfish**, "Bottle Rockets" (Triple Tigers), lifts 11-10 (16.4 million, up 5%).

The song revisits the **Darius Rucker**-fronted group's "Hold My Hand," which hit No. 10 on the Billboard Hot 100 in 1995. It's the first Country Airplay top 10 for the band and second entry; "Hold On" arrived at its No. 30 high in October 2019. The act last reached that region of a *Billboard* airplay chart in 2006, when "One Love" rose to No. 5 on Adult Contemporary. Meanwhile, Rucker has banked nine solo Country Airplay No. 1s, between 2008 and 2019. •

### **MOST INCREASED AUDIENCE**

TITLE Imprint/Label Artist	GAIN (IN MIILIONS)
BACK IN THE SADDLE Seven Ridges/Columbia Nashville Luke Combs	+15.353
PARK Hubbard House/EMI Nashville/Mercury Nashville Tyler Hubbard	+3.924
AFTER ALL THE BARS ARE CLOSED Fifty-One/Forty-Nine/Valory Thomas Rhett	+2.610
HEART OF STONE Bailee & Buddy/BMG/Republic/Stoney Creek Jelly Roll	+2.348
I GOT BETTER Mercury/Republic/Big Loud Morgan Wallen	+1.752
GOOD NEWS American Dogwood/EMPIRE/Magnolia Music Shaboozey	+1.679
DARLIN' Warner Music Nashville/WAR Chase Matthew	+1.495
COUNTRY SONG CAME ON Capitol Nashville/MCA Nashville Luke Bryan	+1.242
HEAVENS TO BETSY Big Machine Jackson Dean	+1.060
DON'T MIND IF I DO Nashville Harbor Riley Green Featuring Ella Langley	+1.002

#### MOST INCREASED PLAYS

	_
TITLE Imprint/Label Art	ist GAIN
BACK IN THE SADDLE Seven Ridges/Columbia Nashville Luke Cor	nbs +3421
PARK Hubbard House/EMI Nashville/Mercury Nashville Tyler Hubb	ard +1047
AFTER ALL THE BARS ARE CLOSED Fifty-One/Forty-Nine/Valory Thomas R	hett +747
I GOT BETTER Mercury/Republic/Big Loud Morgan Wa	Ilen +611
GOOD NEWS American Dogwood/EMPIRE/Magnolia Music Shaboo	zey +598
COUNTRY SONG CAME ON Capitol Nashville/MCA Nashville Luke Br	yan +580
HEART OF STONE Bailee & Buddy/BMG/Republic/Stoney Creek  Jelly	<b>Roll</b> +513
DARLIN' Warner Music Nashville/WAR Chase Matth	new +414
BAR NONE MCA Nashville Jordan D	avis +330
DON'T MIND IF I DO Nashville Harbor Riley Green Featuring Ella Lang	gley +305

#### RECURRENTS

THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)					
1	I'M THE PROBLEM Mercury/Republic/Big Loud Morgan Wallen	19.286					
2	THIS HEART Combustion Masters/RCA Nashville Corey Kent	17.036					
3	HIGH ROAD YellaBush/Columbia/RECORDS Nashville Koe Wetzel & Jessie Murph	15.420					
4	LIAR Bailee & Buddy/BMG/Republic/Stoney Creek Jelly Roll	13.455					
5	POUR ME A DRINK Mercury/Republic/Big Loud Post Malone Featuring Blake Shelton	12.729					
6	WHISKEY DRINK Macon/Broken Bow Jason Aldean	12.367					
7	HOMETOWN HOME BMG/Galaxy Label Group LOCASH	11.108					
8	LOVE SOMEBODY Mercury/Republic/Big Loud Morgan Wallen	10.821					
9	A BAR SONG (TIPSY) American Dogwood/EMPIRE/Magnolia Music Shaboozey	10.703					
10	WORST WAY Nashville Harbor Riley Green	10.693					

### Regional Regional Radio Report

### **TEXAS REGIONAL RADIO REPORT**

WEEK ENDING JULY 31, 2025

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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	3	18	MY JOHN WAYNE (Independent) **1 Week at 1 ** Kylie Frey	1617	30	11	11	18	ARE YOU A REAL COWBOY (Independent)	Amanda Kate Ferris	1190	-25
2	2	21	BREAK ITSELF (Tommy Jackson/Thirty Tigers) Randy Rogers Band	1605	-24	<b>P</b>	15	15	ADELINE (Independent) S	Shane Smith & The Saints	1176	66
3	4	14	GOD MADE A COWBOY (Independent) Aaron Loy	1549	53	®	14	8	CHEATIN' ON MY HONKY TONK (Warner Music Nashville)	Randall King feat. Braxton Keith	1170	46
4	5	16	FLAME (Get Joe) Billie Jo Jones	1495	16	14	13	10	COWGIRLS RIDE (LuckySky Music)	Tori Martin	1134	8
6	6	25	WHO'S HANGING THE MOON (Independent) Josh Weathers	1494	47	Œ	16	18	IF IT RAINS TODAY (Independent)	Matt Castillo	969	29
6	8	19	THE MOMENT (Independent) Sundance Head	1333	6	10	18	16	COUNTY FAIR (Independent)	James Robert Webb	955	78
0	9	13	IT AINT THE WHISKEY (Big Loud ) Jake Worthington	1330	8	Ð	19	8	I MISS US (RedPlay Media)	Trevor Underwood	903	52
8	7	28	I DON'T APOLOGIZE (Independent) James Lann	1285	-82	13	21	6	SWEET (Independent)	Bubba Westly	858	42
9	10	11	ONE NIGHT IN DALLAS (Independent) Tristan Roberson	1271	26	19	29	6	WEATHERMAN (River House)	Hudson Westbrook	810	118
0	12	16	LAST COWBOY STANDING (Independent) David Adam Byrnes	1237	23	20	24	8	UNINVITED GUEST (Independent)	Casey Chesnutt	792	39

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

	The state of the s	WKS		AUDIENCE (IN MILLIONS)		PLAYS		
THIS WEEK	LAST WEEK	ON CHART	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
0	3	47	PARK Hubbard House/EMI Nashville/Mercury Nashville ★★ No. 1 (1 Week) ★★ Tyler Hubbard	28.850	+3.924	8310	1047	1
2	1	19	JUST IN CASE Mercury/Republic/Big Loud Morgan Wallen	27.933	-2.451	6943	-982	5
8	6	24	AFTER ALLTHE BARS ARE CLOSED Fifty-One/Forty-Nine/Valory Thomas Rhett	26.800	+2.610	7704	747	2
4	4	27	GOOD NEWS American Dogwood/EMPIRE/Magnolia Music Shaboozey	26.348	+1.679	7169	598	4
5	5	38	FIX WHAT YOU DIDN'T BREAK RCA Nashville Nate Smith	23.815	-0.679	7258	-51	3
6	2	50	COUNTRY HOUSE MCA Nashville Sam Hunt	21.287	-4.993	6159	-1743	7
Ø	8	37	COUNTRY SONG CAME ON Capitol Nashville/MCA Nashville Luke Bryan	21.215	+1.242	6449	580	6
8	10	13	BACKUP PLAN Atlantic/Warner Music Nashville/WEA Bailey Zimmerman & Luke Combs	19.873	+0.961	5935	151	8
9	9	20	HAPPENTO ME Triple Tigers Russell Dickerson	19.828	+0.656	5755	227	9
<b>1</b>	11	12	BOTTLE ROCKETS Triple Tigers Scotty McCreery & Hootie & The Blowfish	16.427	+0.727	4991	74	10
0	NEW	1	BACK INTHE SADDLE Seven Ridges/Columbia Nashville ** Hot Shot Debut/Breaker/Airpower/Most Increased Audience ** Luke Combs	15.374	+15.353	3428	3421	16
Ø	14	18	HEART OF STONE Bailee & Buddy/BMG/Republic/Stoney Creek  Jelly Roll	14.535	+2.348	4269	513	12
ß	13	19	BAR NONE MCA Nashville Jordan Davis	13.618	+0.578	4484	330	11
•	12	47	FRIDAY NIGHT HEARTBREAKER Capitol Nashville/MCA Nashville Jon Pardi	13.554	+0.140	4224	-53	13
<b>⊕</b>	15	45	HEAVENS TO BETSY Big Machine Jackson Dean	12.437	+1.060	3813	290	15
10	16	20	HANDS OFTIME BigEC/EMI Nashville/Mercury Nashville Eric Church	10.390	+0.055	3860	126	14
Ð	17	10	SOMEWHERE OVER LAREDO Broken Bow Lainey Wilson	9.367	+0.374	3199	84	17
B	18	46	WHAT KINDA MAN MCA Nashville Parker McCollum	8.700	+0.758	2986	195	18
19	22	6	I GOT BETTER Mercury/Republic/Big Loud Morgan Wallen	8.365	+1.752	2616	611	23
20	19	19	HOUSE AGAIN River House/Warner Music Nashville/WMN Hudson Westbrook	8.352	+0.616	2687	194	22
<b>a</b>	23	35	DARLIN' Warner Music Nashville/WAR Chase Matthew	8.092	+1.495	2690	414	21
2	21	21	<b>3,2,1</b> Tucker Wetmore/Back Blocks/EMI Nashville/Mercury/Republic/Mercury Nashville <b>Tucker Wetmore</b>	7.781	+0.606	2837	182	20
23	20	29	STRAIGHT LINE Hit Red/Capitol Nashville/MCA Nashville Keith Urban	7.371	-0.328	2851	30	19
2	24	8	GOOD TIMES & TAN LINES Leo33 Zach Top	5.879	+0.175	1906	171	28
25	25	30	COWGIRL Stoney Creek Parmalee	5.706	+0.182	1909	24	27
20	26	24	SHE HATES ME Capitol Nashville/MCA Nashville Dierks Bentley	5.661	+0.395	2173	195	24
<b>3</b>	27	27	IT WON'T BE LONG RECORDS Nashville George Birge	4.771	+0.006	2098	-7	26
23	28	26	I DARE YOU Big Machine Rascal Flatts & Jonas Brothers	4.741	+0.107	2144	178	25
29	29	16	FAVORITE COUNTRY SONG Mercury/Republic/Big Loud HARDY	4.498	+0.361	1845	61	29
30	34	3	DON'T MIND IF I DO Nashville Harbor Riley Green Featuring Ella Langley	4.304	+1.002	1206	305	36

### **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

LUMINATE

THIS	LAST	WKS ON		AUDIENCE (IN MILLIONS)				
THIS WEEK	LAST WEEK	CHART	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
<b>3</b>	30	12	YOU HADTO BETHERE Blue Chair/Megan Moroney/Columbia/Columbia Nashville Megan Moroney & Kenny Chesney	4.132	+0.248	1817	-34	30
€	32	32	TIME'S TICKING Valory Justin Moore	3.940	+0.341	1513	47	32
<b>3</b> €	31	15	I AIN'T COMING BACK Mercury/Republic/Big Loud Morgan Wallen Featuring Post Malone	3.750	+0.064	1043	-54	43
<u>34</u>	33	10	STAY COUNTRY OR DIETRYIN' Ten Point/Wheelhouse Blake Shelton	3.704	+0.175	1583	113	31
<b>3</b> ₽	35	37	WOULD IF I COULD Mercury/Republic/Big Loud ERNEST	3.297	+0.190	1395	29	33
36	36	34	GOLDEN CHILD Riser House Meghan Patrick	3.070	+0.007	1380	43	34
<b>3</b>	40	3	A SONGTO SING Vanner/Republic/Big Loud Miranda Lambert & Chris Stapleton	3.033	+0.278	1131	136	41
<u>33</u>	42	4	6 MONTHS LATER Megan Moroney/Columbia/Columbia Nashville Megan Moroney	2.985	+0.528	1014	200	44
39	38	14	THE FALL CoJo/Warner Music Nashville/WMN Cody Johnson	2.941	+0.074	856	6	49
40	41	14	WHAT HE'LL NEVER HAVE Curb Dylan Scott	2.921	+0.289	1368	65	35
49	39	16	HARD FOUGHT HALLELUJAH Brandon Lake/Essential/Lyric Ridge Brandon Lake X Jelly Roll	2.820	-0.030	943	17	46
<b>②</b>	45	6	WEAK Valory Preston Cooper	2.802	+0.629	1131	222	40
43	37	22	ENDS OF THE EARTH RECORDS/Columbia/RECORDS Nashville Ty Myers	2.790	-0.156	936	14	47
44	43	17	TILTHE LAST ONE DIES Boss Moves/Black River Chris Young	2.336	+0.017	1199	40	38
<b>4</b> 5	44	25	BETTER ME FOR YOU (BROWN EYES) Fugitive Recordings/Magnolia Music Max McNown	2.304	+0.014	1205	22	37
<b>4</b> 6	46	9	ME & A BEER Harpeth 60 Chris Janson	2.195	+0.082	1154	124	39
<b>4</b>	48	18	NOT ATTHIS PARTY VERSION III/Warner/WMN Dasha	2.077	+0.082	1072	-14	42
48	47	10	SAME MOON Riser House/Columbia Nashville Mitchell Tenpenny	2.000	-0.073	774	25	50
49	49	8	DRINK WITH YOU Nashville Harbor Brett Young	1.520	+0.018	723	2	53
50	50	11	PAPER UMBRELLAS McGraw/Big Machine Tim McGraw Featuring Parker McCollum	1.438	-0.054	982	-62	45
51	51	10	BAGGAGE Black River Kelsea Ballerini	1.333	-0.093	755	-3	51
52	54	7	WRONG HEARTS BMG/Galaxy Label Group LOCASH	1.296	+0.051	737	15	52
53	52	21	WISHYOU WELL Music Soup/Interscope/MCA Nashville Vincent Mason	1.252	-0.159	888	-15	48
<b>5</b> 4	57	4	KID MYSELF Night Train/Broken Bow John Morgan	1.065	+0.099	622	29	54
55	53	11	BURNED DOWN HEAVEN Big Machine Chase McDaniel	1.043	-0.298	561	-34	57
50	56	3	2 PAIR Zone 4/RCA Nashville Kane Brown	1.035	+0.052	544	27	58
57	55	5	WHAT I WANT Mercury/Republic/Big Loud Morgan Wallen Featuring Tate McRae	0.992	-0.006	240	-7	-
58	58	6	USE ME Leo33 Zach Top	0.812	-0.127	51	-12	-
59	60	3	EASYTO LOVE Broken Bow Dustin Lynch	0.763	+0.094	608	36	55
60	NEW	1	NEVER CALL AGAIN Thrivin Here/Warner Music Nashville/WMN Gavin Adcock	0.706	+0.180	503	53	59



Riley Green and Ella Langley received an RIAA platinum award on July 29 for "Don't Mind If I Do." From left: Nashville Harbor president Jimmy Harnen, Green, Langley and Nashville Harbor senior vp of streaming and digital partners/radio promotion Ryan Dokke.



George Strait headlined a Strait to the Heart benefit on July 27, raising \$6.3 million for flood relief in conjunction with the Vagueros del Mar restaurant, co-owned by Tom Cusick, in Boerne, Texas. From left: Silvia and Tom Cusick; Strait and his wife, Norma Strait; and Ace in the Hole Band keyboardist John Michael Whitby and his wife, Kacey Whitby.

### billboard



## R&B/HIP-HOP POWER ISSUE

R&B/hip-hop dominates every other genre, claiming one-quarter of all music consumption.

On Aug. 30, *Billboard* will publish its R&B/Hip-Hop Power Players list showcasing the producers, creatives, executives and publishers who have made R&B/hip-hop the hottest genre on earth.

Advertise and congratulate the people who are driving this industry and reach an influential audience of decision-makers in music and pop culture.

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KSNI Santa Maria, Calif., PD Jay Turner (left) was a member of the radio contingent that Keith Urban welcomed during a July 26 tour stop at the Intuit Dome in Inglewood, Calif.

#### RADIO & RECORDS®

Big Machine Label Group promoted Nicole Flammia to senior vp of creative photo-video production from vp ... Warner Records combined its traditional and digital marketing teams, resulting in several promotions and multiple cuts, including four departures at Warner Music Nashville: radio manager Ray Mariner, manager of video content Andrew Schollnick, director of catalog marketing Sarah Sigro and director of global marketing Caitlin Cadden. Go <u>here</u> for the full story ... Big Loud Rock named Los Angeles-based **Jenny Huynh** director of media, following her recent departure from 2b Entertainment, where the client list includes **Shania Twain** and **Little Big Town** ... Big Loud's home office in Nashville signed Timmy McKeever to a recording contract ... WOKQ Dover-Portsmouth, N.H., morning personality Kira Lew announced on July 30 that she is leaving the role to accompany her husband in a move to Boston ... Zac Grantham joined KLBC Durant, Okla., as afternoon host, RadioInsight.com reported. He was most recently with KMKT Bells-Sherman, Texas, where he was content director/morning host ... KNBL Idaho Fallas, Idaho, returned to the airwaves with a blended farm news/classic country format, according to RadioInsight.com. The signal had been dormant for the last year ... Riley Green debuted as host of Apple Music Country's The '90s Country Show on July 30.

#### 'ROUND THE ROW

The Country Music Association unveiled three promotions and three new hires. Rising in the organization are senior vp of business strategy and operations Emily Evans, who was formerly a vice president; senior director of strategic partnerships Jenny Methling, whose position is now permanent after she served on a temporary basis; and senior manager of social media Devin Ford, who was previously a manager. Luke Johnson joined as staff accountant after holding a similar post at Wilson Bank & Trust; Zarah Goldberg was hired as video content creator from Fox Nose Records, where she was digital marketing coordinator; and Liliana Manyara came aboard as international industry relations coordinator, shifting from a SESAC licensing coordinator position. Reach Evans here, Methling here, Ford here, Johnson here, Goldberg here and Manyara here ... SMACKSongs promoted Sam Sarno to senior creative director of publishing from director ... Activated Events hired GM Chris Crawford to oversee its festivals, including Boots in the Park and Coastal Country Jam. Crawford was previously Sound Image managing director ... Get After It Media hired chief technology officer/vp of engineering David Gray, previously Meruelo Media vp/director of engineering. Get After It broadcast properties include the country-centric The Heartland Network ... Lanie Gardner joined the roster at TRACK mgmt. She was also named the next Highway Find on SiriusXM's The Highway ... South Carolina native Brandon Wishman signed with UTA Nashville for representation, with The Feldman Agency handling bookings for Canada. The moves come as he prepares the Aug. 8 release of a new single, "She's Good" ... So Much Moore Media added Trace Nixon to the PR roster ... Artistwriter Waylon Hanel signed with JWA Media for publicity ... Carly Pearce and Russell Dickerson will host the Academy of Country Music's 18th annual ACM Honors on Aug. 20 at The Pinnacle in Nashville. Luke Bryan, Amy

Grant, Ashley McBryde and Little Big Town's Karen Fairchild are the first artists announced as performers for the event ... Brandon Lake, whose Jelly Roll collaboration, "Hard Fought Hallelujah," has spent 13 weeks on the Hot Country Songs chart, received nine nominations to lead finalists in the Gospel Music Association's 56th annual Dove Awards. Jelly Roll shared two of those nods: song of the year and bluegrass/country/roots recorded song of the year. Also in the mix are Carrie Underwood and Anne Wilson. Go here for the full list ... Steve Martin and Alison Brown will co-host the International Bluegrass Music Association's IBMA Bluegrass Music Awards on Sept. 18 in Chattanooga, Tenn. ... Carrie Underwood returns to NBC's Sunday Night Football for a 13th season with the theme song, "Waiting All Day for Sunday Night." The production will debut in full on Sept. 7 before the Baltimore Ravens-Buffalo Bills game ... Emmylou Harris and Rodney Crowell will be featured Aug. 25 in the Smithsonian's "Roots to Pop" series at the National Museum of American History in Washington, D.C. ... Dolly Parton opened a Dolly Wines bar on Aug. 1 at the Assembly Food Hall in Nashville's Fifth + Broadway retail spot ... Ashley McBryde will launch Redemption Bar, a fifth-floor venue inside Eric Church's six-story bar, Chief's, on Aug. 28 ... The Grand Ole Opry aligned with Virgin Music Group for a 20-track album of live Opry performances to honor the WSM-AM Nashville show's 100th anniversary. Opry 100: Country's Greatest Songs is due Nov. 7, with tracks featuring Patsy Cline, Randy Travis, Keith Whitley and Johnny Cash, among others ... Kenny Chesney, Wynonna **Judd** and **Steve Earle** were added to the lineup for **Willie Nelson**'s Farm Aid on Sept. 20 in Minneapolis ... Joe Walsh's annual VetsAid will be held Nov. 15 at Intrust Bank Arena in Wichita, Kan. Country artists on the bill include Vince Gill and Ryan Bingham and The Texas Gentlemen ... Craig Campbell's July 24 benefit for the Kenny Campbell Foundation at Nashville's Ryman Auditorium raised \$10,000 for colorectal and colon cancer research and awareness. The bill included Bradley Gaskin, Bryan White, Michael Ray and Mattie Pruitt ... Miranda Lambert's MuttNation-Tractor Supply Relief for Rescues Fund donated more than \$300,000 to over 20 animal shelters impacted by July floods in Texas, New Mexico and New Jersey ... The inaugural Diffie Classic golf tournament and benefit concert, honoring the late **Joe Diffie**, will be held Sept. 10-11. The location will be announced at a later date ... Roughly a dozen companies will participate Aug. 11, 12 and 18 in the Smitty Corporate Band Challenge, a music competition that raises money for Nashville's W.O. Smith Music School. Among the organizations taking part are CAA, WME and Wasserman. Go here for tickets ... Graveside services were held July 31 for singer-songwriter-comedian Sandy Pinkard, 78, who died July 26 at his home in Kingwood, W.Va. Amember of the comedic duo Pinkard & Bowden, he authored the country hits "You're the Reason God Made Oklahoma," "Coca Cola Cowboy" and "I Can Tell by the Way You Dance." Go here for a full obituary ... Tex-Mex accordionist Flaco Jimenez, 86, died July 31, according to The San Antonio Express-News. The National Medal of Arts recipient was a former member of The Texas Tornados and had a key sonic role on the Dwight Yoakam and Buck Owens hit "Streets of Bakersfield" ... A visitation/celebration of life for FBMM founder Frank Bumstead will be held from 12 p.m.-2 p.m. on Aug. 9 at Mount Olivet Funeral Home in Nashville ... A celebration of life and lunch honoring record promoter Mike Borchetta is slated for 11 a.m. - 1:30 p.m. on Aug. 6 at Nashville event space 14TENN. See the ad on page 2 for additional details and to RSVP.



Max McNown was featured on the July 24 edition of the Amazon podcast Country Heat Weekly, hosted by Kelly Sutton (left) and Amber Anderson.



# ATLANTA SPOTLIGHT

Atlanta is constantly credited with setting music trends and influencing pop culture. On August 30, *Billboard* will spotlight Atlanta as a center of power in the music business. This special editorial feature will focus on Atlanta's music scene and top venues within the region, as well as pay tribute to the city's rich history of music and talent.

Take the opportunity to advertise in this issue and position your business in front of key decision-makers who are driving the music industry in the capital of the Peach State.

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ON SALE 8/30 | AD CLOSE 8/19 | MATERIALS DUE 8/21



# billboard Country Airplay Index

TITLE Publishing-Licensing Org. (Songwriter) Chart Position

2 PAIR Not Listed (K.Brown, G.Foust, I.Franzino, J.Free, A Haas J.A Hackworth) 56

3,2,1 Concord Copyrights, BMI/Jomil 10 Music, BMI/Native Notes Music, BMI/Warner-Tamerlane Publishing Corp., BMI/SugarPlum Songs, ASCAP/WC Music Corp., ASCAP (J. Miller, S.Overstreet, J.Reynolds) 22

6 MONTHS LATER Sony Timber Publishing, SESAC/Georgiamo Music, SESAC/WC Music Corp., ASCAP/ Burrito Lovers Music, ASCAP/Tape Room LLC, Series 1, ASCAP/Sony Tree Publishing, BMI/MESSY INTERNATIONAL Music, BMI/Shannanigans Publishing, SESAC/Eclipse Three Music, SESAC/Sony Lakeview, SESAC (M.Moroney, B.Williams, D.Mescon, R.Hatch) 38

#### 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/13117 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) 3

BACK IN THE SADDLE Songs Of Universal, Inc., BMI/Show Me Your Titles LLC, BMI/Sony Countryside, BMI/Sony Cross Keys Publishing, ASCAP/Hits Of 50 Egg Music, ASCAP/Braven Baker Music, ASCAP (L.Combs. D.Isbell, J.D.Singleton) 11

BACKUP PLAN Little Louder Songs, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/Worktape Tunes, BMI/Songs By The Bell, BMI/Warner-Tamerlane Publishing Corp., BMI (T.Beathard, J.Bell, J.S.Sherwood) 8

BAGGAGE Sony Cross Keys Publishing, ASCAP/ Feel Your Way Through Publishing, ASCAP/Big Music Machine, BMI/Big Ass Pile Of Dimes Music, BMI/ Warner-Tamerlane Publishing Corp., BMI/Self Made Entertainment, BMI/The Piano Room, ASCAP/W.C.M. Music Corp., SESAC/Vandeezy Songs, SESAC/Songs Of Rhythm House Black, SESAC (K.Ballerini, J.J.Dillon, K.Fairchild, H.Lindsey, A.Vanderheym) 51

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/Hunter Phelps Pub Designee, ASCAP/WC Music Corp., ASCAP/Kwsav Publishing, BMI/ WritersonthecornPublishing, BMI/Warner-Tamerlane Publishing Corp., BMI (B.J.Johnson, H.Phelps, L.Vaughan) 13

#### 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 (M.McNown, J.Kenney, A.A.Suppelsa, T.K.Dabbs) 45

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, SESAC/Songs Of Fluid II, SESAC/Hop On The Buss, SESAC/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 Reluctance To Lob, ASCAP/EMI April Music, Inc., ASCAP (S.C.McCreery, B.Anderson, D.George, J.Bussey, F.Rogers, M.Criswell, B.Hamrick, D.Rucker, M.Bryan, D.Felber, J.Sonefeld) 10



BURNED DOWN HEAVEN Nothing Like You Heard Sound, BMI/Sony Tree Publishing, BMI/Rudy Rocks The USA, BMI/Sony Timber Publishing, SESAC/Cuts Like A Nite Music, SESAC (C.McDaniel, J.M.Nite, L.Rimes) 55

COUNTRY HOUSE Twelve6 Red Oak Songs, BMI/Still Between The Pines, BMI/Warner-Tamerlane Publishing Corp., BMI/EMI Blackwood Music Inc., BMI/ Katie In The Sky With Diamonds, BMI/Sony Cross Keys Publishing, ASCAP/Songs For Indy And Owl, ASCAP/ Works Of CMT Outlander, GMR (M.Lotten, R.Copperman, J.Osborne, S.L.Hunt) 6

**COUNTRY SONG CAME ON Sony Tree** Publishing, BMI/Songs Of Tuckaway Music, BMI/Songs Of Smack, BMI/Songs Of Kobalt Music Publishing America. Inc., BMI/Sony Cross Keys Publishing, ASCAP/Party Of 3 Songs, ASCAP/Southend Kid Music, ASCAP (D.Alley, R.Beaver, N.A.Medley) 7

**COWGIRL** Tileyard Music Publishing Ltd., PRS/Sentric Music Ltd PRS/Reservoir 416 RMI/33 (reative RMI/ Sony Tree Publishing, BMI/NewManiac Music North, SOCAN/VaughnCo Music Publishing Inc., PRS/Cooking Vinyl Publishing Ltd., PRS/Thomas Frank Ridley Horsley Publishing Designee, PRS/8936 Music, BMI/Parmalee Music Publishing, BMI (J.D.Lewis, D.Fanning, P.D.Newman, R.Jay, T.F.R.Horsley, M.Thomas, B.Knox, J.McSwain, S.Thomas) 25

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 1 Music, BMI/Kobalt Music Servies Ltd., PRS (Chase Matthew, A.Maxwell, H.Huff, C.Wilkie, Jake Angel) 21

DON'T MIND IF I DO Warner-Tamerlane Publishing Corp., BMI/Back 40 Publishing International.

DRINK WITH YOU Super Big Music, ASCAP/ Caliville Publishing, ASCAP/Concord Road, BMI/Rio Bravo Music, Inc., BMI/Off The Record, ASCAP/Sony Tunes, ASCAP/WC Music Corp., ASCAP (B.Young, J.Frasure, T.Lucca, E.L.Weisband) 49

EASY TO LOVE Hit Train Music, BMI/Warner-Tamerlane Publishing Corp., BMI/Ben There Wrote That Publishing, BMI/Artist 101 Publishing Group, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/Sony Tree Publishing, BMI/Tape Room Hits, BMI/HALLPASS, ASCAP/ Turntable Music Pub, ASCAP/WC Music Corp., ASCAP/ Rocky Creek James, ASCAP/Tape Room LLC, Series 1, ASCAP/Sony Cross Keys Publishing, ASCAP/PTNB Publishing, ASCAP (D.Lynch, B.J.Johnson, J.Hall, H.Phelps, 7.Crowell) 59

**ENDS OF THE EARTH** Ty Myers Publishing Designee, BMI (T.Myers) 43

THE FALL Sea Gayle Ale House Music, BMI/Bobby Pinson Publsihing Designee, BMI/Songs Of Universal, Inc., BMI/Keep Choppin Publishing, BMI/Exit 183 Songs, BMI/Anthem Music Publishing II, ASCAP/Sony Cross Keys Publishing, ASCAP (B.Pinson, R.Fulcher, J.S.Stover) 39

FAVORITE COUNTRY SONG Deemer Camp Publishing, BMI/Sony Tree Publishing, BMI/Relative Red Music, BMI/Bigger Bendable Music, BMI/Warner-Tamerlane Publishing Corp., BMI/Tape Room Music Round Two, BMI/FBRL Country Tunes, BMI/Myron Bailey Publishing, BMI/Sony Cross Keys Publishing, ASCAP/ Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP (M.W.Hardy, Z.Abend, B.Bailey, A.G.Gorley) 29

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/Rudy Rocks The USA, BMI/Warner-Tamerlane Publishing Corp., BMI/TDP Publishing, BMI/ Hits From The Tape Room, BMI (N.Smith, A.G.Gorley, T.Phillips, L.Rimes) 5

FRIDAY NIGHT HEARTBREAKER Concord Copyrights, BMI/Jomil 10 Music, BMI/Cascade Road Songs, ASCAP/WC Music Corp., ASCAP/Tompkins Family Vacation, ASCAP/Big Music Machine, BMI/Big Ass Pile Of Dimes Music, BMI/I Finally Got Some Publishing, BMI/ The Buffalo Catalogue, BMI (J.Miller, C.Tompkins, J.J.Dillon, D.Ross R.J.Hurd) 14





GOLDEN CHILD Anthem Entertainment B, SOCAN/ Iron Songbird Publishing B, BMI/Jackoby Songs II, BMI/ Anthem Music Publishing I, BMI/Sweet Baby RuRu Songs, BMI/World For Aaron Eshuis Concord Alto CC1, ASCAP (M.Patrick, J.Hyde, A.Eshuis) 36

GOOD NEWS Kreshendo, ASCAP/WC Music Corp., ASCAP/S2 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 (C.O.Chibueze, N.Sastry, S.C.Cook, J.Torrey, M.R.Pollack,

GOOD TIMES & TAN LINES Rio Bravo Music, Inc., BMI/Zach Top Music, BMI/Major Bob Productions, BMI/Sony Tree Publishing, BMI/Doin What I Do, BMI/Hits From The Tape Room, BMI/50 Egg Music, BMI/Warner-Tamerlane Publishing Corp., BMI (Z.Top, C.Chamberlain, W.McCubbin) 24

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) 16

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) 9

HARD FOUGHT HALLELUJAH Brandon Lake Music, ASCAP/Music By Elevation Worship Publishing, BMI/Be Essential Songs, BMI/Also Also Indsutries, BMI/ Bailee's Ballads, BMI (B.M.Lake, S.Furtick, B.W.Hastings, C.J.Brown, J.B.DeFord) 41

# billboard Country Airplay Index

TITLE Publishing-Licensing Org. (Songwriter) Chart Position

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-Tamerlane Publishing Corp., BMI/God Made Most Played Most Paid Publishing, BMI/Sony Cross Keys Publishing, ASCAP (J.B.DeFord, Z.Crowell, B.Pendergrass, Shy Carter) 12

HEAVENS TO BETSY Little Louder Songs, BMI/ Songs Of Kobalt Music Publishing America, Inc., BMI/ Well That Was Awkward Music, BMI/Big Music Machine, BMI/Sony Tree Publishing, BMI/Songs Of Tuckaway Music, BMI/Daddy's Home Music, BMI/Songs Of Harpeth Valley, BMI/Warner-Tamerlane Publishing Corp., BMI (J. Dean, B.Davis, D.Williams) 15

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/Saxet HW Music, BMI (H.Westbrook, N.A.Medley, D.Alley) 20

I AIN'T COMING BACK Honey Hole Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI/Bell Ear Publishing, ASCAP/Deemer Camp Publishing, BMI/Universal Music Works, GMR/Posty Publishing, GMR/Ern Dog Music, BMI/Big Loud Mountain LLC, BMI/Sony Songs LLC, BMI/Sony Tree Publishing, BMI/Relative Music Group, BMI/Rednecker Music, BMI (MC.Wallen, L.B. Bell, M.W.Hardy, A.R.Post, E.K.Smith, Charlie Handsome) 33

I DARE YOU Nick Jonas Publishing, BMI/PWZ Publishing House, BMI/Warner-Tamerlane Publishing Corp., BMI/Shay Mooney Music, BMI/Seven Peaks Music, ASCAP/8Sixteen Music, ASCAP (N.J.Jonas, Tommy English, S.Mooney, DWhitmore, Jr.) 28



I GOT BETTER Honey Hole Publishing, BMI/ Warner-Tamerlane Publishing Corp., BMI/Deemer Camp Publishing, BMI/Songs Of Universal, Inc., BMI/Philippians 4:7 Songs, BMI/Songs Of Back Block Publishing, BMI/ Rarre Publishing Worldwide, BMI/Ern Dog Music, BMI/ Big Loud Mountain LLC, BMI/Sony Songs LLC, BMI (M.C.Wallen, M.W.Hardy, C.McGill, B.Pendergrass, E.K.Smith, Charlie Handsome. J.Reeves) 19

IT WON'T BE LONG Big Machine, ASCAP/Liz Rose Music, LLC, BMI/Warner-Tamerlane Publishing Corp., BMI/Songs Of Universal, Inc., BMI/Songs Of Wild Cat Well Music, BMI/Sony Countryside, BMI (G.Birge, J.A.Fox, C.McGill, T.Anderson) 27

JUST IN CASE Honey Hole Publishing, BMI/ Warner-Tamerlane 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/T3117 Music, ASCAP/Songs Of Back Block Publishing, BMI/Rarre Publishing Worldwide, BMI/ Sony Tree Publishing, BMI/Red Bandana Publishing, BMI/Sony Songs LLC, BMI/Ern Dog Music, BMI (M.C.Wallen, A.W.Bak, J.Byron, J.K.Hindlin, B.Pendergrass, J.P.Thompson, Charlie Handsome, E.K.Smith) 2

K

KID MYSELF Triple Play Music, BMI/BMG Platinum Songs US, BMI/T Tree Music, BMI/Warner-Tamerlane Publishing Corp., BMI/Endurance Alpha, ASCAP/Total Schmidt Songs, ASCAP (J.Morgan, T.R.Hubbard, J.M.Schmidt) 54

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/Firebird Country Tunes, BMI/Oakdale Market Publishing, BMI (C.Janson, T.Phillips, A.G.Gorley, A.Sheridan) 46

N

NEVER CALL AGAIN Sony Tree Publishing, BMI/ Good Cock Tunes, BMI/World For Colton Venner, BMI/ Concord Copyrights, BMI/Tea Farm Publishing, BMI/ Warner-Tamerlane Publishing Corp., BMI/Bridge 1 Music, BMI/Bada Bing Bada Boom Publishing, BMI (G.Adcock, J.Taylor, C.Venner, J.Rauton) 60

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 Songs LLC, BMI/Sony Cross Keys Publishing, ASCAP/Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP/Sony Tree Publishing, BMI/Tape Room Hits, BMI (A.D.Novotny, A.G.Gorley, B.J.Johnson) 47

Р

PAPER UMBRELLAS Spirit Nashville One Crescendo, BM/Tunes Of Fluid, BMI/Rust And Chrome Music, BMI/Sony Countryside, BMI/DESTON SONG SLAYER, BMI/Marzia Music, BMI (M.Criswell, D.Milligan) 50

PARK T Tree Music, BMI/Warner-Tamerlane Publishing Corp., BMI/Songs For The Munch Music, BMI/Songs Of Influence, BMI/Sony Cross Keys Publishing, ASCAP/ Master Of My Domain Music, ASCAP/Poppy's Picks, ASCAP/Georgia Song Vibez, ASCAP/WC Music Corp., ASCAP (T.R.Hubbard, J.Frasure, A.G.Gorley, C.Smith) 1



S

SAME MOON Sony Countryside, BMI/Riser Ten Music, BMI/Universal Music Corp., ASCAP/Paulywood Music, ASCAP/Songs Of Universal, Inc., BMI/Chapter Blue, BMI/Songs Of Riser House, BMI/Dtown Boogie Music, BMI (M.Tenpenny, P.DiGiovanni, D.Southerland, D.Wilson) 48

SHE HATES ME Sony Cross Keys Publishing,
ASCAP/DudeTunes, ASCAP/Master Of My Domain Music,
ASCAP/Poppy's Picks, ASCAP/Songs Of Universal, Inc.,
BMI/Family Farm Songs, BMI/Music Of CTM Outlander
Music LP, BMI/Smackshot Music, BMI/Katie In Paris, BMI/
Stereo Supersonic Music, ASCAP/Jordan Rocks Music,
ASCAP (D.Bentley, R.Copperman, A.G.Gorley, C.McGill, J.C.Allen,
W.Scantlin) 26

Countryside, BMI/Story Farmer, BMI/Songs Of Wild Cat Well Music, BMI/Songs Of Riser House, BMI/Dtown Boogie Music, BMI/Concord Sounds, ASCAP/Tacklebox Publishing, ASCAP/EMI Feist Catalog, Inc., ASCAP (L. Wilson, T.Anderson, D.Wilson, A.Albert, E.Y.Harburg, H.Arlen) 17

A SONG TO SING Sony Tree Publishing, BMI/ Pink Dog Publishing, BMI/WC Music Corp., ASCAP/I Wrote These Songs, ASCAP/W.C.M. Music Corp., SESAC/ NaynerPuddinPie Publishing, SESAC/Warner-Tamerlane Publishing Corp., BMI/Songs For The Munch Music, BMI (M.Lambert, C.Stapleton, J.Frasure, J.Fleenor) 37

STAY COUNTRY OR DIE TRYIN' Sony Tree Publishing, BMI/Relative Red Music, BMI/Cowboy Cuts Music, BMI/Warner-Tamerlane Publishing Corp., BMI/WritersonthecornPublishing, BMI/WC Music Corp., ASCAP/Chimney Pot Songs, ASCAP/Songs Of Madfun, ASCAP/Tape Room Music Round Two, BMI/Myron Bailey Publishing, BMI/FBRL Country Tunes, BMI (D.Parker, G.Barham, S.Ellis, B.Bailey) 34

STRAIGHT LINE Songs Of Universal, Inc., BMI/ MAROMA Music, BMI/Family Farm Songs, BMI/Twelve6 Dogwood, ASCAP/IFlow Records & Tapes, ASCAP/WC Music Corp., ASCAP/Sir Greg Wells Songs, ASCAP/Kobalt Songs Music Publishing LLC, ASCAP (K.Urban, C.McGill, J.Flowers, G.Wells) 23 TIL THE LAST ONE DIES Sony Cross Keys Publishing, ASCAP/Songs By Slip, ASCAP/Sony Timber Publishing, SESAC/M & M College Fund, SESAC/Sony Tree Publishing, BMI/940 Songs, BMI (B.Hayslip, S.Mosley, JWalker) 44

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/WarnerTamerlane 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) 32

U

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 (Z.Top, C.Chamberlain, T.Nichols) 58

W

WEAK WC Music Corp., ASCAP/Ohiofrick Music, ASCAP/ BMG Silver Songs, SESAC/Smokey Miller Music, SESAC/ Sonic Style Music, SESAC/Warner-Tamerlane Publishing Corp., BMI/742 Sage Songs, BMI/4WarrensMusic, BMI (P. Cooper, L.Miller, B.Warren, B.D.Warren) 42

WHAT HE'LL NEVER HAVE (urb Songs, ASCAP/Logan Robinson Publishing Designee, NS/ Ricky Rowton Publishing Designee, NS/Robbie Gatlin Publishing Designee, NS (D.Scott, LRobinson, R.Rowton, R Gatlin) 40

WHAT I WANT Honey Hole Publishing, BMI/ Warner-Tamerlane Publishing Corp., BMI/John Byron Music, BMI/13117 Music, ASCAP/T8 Entertainment, Inc., SOCAN/Sony Songs LLC, BMI/Copyright Control (M.C.Wallen, T.McRae, J.Byron, J.K.Hindlin, Charlie Handsome, J.Reeyes) \$7

WHAT KINDA MAN Parkermac Publishing, BMI/ Warner-Tamerlane Publishing Corp., BMI/Abundantiam Publishing, BMI/Songs Of Harpeth Valley, BMI/ WRUCKENROLLMUSIC, BMI/Music Of CTM Outlander Music LP, BMI (PMCCollum, J.N.Spillman, N.Hemby) 18

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, BMI/Rarre Publishing Worldwide, BMI (GWarburton, J.J.Dillon, B.Pendergrass, C.LaCorte) 53

**WOULD IF I COULD** Sony Acuff Rose Music, BMI (D.Dillon, S.Ewing) **35** 

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/ Round Hill Songs II, ASCAP (P.C.Brust, C.Lucas, M.Dragstrem, J.Thompson) 52

Υ

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) 31

### billboard



# TOP LATIN POWER PLAYERS

On Oct. 11, *Billboard* will profile the most influential people in Latin music, from label executives, music publishers and management companies to radio and TV stations and live entertainment.

Join *Billboard* in congratulating this year's Latin Power Players.

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International Ryan O'Donnell | rodonnell@pmc.com



### 15 Years Ago

### Carrie Underwood Scored Her 10th No. 1

In 2010, the former American Idol champ reigned with "Undo It"

On Aug. 7, 2010, Carrie Underwood's "Undo It" hit No. 1 on *Billboard*'s Hot Country Songs chart. She co-authored the single with Kara DioGuardi (a former *Billboard* staffer), Marti Frederiksen and Luke Laird. Mark Bright produced it.

The song became Underwood's milestone 10th of 14 Hot Country Songs No. 1s. On Country Airplay, she has netted 16 chart-toppers.

"Undo It" was released as the third single from Underwood's *Play On*, her third of a record nine consecutive careeropening No. 1s on Top Country Albums. The set also arrived atop the all-genre Billboard 200 as her second of four leaders

Underwood was born in Muskogee, Okla., and won American Idol in 2005. Her coronation track, "Inside Your Heaven,"

blasted in atop the Billboard Hot 100 that July, while "Jesus, Take the Wheel," her first single promoted to country radio, became her inaugural Hot Country Songs No. 1 in January 2006.

On Sept. 7, Underwood will perform during the kickoff of *Sunday Night Football* for a 13th straight year. The festivities will air on NBC and Peacock. —JIM ASKER

