billboard Country Update

BILLBOARD.COM/NEWSLETTERS

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BILLBOARD COUNTRY UPDATE

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Country Radio Seminar Launches With A Focus On Competing Streamers

ANNAKOS



With all the positive developments around vaccinations, it feels like the proverbial light at the end of the pandemic tunnel is in sight, even if it's impossible to pinpoint exactly how far away that exit lies.

What is clear — at least from Country Radio Seminar's inaugural Streaming Summit held Feb. 16 — is that when we emerge from the tunnel, returning to normal will not necessarily mean returning to the old version of normal. Staying home has brought a host of new experiences to the American public, from learning to bake sourdough bread to mastering online group experiences, as CRS was forced to do by making the 2021 version of the seminar virtual.

"Once you do CRS in yoga pants and a ponytail, can you ever go back?" quipped freelance content producer **Joyce Rizer** during the event's chat panel.

Indeed, it's likely that most businesses — and maybe even CRS—will continue to use the internet for at least some conferences after offices reopen. Panelists across the summit's spectrum referenced numerous ways in which the industry should anticipate post-pandemic change.

Artists will continue to sign new recording deals after establishing audiences through online platforms, as did **Andrew Jannakos**, who contributed to a panel focused specifically on TikTok. In fact, songwriters are likely to receive publishing deals in greater numbers through the platform—and it's already happening, said TikTok head of music partnerships and content operations **Corey Sheridan** on the same panel.

Country radio will see some bounce back, though maybe not to its pre-pandemic listening levels. Streaming ballooned by 15% in the eight months after safe-at-home protocols were instituted, said MRC vp/head of research Matthew Yazge dur-

ing the "Talk Data to Me" panel. And while a return to commuting will likely mean a rise in radio listening, some of those fans who adapted will probably spend less time with the AM/FM dial.

"There will be some people who, having become accustomed to Spotify, Apple Music — whatever service they're using — some of them are going to opt to stay on their phones when they get in their car," said Yazge. "They're going to connect to Bluetooth instead of turning on the radio."

Fans will also be more likely to attend concerts at home instead of going to the venue.

"People who watched livestreams online, it makes them feel connected to something larger than themselves," said Allocca during a conversation from the orange couch in his home. "More than half of people say that watching something online is just as good as being there in person."

Adapting, as always, will be key to thriving in whatever the new normal is, and for country radio stations, that will necessarily include finding the best way to fit within consumers' new behaviors. That means actively engaging in whatever platform listeners are using — including, of course, terrestrial radio — but also understanding their quirks and preferences in other venues. Some 78% of country fans still listen to the radio, but 59% of the genre's audience actively streams, said Yazge during



the "Talk Data to Me" panel. That means a good chunk of the station's listeners are hearing artists and titles in other environments that the radio station may not have programmed. And that complicates decisions about what songs to add, when to add them and how quickly to goose their rotations.

"There's a large overlap, and as country streaming continues to grow, PDs and MDs need to follow their audience's various media behaviors," noted Stone Door Media Lab founder **Jeff Green**, who moderated the "Talk Data to Me" panel, in the chat room. "It's a fallacy that consumers who stream aren't listeners to your station."

The summit itself is a model of adaptation. After last year's CRS, held inperson at the Omni Nashville Hotel just weeks before COVID-19 reached its inflexion point, the agenda committee recognized that digital consumption had risen to a degree that it should receive a special focus. Universal Music Group Nashville vp marketing, digital accounts **Annie Ortmeier** oversaw the topic's development, and it was expanded from a three-hour morning window into a full day after the pandemic response increased its urgency.

The summit was intended to help programmers better understand the competition but also better navigate the facts and figures they're bombarded with by labels and artist managers.

"Most radio people don't have the ability to have access to data through an Amazon for Artists or Spotify for Artists," Ortmeier told *Billboard Country Update*. "But there's a good chance that there are radio promo folks sending data to radio teams referencing some of these data points. So we really wanted to pull that curtain back and say, 'Hey, it's not some scary made-up thing.'"

It was, however, a lot of terminology. Streaming firms have all established their own in-house programs and metrics, and while most attendees had probably heard all of the lingo in various settings, the flood of jargon — thumb rates, tag growth, fundraising picks, green room content, merch end screens, thumbnails, Superchat and the Daily Voice Index — probably overwhelmed more than a few viewers. Particularly if they had other open screens in their work space or fielded interruptions from children and partners.

While there was no bumping into a former colleague in the hotel hallway or nabbing a cocktail with a label-supplied drink ticket, some of the usual CRS add-ons were in evidence online. Mickey Guyton sang the national anthem, Rascal Flatts received a lifetime achievement award, Country Music Association CEO Sarah Trahern accepted the president's award, and an end-of-day Country Heat showcase featured Tim McGraw, Priscilla Block and Track45, among others.

CRS offered plenty of information on its opening day and will surely throw even more at programmers before it concludes Feb. 19. But that also represents a reality that's likely to be even more extreme as programmers discover their new normal in the not-too-distant future as their attentions are spread ever wider.

"I think we're stewards of our community," said MRC Data director of radio Haley Jones during the "Talk Data to Me" panel. "We should be a mirror a little bit of what's happening in pop culture. [It's] important to get a hold of every radio data point you can."



Kane Brown (right) announced his Sony Music Nashville joint venture, 1021 Entertainment, on Feb. 10. He is pictured with the label's first act, Restless Road, featuring (from left) Zach Beeken, Garrett Nichols and Colton Pack



Mickey Guyton (right) joined Cardi B for her Facebook series *Cardi Tries*, exploring ranching in an episode that debuted Feb. 11.



Kelsea Ballerini was surprised by Black River on Feb. 4 with an RIAA-certified gold award for her single "hole in the bottle." She's joined by (from left) Black River executive vp Rick Froio, CEO Gordon Kerr and vp A&R Doug Johnson.

SECOND ROUND OF VOTING OPEN NOW!

DEADLINE TO VOTE—WED, FEB 17

CLICK HERE TO VOTE



FOR YOUR ACM® CONSIDERATION



ENTERTAINER

OF THE YEAR

MALE ARTIST

OF THE YEAR

SINGLE

OF THE YEAR

"BETTER TOGETHER"

MUSIC EVENT

OF THE YEAR
"DOES TO ME"
(FEAT. ERIC CHURCH)

VIDEO
OF THE YEAR
"LOVIN' ON YOU"

10 CONSECUTIVE NO. 1 SINGLES

FIRST IN BILLBOARD COUNTRY AIRPLAY CHART HISTORY

BILLBOARD TOP COUNTRY ARTIST & TOP MALE COUNTRY ARTIST OF 2020

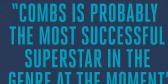
"THIS IS COMBS' TIME, AND HE'S SEIZING THE MOMENT."

- BILLBOARD

"ONE OF THE BIGGEST THINGS GOING IN COUNTRY MUSIC RIGHT NOW"

"THE MOST PROMISING AND INFLUENTIAL NEW COUNTRY STAR OF THE LAST FIVE YEARS"

- THE NEW YORK TIMES





Parmalee & Blanco Brown, Darius Rucker, Luke Bryan And Florida Georgia Line All Add Top 10s



Parmalee and **Blanco Brown**'s "Just the Way" (Stoney Creek) completes a yearlong journey to the top 10 of *Billboard*'s airplay-, sales- and streaming-based Hot Country Songs chart as it climbs 12-8 on the Feb. 20-dated tally.

On Country Airplay, the song lifts 5-4, up by 2% to 25.3 million audience impressions in the week ending Feb. 14, according to MRC Data. It also increased

by 34% to 6.9 million U.S. streams and sold 1,000 downloads in the week ending Feb. 11.

Parmalee adds its second Hot Country Songs top 10 among six entries. It's the band's first since its debut hit, "Carolina," which peaked at No. 2, and topped Country Airplay in December 2013. Brown banks his second career-opening top 10 on the former chart, after his viral hit "The Git Up" ruled for 12 weeks beginning in July 2019.

"Just the Way" reaches the Hot Country Songs top 10 in its 52nd week, wrapping the second-longest ascent to the tier. **Chris Stapleton**'s "Millionaire" took 56 weeks and peaked at No. 4 in 2019. 'LONG' RUN On Country Airplay, Florida Georgia Line earns its 18th top 10, a total that includes 14 leaders, as "Long Live" (Big Machine Label Group) pushes 11-8, up by 7% to 18.8 million impressions.

The duo comprising **Tyler Hubbard** and **Brian Kelley** last visited the region with "I Love My Country," which reached No. 2 last September. Meanwhile,

Hubbard's first hit outside of FGL, "Undivided," with **Tim McGraw**, bullets at No. 21 on Country Airplay (8.6 million, up 7%).

'GLAD' TIDINGS Dan + Shay notch their second-highest Hot Country Songs debut as "Glad You Exist" bounds in at No 16. It sold 7,000 in its first week, and enters Country Digital Song Sales at No. 2, marking the pair's 11th top 10. The track also drew 5.9 million streams and 3.1 million in airplay audience. The duo of Dan Smyers and Shay Mooney previously started at a No. 15 best on the former chart with "Tequila" in January 2018, which went on to command the

list for four weeks in February 2019.

MORE TOP 10 HITS Darius Rucker rolls up

his 11th Hot Country Songs top 10 as "Beers and Sunshine" (Capitol Nashville) bubbles up 13-9. It holds at its No. 3 Country Airplay high, up 3% to 27.5 million in audience. It also drew 4.7 million streams (up 11%) and sold 1,000 downloads (up 7%). Rucker last ranked in the region with his most recent entry, "For the First Time," which reached No. 7 on Hot Country Songs and led Country Airplay in June 2018. He boasts back-to-back Hot Country Songs top 10s for the first time since 2010-11, when "Come Back Song" and "This" each led the list.

CHART 'DOUBLE' Morgan Wallen's Dangerous: The Double Album rules the all-genre Billboard 200 for a fifth week, with 150,000 equivalent album units in the United States in the week ending Feb. 11 (up 1%). Among albums that have charted on both Top Country Albums and the Billboard 200, the set is the first by a male artist to score five weeks at No. 1 on the latter (and its first five frames on top) since Garth Brooks' Double Live (five, 1998-99).

Plus, Wallen's previous LP, 2018's *If I Know Me*, reaches the Billboard 200's top 10 for the first time as it climbs 17-10, surpassing its previous No. 13 high reached last August. It rises with 29,000 units, up 33%, also marking the album's best week in terms of units earned. •





E MCCARTHY/GETTY IMAGES

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MARENWMORRIS



FEMALE ARTIST

OF THE YEAR

2020 ACM FEMALE ARTIST OF THE YEAR

NO. 1 CURRENT STREAMING FEMALE COUNTRY ARTIST

BILLBOARD'S 2020 TOP COUNTRY ARTIST - FEMALE

SINGLE & SONG

OF THE YEAR

"THE BONES"

GRAMMY NOMINATED FOR BEST COUNTRY SONG

RIAA 3X PLATINUM CERTIFIED

19 WEEKS AT NO. 1 ON THE BILLBOARD HOT COUNTRY SONGS CHART

2 WEEK NO. 1 SINGLE ON THE COUNTRY AIRPLAY CHARTS

OVER 3.5 BILLION IN CUMULATIVE ALL-FORMAT RADIO REACH

VIDEO

OF THE YEAR

"BETTER THAN WE FOUND IT"

"["BETTER THAN WE FOUND IT"]
ASKS US ALL TO LOOK AT OUR ACTIONS
IN THESE DAYS OF INJUSTICE
AND MAKE SURE THEY ARE ACTIONS
YOU'LL BE PROUD OF."

- NPR ALL SONGS CONSIDERED

"HER WILLINGNESS TO STATE
THE OBVIOUS IS, IN THIS SPOILED MOMENT,
A FORM OF BRAVERY..."

- THE NEW YORK TIMES

KANE BROWN

WORLDWIDE BEAUTIFUL

VIDEO OF THE YEAR

STILL GOT SOME WORK BUT WE STILL GOT A DREAM EVERY SHADE, EVERY HEART, COME TOGETHER AND SING

"(BROWN) REPRESENTS A NEW AGE DAWNING IN MUSIC CITY" - HITS
"...MUSIC (THAT) WILL ULTIMATELY BRING FOLKS TOGETHER" - billboard



ALBUM OF THE YEAR

MIXTAPE VOL. 7
BIGGEST COUNTRY EP DEBUT OF 2020

MUSIC EVENT OF THE YEAR

"LAST TIME I SAY SORRY"

WITH JOHN LEGEND



FOR YOUR ACM CONSIDERATION



LITTERTAINER OF THE TEAR

FEMALE ARTIST OF THE YEAR

"We could argue [Lambert's] has been the most important country music career of the 21st century" — **The Queen of Modern Country" — **UPROXX**

"BLUEBIRD"

SINGLE OF THE YEAR

SONG OF THE YEAR

VIDEO OF THE YEAR

—— #1 COUNTRY AIRPLAY HIT ———
OVER 250 MILLION GLOBAL STREAMS

"If ever there was a pitch-perfect country song for this moment, it's Lambert's 'Bluebird'" — RollingStone



FOR YOUR ACM CONSIDERATION

MATT STELL



CRS 2021 NEW FACES OF COUNTRY MUSIC

RIAA PLATINUM° CERTIFIED "PRAYED FOR YOU" MULTI WEEK NO. 1 COUNTRY RADIO SINGLE

RIAA GOLD' CERTIFIED "EVERYWHERE BUT ON"
NO. 1 COUNTRY RADIO SINGLE

ONLY THE 7TH NEW COUNTRY ARTIST
WITH BACK-TO-BACK NO. 1'S IN THE LAST 5 YEARS

THE LONGEST RUNNING COUNTRY ACT
IN THE TOP 5 OF BILLBOARD'S EMERGING ARTIST'S CHART

"THAT AIN'T ME NO MORE"
IMPACTING MONDAY

billboard Country Airplay

AIRPLAY MONITORED BY



		WKS		AUDIENCE (I	N MILLIONS)		PLAYS	
THIS WEEK	LAST WEEK	ON Chart	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
1	1	20	BETTERTOGETHER River House/Columbia Nashville ★★ No. 1 (5 weeks) ★★ Luke Combs	28.292	-4.385	7193	-772	2
9	4	37	HOLE IN THE BOTTLE Black River ★★ Most Increased Audience ★★ Kelsea Ballerini	27.798	+2.914	7551	880	1
3	3	28	BEERS AND SUNSHINE Capitol Nashville Darius Rucker	27.528	+0.745	7077	528	3
4	5	39	JUSTTHE WAY Stoney Creek Parmalee x Blanco Brown	25.251	+0.589	6700	338	4
6	6	18	DOWN TO ONE Capitol Nashville Luke Bryan	24.593	-0.045	6228	322	6
6	7	44	GOOD TIME RCA Nashville Niko Moon	23.538	-0.523	6589	218	5
Ø	8	14	WHAT'S YOUR COUNTRY SONG Valory Thomas Rhett	22.188	-0.045	5663	380	7
8	11	23	LONG LIVE BMLG Florida Georgia Line	18.841	+1.202	4651	341	9
9	9	50	LOVE YOU LIKE I USED TO Triple Tigers Russell Dickerson	18.751	-1.115	4424	-47	10
0	10	25	STARTING OVER Mercury Nashville Chris Stapleton	18.043	-0.019	5128	183	8
0	12	42	LADY BMLG Brett Young	16.530	+0.419	4407	320	12
Ø	13	52	MOMMA'S HOUSE Broken Bow Dustin Lynch	15.921	+0.814	4414	217	11
B	15	36	THE GOOD ONES Warner Music Nashville/WAR Gabby Barrett	14.355	+0.444	4321	267	13
1	14	35	HOWTHEY REMEMBER YOU Big Machine Rascal Flatts	13.817	-0.394	4071	34	14
15	2	31	HAPPY DOES Blue Chair/Warner Music Nashville/WEA Kenny Chesney	12.642	-16.473	3119	-4161	20
1	16	53	SOMEBODY LIKETHAT 19th & Grand Tenille Arts	12.628	+0.516	3764	277	15
Ð	17	43	NOBODY Curb Dylan Scott	12.058	+0.377	3662	218	16
B	20	39	MADE FOR YOU Big Loud Jake Owen	10.729	+1.111	3308	385	18
19	18	15	HELL OF A VIEW EMI Nashville Eric Church	10.516	+0.682	3271	283	19
20	19	37	ALMOST MAYBES MCA Nashville Jordan Davis	9.909	+0.066	3378	162	17
3	21	5	UNDIVIDED McGraw/BMLG/Big Machine Tim McGraw & Tyler Hubbard	8.818	+0.587	2554	223	22
2	22	21	ONETOO MANY Hit Red/Capitol Nashville Keith Urban Duet With P!nk	8.146	+0.669	2636	263	21
②	23	19	BREAKING UP WAS EASY IN THE 90'S MCA Nashville Sam Hunt	7.430	+0.691	2496	238	23
2	26	5	MINIMUM WAGE Warner Music Nashville/WMN Blake Shelton	6.852	+0.741	1988	308	27
25	24	17	GONE Capitol Nashville Dierks Bentley	6.644	+0.194	2303	84	25
23	25	21	SETTLING DOWN Vanner/RCA Nashville Miranda Lambert	6.514	+0.127	2189	46	26
②	27	14	BLAME IT ON YOU Macon/Broken Bow Jason Aldean	5.742	+0.006	1831	192	30
23	28	39	ALL NIGHT EMI Nashville Brothers Osborne	5.448	-0.059	2374	101	24
29	29	11	FAMOUS FRIENDS RCA Nashville Chris Young + Kane Brown	4.794	+0.126	1570	149	31
30	30	35	HARD DAYS Valory Brantley Gilbert	4.690	+0.162	1881	52	28

COUNTRY AIRPLAY CHART LEGEND

RANKINGS

Country Airplay is ranked by total audience impressions for the week ending Sunday based on monitored airplay of 148 stations by MRC Data. Audience totals on the chart are derived, in part, using certain Nielsen Audiocopyrighted Persons 12+ audience estimates (under license © 2021, Nielsen Audio). The list of all Country Airplay chart reporters can be viewed on MRC Data's platforms.

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%.

TIES

On Country Airplay, if two songs are tied in total audience, the song with the larger increase in audience is placed first.

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.

HOT SHOT DEBUT

Awarded to the highest-ranking new entry on Country Airplay.

MOST ADDED

The total number of new adds officially reported to Billboard by each reporting station, or by an automatic-add threshold (seven plays for the first time in a chart tracking week, according to MRC Data) for stations that do not report adds.

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	17 21 33 2	TITLE Imprint/Label Artist WE DIDN'T HAVE MUCH Valory Justin Moore NEXT GIRL Big Machine Carly Pearce	4.309	+/-	THIS WEEK 1520	+/- 167	RANK 32
32 33 34 34 33 35 35 36 37 37 38 39 39 39 39 36 41 41 41 42 42	21 33 2	, , , , , , , , , , , , , , , , , , ,	4.309	+0.163	1520	167	32
33 34 33 35 35 36 37 38 39 36 41 41 41 53	33	NEXT GIRL Big Machine Carly Pearce				-	-
33 35 36 37 37 38 39 39 39 39 41 41 41 53 42 42	2		3.672	-0.069	1844	114	29
35 35 36 37 38 39 39 36 41 41 41 53 42 42		SINGLE SATURDAY NIGHT Warner Music Nashville/WMN Cole Swindell	3.512	+0.287	1419	106	33
36 37 37 38 39 39 39 36 40 41 41 53 42 42	19	GLAD YOU EXIST Warner Music Nashville/WAR ** Breaker/Most Added ** Dan + Shay	3.112	-0.307	1048	382	38
37 38 39 39 39 36 40 41 41 53 42 42		MY BOY Wheelhouse Elvie Shane	2.480	+0.000	1074	4	36
39 36 39 41 33 53 42 42	30	WINE, BEER, WHISKEY Capitol Nashville Little Big Town	2.220	-0.115	1203	17	35
39 36 40 41 41 53 42 42	23	DEAR RODEO CoJo/Warner Music Nashville/WMN Cody Johnson & Reba McEntire	2.147	-0.091	437	-2	57
40 41 41 53 42 42	33	WE WERE RICH Wheelhouse Runaway June	2.141	-0.014	1221	-1	34
4 53 4 2 4 2	11	DRINKIN' BEER. TALKIN' GOD. AMEN. Dack Janiels/BMLG/Broken Bow Chase Rice Featuring Florida Georgia Line	2.057	-0.332	974	-3	40
42	21	JUST ABOUT OVER YOU inDent/Mercury Nashville ★★ Breaker ★★ Priscilla Block	1.950	+0.117	765	41	44
	5	FOREVER AFTER ALL River House/Columbia Nashville Luke Combs	1.888	+0.878	456	170	55
	15	YOUTIME Triple Tigers Scotty McCreery	1.863	+0.170	1071	91	37
43 40	16	WORSHIP YOU RCA Nashville Kane Brown	1.765	-0.144	998	6	39
44	4	TEQUILA LITTLETIME Capitol Nashville Jon Pardi	1.684	+0.176	500	60	53
45	10	SHALLOW Pearl ** Breaker ** Garth Brooks & Trisha Yearwood	1.513	+0.052	778	51	43
46	15	MEMORY I DON'T MESS WITH Curb Lee Brice	1.476	+0.076	839	67	41
47 43	26	WHAT DO I KNOW Arista Nashville Robert Counts	1.456	-0.168	796	50	42
4 B 51	12	LADY LIKE Atlantic/Warner Music Nashville/WEA Ingrid Andress	1.293	+0.255	586	87	49
49 48	22	WAITIN' ON 5 Warner Music Nashville/WAR Chris Janson	1.192	-0.069	683	50	45
50 47	10	COLD BEER CALLING MY NAME Combustion/River House/Columbia Nashville Jameson Rodgers Featuring Luke Combs	1.169	-0.193	483	3	54
51 49	22	BEERS TO CATCH UP ON Wheelhouse LOCASH	1.081	-0.057	669	20	46
52 50	17	WHISKEY AND RAIN Warner Music Nashville/WEA Michael Ray	1.041	-0.035	619	32	48
53 57	3	FREEDOM WAS A HIGHWAY Stoney Creek Jimmie Allen & Brad Paisley	0.982	+0.272	520	132	51
54 52	4	HOME SWEET Triple Tigers Russell Dickerson	0.956	-0.071	524	18	50
55 54	11	HEAVEN ON DIRT Monument Teddy Robb	0.885	-0.036	651	10	47
56 55	8	THINGS A MAN OUGHTA KNOW Broken Bow Lainey Wilson	0.853	-0.020	507	40	52
57 RE-EN	NTRY	WHERE I FIND GOD Big Loud Larry Fleet	0.737	+0.218	384	49	60
53 58	3	NEED A BAR SOMETIMES Show Dog Nashville Clay Walker	0.699	+0.010	371	33	-
59 56	_	WANT ME BACK Stoney Creek Lindsay Ell	0.661	-0.070	400	-1	59
60 59	12						



GOING FOR ADDS

2/22

LAUREN ALAINA Getting Over Him

19/Mercury Nashville

MATT STELL That Ain't Me No More

Arista Nashville/RECORDS

3/1

TRACK45 **Met Me Now**

Stoney Creek

3/8

HEATH SANDERS Old School's In

Valory



billboard Country Airplay

AIRPLAY MONITORED BY



MOST ADDED®						
TITLE Imprint/Label	Artist	ADDS				
GLAD YOU EXIST Warner Music Nashville/WAR	Dan + Shay	29				
MINIMUM WAGE Warner Music Nashville/WMN	Blake Shelton	14				
FOREVER AFTER ALL River House/Columbia Nashv	rille Luke Combs	13				
FAMOUS FRIENDS RCA Nashville	Chris Young & Kane Brown	10				
FREEDOM WAS A HIGHWAY Stoney Creek	Jimmie Allen & Brad Paisley	9				
BREAKING UP WAS EASY IN THE 90'S MCA N	ashville Sam Hunt	8				
TEQUILA LITTLETIME Capitol Nashville	Jon Pardi	8				
NEXT GIRL Big Machine	Carly Pearce	7				
SINGLE SATURDAY NIGHT Warner Music Nashvi	ille/WMN Cole Swindell	7				
WE DIDN'T HAVE MUCH Valory	Justin Moore	7				

NEW AND ACTIVE								
TITLE Imprint/Label Artist	TOTAL Audience	TOTAL STATIONS	ADDS					
TO BE LOVED BY YOU MCA Nashville Parker McCollum	0.633	22	3					
WHISKEY'S FINE Arista Nashville Adam Doleac	0.438	25	1					
WOULD HAVE LOVED HER RECORDS Chris Bandi	0.323	25	1					
SOBER AS A DRUNK Columbia Nashville Kameron Marlowe	0.263	9	7					
BEER:30 BMLG Florida Georgia Line	0.261	0	0					
HUNG UP ON YOU Warner Music Nashville/WAR Troy Cartwright	0.256	11	0					

MOST INCREASED AUDIE	NC	E
TITLE Imprint/Label A	rtist	GAIN (IN MIILIONS)
HOLE IN THE BOTTLE Black River Kelsea Ba	llerini	+2.914
LONG LIVE BMLG Florida Georgia	Line	+1.202
MADE FOR YOU Big Loud Jake (Owen	+1.111
FOREVER AFTER ALL River House/Columbia Nashville Luke Co	ombs	+0.878
MOMMA'S HOUSE Broken Bow Dustin I	ynch	+0.814
BEERS AND SUNSHINE Capitol Nashville Darius R	ucker	+0.745
MINIMUM WAGE Warner Music Nashville/WMN Blake Sh	elton	+0.741
BREAKING UP WAS EASY IN THE 90'S MCA Nashville Sam	Hunt	+0.691
HELL OF A VIEW EMI Nashville Eric C	hurch	+0.682
ONE TOO MANY Hit Red/Capitol Nashville Keith Urban Duet With	P!nk	+0.669

	RECURRENTS							
THIS WEEK	TITLE Imprint/Label	Artist	TOTAL AUD. (IN MILLIONS)					
1	ONE OF THEM GIRLS Curb	Lee Brice	19.125					
2	HAPPY ANYWHERE Warner Music Nashville/WMN Blake Shelton F	Featuring Gwen Stefani	15.679					
3	BIG, BIG PLANS Big Loud	Chris Lane	15.112					
4	I HOPE Warner Music Nashville/WAR	Gabby Barrett	11.203					
5	THE BONES Columbia Nashville	Maren Morris	9.881					
6	LOVIN' ON YOU River House/Columbia Nashville	Luke Combs	9.793					
7	HARD TO FORGET MCA Nashville	Sam Hunt	8.461					
8	SOME GIRLS Combustion/River House/Columbia Nashville	Jameson Rodgers	8.081					
9	ONE MARGARITA Capitol Nashville/Universal	Luke Bryan	7.876					
10	DIE FROM A BROKEN HEART Mercury Nashville	Maddie & Tae	7.875					

MOST INCREASED PLAYS						
TITLE Imprint/Label	Artist	GAIN				
HOLE IN THE BOTTLE Black River	Kelsea Ballerini	+880				
BEERS AND SUNSHINE Capitol Nashville	Darius Rucker	+528				
MADE FOR YOU Big Loud	Jake Owen	+385				
GLAD YOU EXIST Warner Music Nashville/WAR	Dan + Shay	+382				
WHAT'S YOUR COUNTRY SONG Valory	Thomas Rhett	+380				
LONG LIVE BMLG	Florida Georgia Line	+341				
JUST THE WAY Stoney Creek	Parmalee x Blanco Brown	+338				
DOWN TO ONE Capitol Nashville	Luke Bryan	+322				
LADY BMLG	Brett Young	+320				
MINIMUM WAGE Warner Music Nashville/WMN	Blake Shelton	+308				





WEN: ROBBY KLEI

TEXAS REGIONAL RADIO REPORT

WEEK ENDING FEBRUAY 14, 2021

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	14	SILVERADO SATURDAY NIGHT (BIG Label) ★★1Week at 1★★ Aaron Watson	2049	103	O	12	12	BRINGING COUNTRY BACK (King Hall Music) Chad Cooke Band	1276	183
0	3	16	DEVIL'S RED HOT SAUCE (Independent) James Lann	1999	84	12	1	24	ANOTHER TOWN (Independent) Jon Stori	1252	-782
8	5	18	OLD SCHOOL (Independent) David Adam Byrnes	1752	90	ß	15	17	COWBOY'S DAUGHTER (Independent) Scotty Alexande	1056	82
4	6	25	MISSIN' YOU, MISSISSIPPI (Independent) Dustin Sonnier	1688	70	1	16	9	LOST IN A KISS (Independent) George Navarro	1051	84
6	7	12	CALLIN' ALL HEARTS (Independent) Terry McBride	1682	77	1	18	13	FULL-TIME FOOL (Independent) The Stateline Band	1029	87
6	9	14	OUTSIDE LOOKIN IN (Little Red Truck) Deryl Dodd	1521	89	1	20	5	SETTLE ME DOWN (Independent) Josh Abbott Band	999	101
7	4	17	DRINKING MONEY (Tommy Jackson/Thirty Tigers) Randy Rogers Band	1478	-333	O	22	16	THE TRUTH (Independent) Cody Hibbard	900	43
8	10	17	HONKY TONK IN HEAVEN (Independent) Kin Faux	1401	110	18	13	26	ONE DAY (Independent) Triston Mare:	863	-187
9	8	25	RHYTHM OF YOU (Independent) Holly Tucker	1374	-78	19	23	16	FINGERS AND THUMBS (Independent) Teague Brothers Band	852	28
0	11	14	I WILL (Independent) Darrin Morris Band	1277	140	20	26	16	RECKLESS (Independent) Cross Rags and Young	832	52

FOR YOUR ACM CONSIDERATION

JASON ALDEAN

ENTERTAINER OF THE YEAR MALE ARTIST OF THE YEAR SINGLE OF THE YEAR "GOT WHAT I GOT"

JIMMIE ALLEN

NEW MALE ARTISTOF THE YEAR

ALBUM OF THE YEAR BETTIE JAMES

LINDSAY ELL

FEMALE ARTIST OF THE YEAR

ALBUM OF THE YEAR heart theory

PARMALEE

GROUP OF THE YEAR

PARMALEE*BLANCO BROWN

MUSIC EVENT OF THE YEAR "JUST THE WAY"

VIDEO OF THE YEAR "JUST THE WAY"

LOCASH

DUO OF THE YEAR

RUNAWAY JUNE

GROUP OF THE YEAR



JASON

FOR YOUR ACM CONSIDERATION

Single of the Year "GOT WHAT I GOT"

> Male Artist OF THE YEAR

Entertainer OF THE YEAR

#5 Billboard's **2020 Top Country Artists**







"JUST THE WAY"

FOR YOUR ACM CONSIDERATION

PARMALEE

GROUP OF THE YEAR

PARMALEE x BLANCO BROWN

MUSIC EVENT OF THE YEAR VIDEO OF THE YEAR "JUST THE WAY" "JUST THE WAY"

CLICK HERE TO WATCH THE MUSIC VIDEO

OVER 124 MILLION ON-DEMAND STREAMS

**THIS SONG IS QUICKLY BECOMING ONE OF THE BEST NEW SONGS ON COUNTRY RADIO, AND ONE WE WILL BE PLAYING FOR A LONG TIME TO COME. CONGRATS TO PARMALEE AND BLANCO FOR GIVING US AN UNDENIABLE HIT! >>

- ROD PHILLIPS

IHEART MEDIA EXECUTIVE VICE PRESIDENT OF PROGRAMMING, COUNTRY BRAND MANAGER



JIMMIE ALLEN

FOR YOUR ACM CONSIDERATION

NEW MALE ARTIST OF THE YEAR

ALBUM OF THE YEAR BETTIE JAMES

"BEST SHOT" & "MAKE ME WANT TO"

BACK-TO-BACK #1 SINGLES & PLATINUM CERTIFICATIONS OVER 1/2 BILLION COMBINED STREAMS

2M TOTAL SHAZAMS IN THE US

31K DURING DICK CLARK'S NEW YEAR'S ROCKIN' EVE PERFORMANCE

519M+ TOTAL ON-DEMAND STREAMS

THREE ITUNES TOP 15 ALL GENRE SONGS FROM SOPHOMORE EP BETTIE IAMES

NATIONAL PRESS APPEARANCES























HOST OF APPLE MUSIC'S WILDCARD RADIO, GRAMMY'S 20TH ANNUAL NASHVILLE BLOCK PARTY, CMA STAY CATION, THE ACM AWARDS RADIO WINNER RECEPTION

GUEST CO-HOST ON NBC'S TODAY, E'S DAILY POP & LIVE FROM E!, CMA FOUNDATION ARTIST AMBASSADOR

BETTIE JAMES "BEST ALBUMS OF 2020" LISTS

BILLBOARD, ROLLING STONE & SOUNDS LIKE NASHVILLE

CHILDREN'S BOOK "MY VOICE IS A TRUMPET" AVAILABLE JULY 13, 2021

"COUNTRY SINGER JIMMIE ALLEN CONTINUES TO RISE"

"MUSIC THAT TESTIFIES TO HIS FULL SPECTRUM OF CREATIVE ABILITIES" - MUSIC ROW

"AN ANNOUNCEMENT OF [ALLEN'S] ARRIVAL" - NPR

"A POWERFUL STATEMENT FROM A DEVELOPING VOICE" - BILLBOARD

"A HUGE STEP FOR COUNTRY"





NASHVILLE & NATIONAL TOM ROLAND



New Warner Music Nashville artist Ian Munsick held a virtual office visit with *Billboard*'s Nashville staff on Feb. 10. Clockwise from upper left: manager Caroline Munsick and husband Ian Munsick, WMN director of publicity Victoria Chaitoff, *Billboard Country Update* editor Tom Roland and Erv Woolsey Co. artist manager Allen Mitchell.

WHAT COUNTRY CAN LEARN FROM K-POP

With the explosion of websites, cable channels and social media on top of traditional news and entertainment platforms, getting attention may be the hardest part of the job for artists of any stripe.

"Content is literally available everywhere," said Amazon Music principal product marketing **Katie Schlosser Vitolins** during Country Radio Seminar's Streaming Summit on Feb. 16.

Going viral is one way to start a media conversation, and sustaining fan interest is important to keep it going.

There are three key factors in creating a viral moment, said YouTube head of culture and trends **Kevin Allocca** during the day's final Q&A: the content should be "unexpected or surprising"; it should offer the viewer a way to participate; and it needs an accelerator to reach a large audience.

He cited K-pop as an extreme example of a genre that has figured out how best to keep fans engaged. **Blackpink** posted over 80 videos on the group's YouTube channel during 2020, while **BTS** offered more than 250 pieces of content, including alternative videos and clips about individual members. The key, said Allocca, is to recognize that K-pop fans — much like the followers of country artists — feel a connection to their artist.

"When you start to unpack the K-pop thing," he said, "the fan culture around the thing is as big, if not bigger, than the act itself."

CRS continues as a virtual event through Feb. 19.

RADIO & RECORDS

Red Creative Group hired John Cantu as GM for Red Creative Records, an outlet for its artist-development projects, including LJ, Noah Hicks and Baker Grissom. Cantu previously was manager of corporate marketing at Anthem Entertainment... BBR Music Group promoted Matthew Holmberg to manager of group strategy, syndication and secondary promotion from manager of secondary promotion. Reach Holmberg here... Big Machine Label Group promoted Nicole Flammia to vp creative photo and video production from senior director... Kane Brown formed a joint venture, 1021 Entertainment, with Sony Music Nashville and unveiled Restless Road as the label's first signee... The Highwomen's Natalie Hemby agreed to a solo recording contract with Fantasy... Former King Calaway member Jordan Harvey signed a solo deal with BMG... Eight stations are double nominees for the Academy of Country Music's Radio Awards, landing on the ballot for radio station of the year while also placing talent among the finalists for on-air personality. The two-timers include KNIX Phoenix (major market); KSOP Salt Lake City and WQDR Raleigh, N.C. (large market); KUZZ Bakersfield, Calif., and KXKT Omaha, Neb. (medium market); and WXBQ Bristol, Va., KATI Jefferson City, Mo., and KKNU Eugene, Ore. (small market). Go here for the complete list... Blaine Jackson started Feb. 8 as digital PD at Beasley/Augusta, Ga., with country WKXC among her portfolio. Jackson previously was PD/afternoon drive host at country WLUB Augusta... Apple Music Country launched a new biweekly show, Southern Craft Radio With Joy Williams, on Feb. 14... National Geographic will launch a 16-part series, Breaking Bobby Bones, featuring the

iHeartMedia personality on May 31... John Beck took over as market president for iHeartMedia/St. Louis, *The St. Louis Post-Dispatch* reported. Beck will oversee six stations, including country KSD. He previously was market president at Emmis/St. Louis market... Midwest Communications/Lansing, Mich., hired Nick Chase to serve as PD for two stations, including country WWDK, according to RadioInk.com. Chase previously was brand manager at classic rock WMMQ Lansing... WCCW Traverse City, Mich., flipped to classic country from sports/talk on Feb. 5, RadioInsight.com reported... CIKZ Waterloo, Ontario, personality Jennifer Campbell died Feb. 6 of cancer. She spent over 17 years with the station after starting her career at CICZ Midland, Ontario... Brad Paisley and Barry Gibb were announced as Q&A additions to the Feb. 18 Country Radio Seminar schedule. Universal Music Group Nashville's annual Ryman Auditorium lunch show the same day will feature Eric Church, Jon Pardi, Lauren Alaina, Parker McCollum and Priscilla Block. The livestreamed seminar runs through Feb. 19.

'ROUND THE ROW

Songs for Sound, a Nashville-based hearing loss charity, hired Miranda Weidle as director of partnerships, loyalty and audiological care. She previously was hearing aid director of sales at Phonak. Reach her here... Country Music Hall of Fame and Museum senior vp sales and marketing Sharon Brawner shifted to a consulting role for the organization... Adkins Publicity promoted Makenzie Clayburg to director of publicity and social media from publicity manager... Lainie Allbee retired from Martin Allbee Miller Bryan & Associates. During her 36 years with the business and financial management firm, she worked with Brad Paisley, Tammy Wynette and The Nitty Gritty Dirt Band. Reach Allbee here... Waterloo Revival announced the duo's dissolution on Feb. 12, eight years after it formed in Austin... Warner Chappell Nashville added singer-songwriter Willie Jones to its publishing roster... Monument recording artist Brandon Ratcliff signed a publishing deal with King Pen Music and Warner Chappell Nashville... Singer-songwriter Wyatt McCubbin inked a joint-venture publishing agreement with Tape Room and 50 Egg Music... The Americana Music Association added seven new members to its board of directors, including Gail Gellman of Gellman Management, Shannon Sanders of BMI and Jody Whelan of Oh Boy. Go here for the full board... The 56th annual Academy of Country Music Awards will be broadcast live from the three Nashville venues it used in 2020—the Grand Ole Opry House, Ryman Auditorium and Bluebird Café - when CBS airs the show on April 18. In addition, ACM Lifting Lives will donate \$25,000 to the Nashville Christmas Day Explosion Relief Fund... Drummer-producer Richie Albright died Feb. 9 at age 81. He joined Waylon Jennings' band The Waylors in Phoenix in 1964 and stayed with the group for nearly two decades, helping to lock in the muscular foundation of Jennings' outlaw sound. Albright's work can be heard on "I've Always Been Crazy," "Are You Sure Hank Done It This Way" and the Willie Nelson duet "Mammas Don't Let Your Babies Grow Up To Be Cowboys," among others. Albright's production credits included Jennings, Johnny Rodriguez and David Lynn Jones. At Albright's request, the family is not holding a memorial... Engineer-producer Elliot Mazer died Feb. 7 at his home in San Francisco from a heart attack, according to Rolling Stone. His credits included Linda Ronstadt's "Long Long Time," The Band's The Last Waltz and Neil Young's Harvest.



Dillon Carmichael (left) guested Feb. 3 on Drake White's weekly Wednesday Night Therapy livestream, which will celebrate its one-year anniversary on March 17.

FOR YOUR ACM CONSIDERATION

HARDY



NEW MALE ARTIST OF THE YEAR

OVER 685 MILLION ARTIST ON-DEMAND STREAMS

"A BREAKOUT IN THE MAKING"



MUSIC EVENT OF THE YEAR

"ONE BEER" FEAT. LAUREN ALAINA
8 DEVIN DAWSON

#1 BB AND CA/MB
COUNTRY RADIO AIRPLAY SINGLE

ALBUM OF THE YEAR - A ROCK

OVER 344 MILLION ON-DEMAND STREAMS

"ONE OF THE MOST SELF-ASSURED FULL-LENGTH DEBUT ALBUMS IN YEARS"

- billboard

BIG LOUD

NASHVILLE & NATIONAL TOM ROLAND

MUSIC NOTES

Country is off to the races in Florida. Luke Combs delivered "Cold as You" before the Daytona 500 NASCAR race on Feb. 14. Quartz Hill artist Nate Barnes was featured on the hood of driver Tyler Reddick's Camaro during the previous day's Beef. It's What's for Dinner 300. And Rascal Flatts' Jay DeMarcus is sponsoring Natalie Decker with an image of Jason Crabb,

signed to DeMarcus' Red Street Christian label, on her hood in a Daytona Xfinity Series race on Feb. 20. DeMarcus and his bandmates received a lifetime achievement award during the opening ceremony at Country Radio Seminar on Feb. 16, and he took the opportunity to plug his upcoming "project," asking



programmers to give him maximum spins on his forthcoming "live jazz accordion album." Rim shots would have been appropriate.

The **Guy Clark** documentary *Without Getting Killed or Caught*, named after a line from his song "L.A. Freeway," is set to premiere during the South by Southwest Film Festival March 16-20. Overseen by Americana music producer **Tamara Saviano** and filmmaker **Paul Whitfield**, the production is narrated by **Sissy Spacek** with interview contributions from **Rodney Crowell, Vince Gill, Steve Earle** and songwriter **Verlon Thompson** ("You Say You Will," "Cross My Broken Heart"), among others.

Ashley McBryde and Gabby Barrett extend the life cycles of their current projects with live EPs. Barrett's *Live From the Goldmine* is due March 16, while McBryde's *Never Will: Live From a Distance* is out May 28. Other albums and EPs on the way include Track45's *Big Dreams* EP, due Feb. 26; Hailey Whitters' *Living the Dream*, Feb. 26; Rylan Brooks' *If Wishes Were Horses*, March 12; Morgan Wade's *Reckless*, March 19; Chevel Shepherd's *Everybody's Got a Story* EP, March 26; Esther Rose's *How Many Times*, March 26; Scott Sean White's *Call It Even*, April 23; and Merle Monroe's *Songs of a Simple Life*, May 7.

Florida Georgia Line and Dolly Parton are both assisting in worthwhile fundraising operations. Tyler Hubbard and Brian Kelley will perform a full-band livestream concert, Life Rolls On From the FGL House, on Feb. 17 to raise money for businesses affected by the Christmas Day bombing in downtown Nashville. Parton is auctioning a guitar here to benefit the Opry Trust Fund. The highest bid as of Feb. 16 was \$8,100. ●

Top Headlines from billboard.com

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Broke And Depressed? You're Not Alone: MusiCares
Announces Results Of Inaugural 'Wellness In Music'
Survey

More Than Words: Can Nashville Heed The Morgan
Wallen Wakeup Call And Actually Diversify?

<u>Vaccine Boosts Demand For In-Person Shows: Five</u> <u>Key Insights From New COVID-19 MRC Data Report</u>

Will Taylor Swift's Rerecordings Of Her Old Albums
Be Eligible For Grammys?

Rupert Neve, Audio Equipment Trailblazer And Grammy Winner, Dies At 94

ON THIS DATE IN COUNTRY MUSIC

Feb. 16

- 2018 Chris Young writes "Raised on Country" with Corey Crowder and Cary Barlowe at the St. Augustine Amphitheatre in Florida.
- 1971 Johnny Cash records "Man in Black" in Nashville at the Columbia Recording Studio.



Feb. 17

• 2001—**Brad Paisley** is inducted into the Grand Ole Opry. He wears the yellow jacket that **Buck Owens** wore the night he recorded his album *Live at Carnegie Hall*.

Feb. 18

• 1996 — Josh Turner attends a George Jones concert at the Florence Civic Center in South Carolina; opening act Daryle Singletary encourages Turner to move to Nashville.

Feb. 19

- 2019—Capitol releases the **Dierks Bentley** single "Living" to radio.
- 2006—Carrie Underwood performs at halftime of the NBA All-Star Game, a 122-120 victory for the Eastern Conference at the Toyota Center in Houston.

Feb. 20

- 2020 **Keith Urban** gives the first live performance of his next single, "God Whispered Your Name," during the Universal Music Group showcase for Country Radio Seminar at Nashville's Ryman Auditorium.
- 1991 "Where've You Been" earns two trophies during the 33rd annual Grammy Awards in New York. Songwriters **Don Henry** and **Jon Vezner** win best country song, while **Kathy Mattea** picks up best country vocal performance, female.

Feb. 21

- 2017 **Brantley Gilbert** earns a platinum single from the RIAA for "One Hell of an Amen."
- 1976 **Waylon Jennings** and **Willie Nelson** share the top spot on the *Billboard* country singles chart with "Good Hearted Woman."

Feb. 22

 2011 — Garth Brooks is announced as a 2011 inductee in the Songwriters Hall of Fame along with Leon Russell, Allen Toussaint and John Bettis.

 $Source: \underline{Roland Note.com}, the \ Ultimate \ Country \ Music \ Database$



IRIS HOLLO

Parker McCollum (center) received an RIAA-certified platinum single for "Pretty Heart" when he performed the song during his Grand Ole Opry debut on Feb. 6. He is flanked by Opry Entertainment Group director of artist relations and programming strategy Jordan Pettit and Opry vp/executive producer Dan Rogers.

"Bryan's musical vision at its best" VARIETY

"The album also continues the sly expansion of country music that Bryan helped set into motion nearly a decade ago."

Los Angeles Times

"BORN HERE LIVE HERE DIE HERE nods to the humble pleasures of a quiet life, the type of smalltown experiences that the country superstar has made his songwriting bedrock"

Billboard

FOR YOUR ACM CONSIDERATION

Entertainer of the year Album of the year "Born Here Live Here die Here" male artist of the year single of the year | music video of the year - "one margarita"

- 25 #1 singles
- 54 million RIAA certified digital singles
 12.5 million albums sold
 14.6 billion streams



FOR YOUR ACM CONSIDERATION

SAMAUNT

#14

BILLBOARD TOP 50
COUNTRY ARTISTS OF THE DECADE

BILLION CAREER STREAMS

SOUTHSIDE

ONLY 2020 COUNTRY RELEASE CERTIFIED PLATINUM

• #1 COUNTRY DEBUT • TOP 5 BILLBOARD TOP 200 DEBUT

"HUNT'S AN INNOVATOR WHO HAS REMADE COUNTRY IN HIS OWN IMAGE AND ALSO FIGURED OUT HOW TO RECLAIM ITS PAST"

- RollingStone



The New York Times
#1 BEST ALBUM OF 2020

billboard

VULTURE

BEST ALBUMS OF 2020

BEST ALBUMS OF 2020

HARD TO FORGET

RollingStone

50 BEST SONGS OF 2020

Los Angeles Times

50 BEST SONGS OF 2020

n p r

BEST SONGS OF 2020

billboard

100 BEST SONGS OF 2020

"HARD TO FORGET' IS IN THE RUNNING FOR ONE OF THE BEST SONGS OF 2020, COUNTRY OR OTHERWISE" "LISTENING ON REPEAT... IN A YEAR WHEN I COULDN'T FOCUS ON ANYTHING FOR VERY LONG, "HARD TO FORGET" WAS SOMEHOW PRECISELY WHAT THE TITLE ADVERTISED"

SLATE



OVER 2 BILLION WORLDWIDE STREAMS WILD

DELUXE EDITION

AVAILABLE NOW

"Moore's heartland country-rock songs with his growling voice feel muscular, nostalgic and honest."

- AP ASSOCIATED PRESS

"One of country's more thoughtful artists." - billboard

"Digging deeper than ever before... his most honest music yet." - ET

"Especially vital; occasionally, even rare." - Esquire





FOR YOUR ACM AWARD CONSIDERATION

DUO OF THE YEAR SONG OF THE YEAR - "DIE FROM A BROKEN HEART"

ONE OF SIX FEMALE BALLADS to reach #1 at Country Radio since 2012

RIAA Certified Platinum with over 480M STREAMS

#1 on Taste of Country's **TOP SONGS OF 2020**

"a gut-wrenching performance... their vocal blend is among the most ear-catching in country today" -People

"their finest moment yet" - Esquire

"they excel at constructing tuneful, lyrically direct music that feels authentic, candid and touches a nerve without rattling it. -American Songwriter



billboard Hot Country Songs



THIS WEEK	LAST WEEK	TWO WEEKS AGO	WKS ON Chart	TITLE PRODUCER (SONGWRITER)	Artist IMPRINT / PROMOTION LABEL	COUNTRY AIRPLAY RANK	PEAK Position
1	1	1	36	BETTER TOGETHER ★★ No. 1 (3 weeks) ★★ S.MOFFATT (LCOMBS,D.ISBELL,R.MONTANA)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	1	1
2	2	2	94	I HOPE R.COPPERMAN,Z.KALE (Z.KALE,J.M.NITE,G.BARRETT)	Gabby Barrett WARNER MUSIC NASHVILLE/WAR	RC	1
3	4	7	37	GOOD TIME N.MODN,J.MURTY (N.MODN,J.MINTON,A.MODN,J.MURTY,M.TRUSSELL)	Niko Moon RCA NASHVILLE	6	3
4	3	5	5	WASTED ON YOU J.MOI.J.DURRETT (M.WALLEN,E.K.SMITH,J.THOMPSON,CHARLIE HANDSOME)	Morgan Wallen REPUBLIC/BIG LOUD	-	1
5	5	8	5	SAND IN MY BOOTS J.MOI (A.GORLEY,M.W.HARDY,J.OSBORNE)	Morgan Wallen REPUBLIC/BIG LOUD	-	5
6	9	9	35	HOLE IN THE BOTTLE ★★ Airplay Gainer ★★ J.FRASURE,K.BALLERINI (K.BALLERINI,S.JONES,H.LINDSEY,J.FRASURE,A.GORLEY)	Kelsea Ballerini BLACK RIVER	2	6
7	7	6	25	STARTING OVER D.COBB,C.STAPLETON,C.STAPLETON,M.HENDERSON)	Chris Stapleton MERCURY NASHVILLE	10	4
8	12	13	52	JUST THE WAY D.FANNING (M.THOMAS,K.BARD,N.W.SIPE) ** Streaming Gainer **	Parmalee x Blanco Brown STONEY CREEK	4	8
9	13	12	27	BEERS AND SUNSHINE R.COPPERMAN (D.RUCKER,R.COPPERMAN,J.T.HARDING,J.OSBORNE)	Darius Rucker CAPITOL NASHVILLE	3	9
0	14	14	17	DOWN TO ONE J.STEVENS,J.STEVENS (K.FISHMAN,D.DAVIDSON,J.EBACH)	Luke Bryan CAPITOL NASHVILLE	5	10
11	11	10	12	SOMEBODY'S PROBLEM J.MOI (M.WALLEN,R.CLAWSON,J.DURRETT,E.K.SMITH)	Morgan Wallen REPUBLIC/BIG LOUD	-	3
12	15	15	14	WHAT'S YOUR COUNTRY SONG D.HUFF,J.FRASURE (THOMAS RHETT,R.AKINS,J.FRASURE,A.GORLEY,P.WELLING)	Thomas Rhett VALORY	7	12
Œ	16	16	34	THE GOOD ONES R.COPPERMAN,Z.KALE (G.BARRETT,E.LANDIS,J.MCCORMICK,Z.KALE)	Gabby Barrett WARNER MUSIC NASHVILLE/WAR	13	13
14	6	3	26	7 SUMMERS J.MOI (M.WALLEN,S.MCANALLY,J.OSBORNE)	Morgan Wallen REPUBLIC/BIG LOUD	RC	1
Œ	17	18	23	LONG LIVE C.CROWDER,T.HUBBARD,B.KELLEY (T.HUBBARD,B.KELLEY,C.CROWDER,D.A.GARCIA,J.MILLER)	Florida Georgia Line BMLG	8	15
•	NE	w	1	GLAD YOU EXIST D.SMYERS (D.SMYERS, J.REYNOLDS, T.M. PARKS, S. MOONEY, R.L. TAYLOR)	Dan + Shay WARNER MUSIC NASHVILLE/WAR	34	16
17	19	17	16	FOREVER AFTER ALL CHIP MATTHEWS, J.D. SINGLETON, L.COMBS, D. PARKER, R. WILLIFORD)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	41	1
Œ	20	23	41	LADY D.HUFF (B.YOUNG,R.COPPERMAN,J.M.NITE)	Brett Young BMLG	11	18
19	10	11	30	HAPPY DOES B.CANNON,K.CHESNEY (B.CLAWSON,J.PAULIN,B.BERRYHILL,G.JAMES)	Kenny Chesney BLUE CHAIR/WARNER MUSIC NASHVILLE/WEA	15	10
20	25	24	38	MOMMA'S HOUSE Z.CROWELL (D.SCHNEIDER,M.LOTTEN,R.CLAWSON,J.T.WILSON)	Dustin Lynch Broken bow	12	20
3	24	26	16	HELL OF A VIEW J.JOYCE (E.CHURCH,C.BEATHARD,M.CRISWELL)	Eric Church Emi nashville	19	21
22	22	22	5	865 J.MOI (J.BYRON,B.PENDERGRASS)	Morgan Wallen REPUBLIC/BIG LOUD	-	13
23	26	25	20	SOMEBODY LIKE THAT A.KLINE (TARTS,A.KLINE,A.M.CRUZ)	Tenille Arts 19TH & GRAND	16	23
2	28	29	5	DANGEROUS J.MOI (M.WALLEN,E.K.SMITH)	Morgan Wallen REPUBLIC/BIG LOUD	-	17
25	27	27	22	ONE TOO MANY K.URBAN,PHD,CUTFATHER (D.H.DAVIDSEN,P.WALLEVIK,M.H.HANSEN,J.NORTON,C.TIGHE)	Keith Urban Duet With P!nk HIT RED/CAPITOL NASHVILLE	22	13

MORGAN WALLEN 2 **JOSH OSBORNE ERNEST KEITH SMITH ASHLEY GORLEY** 5 **LUKE COMBS CHARLIE HANDSOME JON NITE**

GABBY BARRETT

JESSE FRASURE

ZACH KALE

8

8

10

COUNTRY SONGWRITERS™



COL	COUNTRY PRODUCERS™								
1	#1 JOEY MOI								
2	ROSS COPPERMAN								
3	DANN HUFF								
4	SCOTT MOFFATT								
5	JAY JOYCE								
6	ZACH KALE								
7	DAVID FANNING								
8	ZACH CROWELL								
9	JESSE FRASURE								
10	DAN SMYERS								

billboard Hot Country Songs

SALES, AIRPLAY & STREAMING DATA COMPILED BY



		TWO				COUNTRY	
THIS WEEK	LAST WEEK	WEEKS AGO	WKS ON CHART	TITLE PRODUCER (SONGWRITER)	Artist IMPRINT / PROMOTION LABEL	AIRPLAY RANK	PEAK Position
26	23	21	5	WARNING J.MOI,CHARLIE HANDSOME (E.K.SMITH,A.GORLEY,CHARLIE HANDSOME)	Morgan Wallen REPUBLIC/BIG LOUD	-	10
27	21	19	12	STILL GOIN DOWN J.MOI (M.WALLEN,M.W.HARDY,CHARLIE HANDSOME)	Morgan Wallen REPUBLIC/BIG LOUD	-	8
23	29	28	39	ALMOST MAYBES	Jordan Davis MCA NASHVILLE	20	24
29	31	34	22	PDIGIOVANNI (J.DAVIS,J.FRASURE,H.LINDSEY) HOW THEY REMEMBER YOU	Rascal Flatts	14	29
30	48	49	15	D.HUFF (M.BEESON, J.OSBORNE, A.SHAMBLIN) SHALLOW ** Digital Gainer **	BIG MACHINE Garth Brooks & Trisha Yearwood	45	30
3	33	37	12	G.BROOKS (S.G.GERMANOTTA,M.D.RONSON,A.ROSSOMANDO,ANDREW WYATT) NOBODY	PEARL Dylan Scott	17	31
32	35	33	17	M.ALDERMAN,C.GIBBS,J.E.NORMAN (D.SCOTT,M.ALDERMAN,D.WILSON) BREAKING UP WAS EASY IN THE 90'S	CURB Sam Hunt	23	32
<u>3</u>	36	36	18	Z.CROWELL (S.L.HUNT,C.LA CORTE,Z.CROWELL,E.K.SMITH,J.OSBORNE) SETTLING DOWN	MCA NASHVILLE Miranda Lambert	26	32
32	39	38	12	JJOYCE (M.LAMBERT,L.DICK,N. HEMBY) LIVIN' THE DREAM	VANNER/RCA NASHVILLE Morgan Wallen		19
	40	43	6	J.MOI (M.WALLEN,B.BURGESS,J.DURRETT,M.W.HARDY) MADE FOR YOU	REPUBLIC/BIG LOUD Jake Owen	18	35
3 ₽				J.MOI (B.DAVIS,J.HYDE,N.A.MEDLEY) BIG LOU NEON EVES		16	
36	32	31	5	J.MOI (M.WALLEN,M.L.HOLMAN,B.BURGESS) REPUBLIC/BIG GONE Dierks Bei		-	18
37	34	35	17	D.GARCIA (N.GALYON,B.JOHNSON,N.MOON) CAPITOL NASHVIL		25	30
38	38	30	4	UNDIVIDED C.CROWDER,T.HUBBARD,T.MCGRAW,B.GALLIMORE (T.HUBBARD,C.LOOCKE)	Tim McGraw & Tyler Hubbard MCGRAW/BMLG/BIG MACHINE		23
39	42	41	11	WORSHIP YOU D.HUFF (K.BROWN,A.IZQUIERDO,M.J.MCGINN,CHARLIE HANDSOME)	Kane Brown RCA NASHVILLE	43	24
40	37	32	5	MORE SURPRISED THAN ME J.MOI (N.MOON,B.BURGESS,L.T.MILLER)	Morgan Wallen REPUBLIC/BIG LOUD	-	19
4	45	45	12	LIL BIT J.M.SCHMIDT (T.HUBBARD, J.M.SCHMIDT, B.REDFERRIN, C.HAYNES, J.R.)	Nelly & Florida Georgia Line RECORDS/COLUMBIA	-	28
42	RE-EN	ITRY	2	MINIMUM WAGE S.HENDRICKS (C.CROWDER,N.GALYON,J.FRASURE)	Blake Shelton WARNER MUSIC NASHVILLE/WMN	24	42
43	NE	w	1	FAMOUS FRIENDS C.YOUNG,C.CROWDER (C.YOUNG,C.R.BARLOWE,C.CROWDER)	Chris Young + Kane Brown RCA NASHVILLE	29	43
44	41	42	5	SILVERADO FOR SALE J.MOI (D.DAVIDSON,M.GREEN,B.HAYSLIP)	Morgan Wallen REPUBLIC/BIG LOUD	-	34
45	46	46	27	WINE, BEER, WHISKEY LITTLE BIG TOWN (T.BROWN,K.FAIRCHILD,S.MCCONNELL,K.SCHLAPMAN,P.SWEET,J.WESTBROOK)	Little Big Town CAPITOL NASHVILLE	36	23
46	43	39	5	YOUR BARTENDER J.MOI,M.DRAGSTREM, M.DRAGSTREM, R.AKINS, THOMAS RHETT, J.THOMPSON)	Morgan Wallen REPUBLIC/BIG LOUD	-	28
47	44	40	5	WHISKEY'D MY WAY J.MOI (M.DRAGSTREM,J.MILLER,THOMAS RHETT,J.THOMPSON)	Morgan Wallen REPUBLIC/BIG LOUD	-	27
48	RE-EN	ITRY	23	ALL NIGHT J.JOYCE (J. OSBORNE, T.J. OSBORNE, A. DEROBERTS)	Brothers Osborne EMI NASHVILLE	28	25
49	47	44	5	OUTLAW J.MOI (B.BURGESS,P.DAVIS,J.KERR,J.REYNOLDS)	Morgan Wallen Featuring Ben Burgess REPUBLIC/BIG LOUD	-	29
50	RE-EN	ITRY	2	BLAME IT ON YOU M.KNOX (K.M.ALLISON, J.EDWARDS, T.KENNEDY, M.TYLER, B.WHITE)	Jason Aldean MACON/BROKEN BOW	27	47

The week's most popular country songs, ranked by radio airplay audience impressions as measured by MRC Data, sales data as compiled by MRC Data and streaming activity data from online music sources tracked by MRC Data. Descending titles below No. 25 are moved to recurrent after 20 weeks.

COUNTRY MARKET WATCH

A Weekly National Music Sales Report

WEEKLY UNIT COUNT								
	ALBUM CONSUMPTION	AUDIO ON-DEMAND	VIDEO ON-DEMAND					
This Week	1,268,000	1,390,807,000	135,768,000					
Last Week	1,256,000	1,402,809,000	135,937,000					
Change	1.0%	-0.9%	-0.1%					
This Week Last Year	1,053,000	1,114,842,000	152,139,000					
Change	20.4%	24.8%	-10.8%					

YEAR-TO-DATE								
	2019	2021	CHANGE					
Album Consumption	6,257,000	7,467,000	19.3%					
Album Sales	986,000	1,021,000	3.5%					
Audio On-Demand	6,611,724,000	8,196,082,000	24.0%					
Video On-Demand	905,184,000	780,660,000	-13.8%					

YEA	YEAR-OVER-YEAR					
AI F	BUM CONSUMPTION					
'20	62.57 million					
'21	74.67 million					
TO	TOTAL ON-DEMAND STREAMS					
'20	75.16 billion					
'21	89.76 billion					

All data measures U.S. activity as of the week ending February 11, 2021. All units counts are rounded to the nearest thousand. Album consumption units — also known as albums plus TEA plus SEA — consists of album sales; track-equivalent album (TEA) sales whereby 10 tracks equal one consumption unit; and stream equivalent albums (SEA) whereby 1,250 paid and/or 3,750 ad-supported audio on-demand streams (OAD) equal one consumption unit.



RUSSELL DICKERSON



FOR YOUR ACM
CONSIDERATION:

SOUTHERN SYMPHONY

- Features 2-week #1 Single "Love You Like I Used To"
- 228 Million Album streams

"...every one of the 10 tracks exudes a gratifying depth that the high-energy artist says reflects a new stage in life."

FELLE

VIDEO OF THE YEAR

SOUTHERN SYMPHONY AN ALBUM EXPERIENCE

A never been done exclusive track-by-track album preview through one, captivating, comprehensive video.





SALES, DATA COMPILED BY MRC

SALES DATA COMPILED BY

billboard top country albums

THIS	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE IMPRINT & NUMBER / DISTRIBUTING LABEL	CERT.	PEAK POS.
1	1	1	5	MORGAN WALLEN BIG LOUD 033180*/REPUBLIC DANGEROUS: THE DOUBLE ALBUM		1
2	2	2	66	LUKE COMBS WHAT YOU SEE IS WHAT YOU GET RIVER HOUSE/COLUMBIA NASHVILLE 595687*/SMN		1
3	3	4	141	MORGAN WALLEN BIG LOUD 783* IF I KNOW ME		1
4	4	3	193	LUKE COMBS THIS ONE'S FOR YOU RIVER HOUSE/COLUMBIA NASHVILLE 538883*/SMN	3	1
5	5	5	13	CHRIS STAPLETON STARTING OVER MERCURY NASHVILLE 032689*/UMGN		1
6	6	6	302	CHRIS STAPLETON TRAVELLER MERCURY NASHVILLE 019405*/UMGN	4	1
7	7	7	34	GABBY BARRETT GOLDMINE WARNER MUSIC NASHVILLE 629930/WMN		4
8	8	8	12	LEE BRICE HEY WORLD CURB 79537*		7
9	10	9	26	KANE BROWN RCA NASHVILLE DIGITAL EX/SMN MIXTAPE, VOL. 1 (EP)		2
10	11	11	45	SAM HUNT MCA NASHVILLE 031776*/UMGN		1
11	13	13	161	EAGLES HOTEL CALIFORNIA ASYLUM/ELEKTRA 103*/RHINO (18.98)		5
Œ	17	21	27	LUKE BRYAN CAPITOL NASHVILLE 031777/UMGN BORN HERE LIVE HERE DIE HERE		1
13	12	12	99	ELVIS PRESLEY THE ESSENTIAL ELVIS PRESLEY RCA/SONY STRATEGIC MARKETING GROUP 89048*/LEGACY (25.98)		11
•	34	32	258	TAYLOR SWIFT FEARLESS BIG MACHINE 0200*/BMLG (18.98)		1
Œ	RE-E	NTRY	122	GEORGE STRAIT STRAIT OUT OF THE BOX MCA NASHVILLE 111263/UMGN (39.98/49.98)	8	9
16	15	17	288	ZAC BROWN BAND GREATEST HITS SO FAR HOME GROWN 546369*/BMG		3
17	14	16	64	JASON ALDEAN 9 MACON/BROKEN BOW/BMG 32944*/BBMG		1
Œ	23	26	19	RASCAL FLATTS TWENTY YEARS OF RASCAL FLATTS: THE GREATEST HITS LYRIC STREET/BIG MACHINE RF0650A*/BMLG		9
19	18	18	83	TYLER CHILDERS PURGATORY HICKMAN HOLLER 001*/THIRTY TIGERS	•	12
3	27	25	271	TAYLOR SWIFT RED BIG MACHINE 310400A*/BMLG (18.98)	7	1
3	26	14	5	BARRY GIBB BARRY GIBB & FRIENDS: GREENFIELDS: THE GIBB BROTHERS SONGBOOK, VOL I CAPITOL 032878*		3
22	16	15	36	DIPLO PRESENTS THOMAS WESLEY MAD DECENT DIGITAL EX/COLUMBIA CHAPTER I: SNAKE OIL		6
23	19	20	245	TIM MCGRAW NUMBER ONE HITS CURB 79205 (13.98)		6
24	21	22	219	KANE BROWN ZONE 4/RCA NASHVILLE 530947*/SMN	2	1
25	20	19	67	MIRANDA LAMBERT WILDCARD VANNER/RCA NASHVILLE 597873*/SMN		1

Top Country Albums ranks the most popular country albums of the week, as compiled by MRC Data, based on multi-metric consumption (blending traditional album sales, track equivalent albums, and streaming equivalent albums). Copyright 2021, Billboard Media, LLC and MRC Data. All rights reserved.

bilboard AMERICANA/ FOLK ALBUMS

		_				
THIS	LAST	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE	CERT.	PEAK POS.
1	1	1	13	CHRIS STAPLETON STARTING OVER MERCURY NASHVILLE 032689*/UMGN		1
2	2	2	248	CHRIS STAPLETON TRAVELLER MERCURY NASHVILLE 019405*/UMGN	4	1
3	3	3	294	HOZIER RUBYWORKS/COLUMBIA 309996*/LEGACY	3	1
4	4	6	100	TYLER CHILDERS PURGATORY HICKMAN HOLLER 001*/THIRTY TIGERS	•	2
©	5	4	5	BARRY GIBB BARRY GIBB & FRIENDS: GREENFIELDS: THE GIBB BROTHERS SONGBOOK, VOL I CAPITOL 032878*		1
6	6	7	253	THE LUMINEERS CLEOPATRA DUALTONE 1738*		1
7	7	9	211	SIMON & GARFUNKEL SIMON AND GARFUNKEL'S GREATEST HITS COLUMBIA 31350/LEGACY		3
8	10	10	150	KACEY MUSGRAVES GOLDEN HOUR MCA NASHVILLE 027921*/UMGN	•	1
9	8	5	5	BLACK PUMAS BLACK PUMAS ATO 0500*		4
10	11	11	205	JACK JOHNSON IN BETWEEN DREAMS JACK JOHNSON/BRUSHFIRE/REPUBLIC	2	5

Americana/Folk Albums ranks the most popular Americana/folk albums of the week, as compiled by MRC Data, based on multi-metric consumption (blending traditional album sales, track equivalent albums, and streaming equivalent albums). Copyright 2021, Billboard Media, LLC and MRC Data. All rights reserved.

billboard billboard COUNTRY STREAMING SONGS

STREAMING & SALES DATA COMPILED BY MRC

COUNTRY DIGITAL SONG SALES

311	/L	~ I×	11110 301103	יוט	UI.	M	SONG SALES		
THIS	LAST WEEK	WKS ON CHART	TITLE ARTIST	THIS	LAST	WKS ON CHART	TITLE ARTIST		
1	2	5	SAND IN MY BOOTS MORGAN WALLEN	1	2	33	MORE THAN MY HOMETOWN MORGAN WALLEN		
2	1	5	WASTED ON YOU MORGAN WALLEN		NI	EW	GLAD YOU EXIST DAN + SHAY		
8	5	20	O BETTER TOGETHER LUKE COMBS		1	5	WASTED ON YOU MORGAN WALLEN		
4	4	12	SOMEBODY'S PROBLEM MORGAN WALLEN	4	3	5	SAND IN MY BOOTS MORGAN WALLEN		
5	7	24	STARTING OVER CHRIS STAPLETON	6	5	51	WHISKEY GLASSES MORGAN WALLEN		
6	3	26	7 SUMMERS MORGAN WALLEN	6	NI	EW	TOUGH ONES COOPER ALAN		
7	6	40	MORE THAN MY HOMETOWN MORGAN WALLEN	0	NI	EW	I WOULD FOR YOU Lauren duski		
8	8	5	GOOD TIME NIKO MOON	8	4	25	7 SUMMERS MORGAN WALLEN		
9	10	201	TENNESSEE WHISKEY CHRIS STAPLETON	9	6	16	THE GOOD ONES GABBY BARRETT		
0	9	68	I HOPE Gabby Barrett	10	7	33	BETTER TOGETHER LUKE COMBS		
0	12	10	COVER ME UP MORGAN WALLEN	11	8	24	STARTING OVER CHRIS STAPLETON		
Ø	11	16	FOREVER AFTER ALL LUKE COMBS	12 9 2		20	GOOD TIME NIKO MOON		
13	13	75	HEARTLESS DIPLO PRESENTS THOMAS WESLEY FEAT. MORGAN WALLEN	13	12	35	CHASIN' YOU MORGAN WALLEN		
14	14	5	865 MORGAN WALLEN	14	11	5	DOWN TO ONE LUKE BRYAN		
Œ	NE	w	JUST THE WAY PARMALEE X BLANCO BROWN	15	15	10	COVER ME UP MORGAN WALLEN		
®	18	103	WHISKEY GLASSES MORGAN WALLEN	•	RE-E	NTRY	HEARTLESS DIPLO PRESENTS THOMAS WESLEY FEAT. MORGAN WALLEN		
Ø	NE	w	GLAD YOU EXIST Dan + Shay	17	13	76	I HOPE GABBY BARRETT		
Œ	19	35	GOT WHAT I GOT JASON ALDEAN	18	19	36	UP DOWN Morgan Wallen Feat. Florida Georgia Line		
19	15	5	WARNING MORGAN WALLEN	Œ	RE-E	NTRY	THIS BAR MORGAN WALLEN		
@	20	6	HOLE IN THE BOTTLE KELSEA BALLERINI			256	TENNESSEE WHISKEY CHRIS STAPLETON		
21	16	9	STILL GOIN DOWN MORGAN WALLEN	21	23	10	HELL OF A VIEW ERIC CHURCH		
2	21	32	ONE OF THEM GIRLS LEEBRICE	22	18	16	FOREVER AFTER ALL LUKE COMBS		
3	22	5	DANGEROUS MORGAN WALLEN	23	21	3	DANGEROUS MORGAN WALLEN		
2	23	139	BEAUTIFUL CRAZY LUKE COMBS	24	17	13	WHAT'S YOUR COUNTRY SONG THOMAS RHETT		
25	17	24	I SHOULD PROBABLY GO TO BED Dan + Shay	25	14	7	SOMEBODY'S PROBLEM Morgan Wallen		

The week's top-streamed and top-selling paid download country songs, respectively, from sales reports collected and provided by MRC Data. Charts update weekly on Tuesdays at www.Billboard.Biz/charts. Copyright 2021, Billboard Media, LLC and MRC Data. All rights reserved.

SALES DATA COMPILED BY MRC

billboard BLUEGRASS ALBUMS

			_				
THIS	LAST	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE	CERT.	PEAK POS.	
0	1	1	17	STURGILL SIMPSON CUTTIN' GRASS, VOL. 1: THE BUTCHER SHOPPE SESSIONS HIGH TOP MOUNTAIN 58784*/THIRTY TIGERS (56285)		1	
2	3	2	32	GARY BREWER & THE KENTUCKY RAMBLERS 40TH ANNIVERSARY CELEBRATION STRETCH GRASS 4050		1	
3	NEW 1		1	THE ARCADIAN WILD THE ARCADIAN WILD 001*		3	
4	4	3	72	BILLY STRINGS ROUNDER 610063*/CONCORD			
5	5	4	9	STURGILL SIMPSON CUTTIN' GRASS, VOL. 2: THE COWBOY ARMS SESSIONS HIGH TOP MOUNTAIN DIGITAL EX/THIRTY TIGERS		2	
6	2	_	2	THE DEAD SOUTH SERVED LIVE SIX SHOOTER 144*		2	
7	6	5	34	YO-YO MA/STUART DUNCAN/EDGAR MEYER/CHRIS THILE NOT OUR FIRST GOAT RODEO SOUND POSTINGS/SONY CLASSICAL 973855*/SONY MASTERWORKS		1	
8	NEW 1		1	SIERRA HULL WEIGHTED MIND: THE ORIGINAL SESSIONS, RECORDED AT RCA STUDIO A (EP) SWEET JUNI		8	
9	7	6	70	THE DEAD SOUTH SUGAR & JOY SIX SHOOTER 129*		1	
0	NEW 1		1	DALE ANN BRADLEY THINGS SHE COULDN'T GET OVER PINECASTLE 1250		10	

Bluegrass Albums ranks the most popular bluegrass albums of the week, as compiled by MRC Data, based on album sales. Copyright 2021, Billboard Media, LLC and MRC Data. All rights reserved.

CAITLYN SMITH OLD DOMINION I CAN'T

EARLY ADDS AT KEEY MINNEAPOLIS, KBEQ KANSAS CITY, KMNB MINNEAPOLIS AND MORE!



ADD MONDAY 2.22



Smith Enlists Old Dominion For Artistic Change On "I Can't"

A year ago, **Caitlyn Smith** was in the midst of a promotional push for her second Monument album, *Supernova*, titled after the bright explosion of a distant star going through a dramatic change.

Little did she know that the album's release would coincide with a significant earthly change. **Old Dominion** became the first country act to cancel concerts due to the coronavirus, dropping five European dates on March 6. Most of the

United States went into shutdown mode shortly thereafter, altering the atmosphere as *Supernova* arrived March 13.

"You put years, time and energy into writing a project and recording a project and then to have it met with the big corona monster, it was pretty disappointing," says Smith. "Everybody's head was in the news. People weren't listening to new music."

Her fingers are crossed that things will be different this year. A vaccine holds promise for positive change in the coming

months, and a deluxe version of *Supernova* features Old Dominion in a new take on "I Can't," a key track that explores change as a topic.

Smith latched onto the basic idea during a drive from her home in Brentwood, a suburb south of Nashville, to a writing appointment in Inglewood on the town's northern edge. She was running late, had trouble finding the studio and was struck by how much Music City had evolved since she first moved from Minnesota in 2010. That led to recognition of how different she was, too.

"I was kind of processing the relationships I've worked through — some I've buried, people that I know, people that I don't talk to anymore — just thinking of the whirlwind of change that we all go through," recalls Smith. "Sometimes it's a welcome thing. And in another season, it feels impossible, like you can't do it."

She was so caught up in the idea that she skipped the niceties upon arrival and unloaded her thoughts immediately on fellow singer-songwriter **Stephen Wilson Jr.** and songwriter **Ben West.** They started with a line that rings familiar to nearly any city dweller — "This ain't a 20-minute town no more" — and paired it with a series of rainy-day chords.

"Ilike colorful chords, having a background in jazz," says Wilson, "and Ben has a very colorful chord pallet as well, as a keyboard player. But there were some intentional choices there for some voicings chordwise that provided more color than you'd typically hear on a country single — a little bit more R&B-driven, kind of like **Babyface** chords, as I call them."

Midway through the first verse, they introduced the next lyrical step—"Ain't a 20-minute call no more/No, you don't call me at all"—sharpening the focus from a big city to a smaller relationship. In verse two, the singer's focus is narrowed to a single room. Before that stanza is over, she ends up laid out on the floor. The reduction from citywide viewpoint to a heap on the floor represents the way that change can feel as if it's closing in.

"We did acknowledge that sort of crushing weight that you feel," says West, "and then the realization 'you're not coming back' and the inability to change mentally from whatever place that was and how that is echoed in the locale around you."

The chorus was intentionally bigger, more commanding than the verses, even though it led to a seemingly defeated conclusion: "Everything around me keeps changing/But I can't, I can't."

That was a "gut-punch line," says Wilson, but he also hears a hint of positivity in it, suggesting that "I Can't" is that moment the singer hits bottom and comes

to the conclusion: "Yes, I can." "It's the realization that you're stuck and you've got to summon that willpower to catch up," he says. "That, sometimes, is half the battle right there. It's just identifying it for what it is."

Wilson produced the demo, providing a male vocal counterpoint to Smith and a guitar solo that ends with a bit of uplift. When Smith was searching for a producer for the master, "I Can't" was the first Smith song that Christian "Leggy" Lang-

don (Amos Lee, Joseph) heard, and it set the tone for a project that would "mix country with a more modern kind of sound," he says, "like an Adele-esque kind of thing, productionwise."

Langdon played most of the instruments at his studio in Pasadena, Calif., as he built the track, calling on drummer Aaron Sterling to weave acoustic beats with programmed rhythms. Langdon also thickened the rainy-day chords on piano, enhancing the melancholy nature of "I Can't."

"I added a bit more sevenths



and stuff," he says. "Adding more melody in the music brings out the melody in the vocal."

The atmosphere of his LEGRoom Only Studio, featuring a patio surrounded by lush greenery, likewise enhanced Smith's emotions.

"Most studios don't have windows, and when you're in a vocal booth, it's like you're in the closet," she says. "He has kind of set his vocal [area] up against the wall, but you're looking out a big picture window into this kind of jungle space. It was just such an inspiring place, to be like in the woods in my mind."

After the release of *Supernova*, Monument focused on an expansive deluxe edition, and "I Can't" was targeted as a likely song for a collaborative remix. Old Dominion was interested, and they cut the tracks under COVID-19 conditions in August — masked and socially distanced in a Nashville studio while Smith and Langdon connected virtually from other locations, with producer **Shane McAnally** (**Kacey Musgraves, Sam Hunt**) overseeing. Old Dominion's **Matthew Ramsey** took the second verse, reinstating the masculine voice that Wilson had represented in the demo while the band leaned the production a tad more toward the country side.

"I don't think any of us could have expected just how natural Matthew and Caitlyn's voices would sound together," says McAnally. "When they are dueling back and forth, you can really feel the tension and the pain."

Old Dominion drummer **Whit Sellers** became the third percussionist on the song, as his work was eventually mixed by Langdon with Sterling and the programmed sounds. Guitarist **Brad Tursi** reimagined the guitar solo with a crisp simplicity, providing uplift at the end of that section. That creative move restored the approach Wilson had taken on the demo, which Tursi had never heard.

"The likeness was really coincidental and proved how well the two styles really mesh," says McAnally. "The guitar solo adds so much drama and energy to the song."

Monument released the new version of "I Can't" to country radio ahead of a Feb. 22 add date.

Smith is optimistic that Old Dominion's addition is a positive boost, and she's likewise trusting that "I Can't" will resonate with listeners as they encounter changes in their own world.

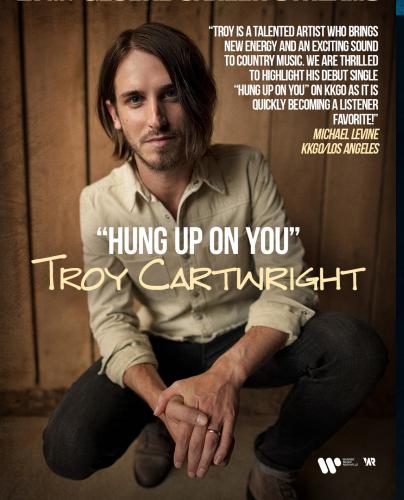
"It's funny to rest your hat on this negative hook," she says. "I've been thinking and chewing on that, but there's something about it that makes me feel not alone, like we all are going through this together."

OVER 125M+ ON-DEMAND STREAMS

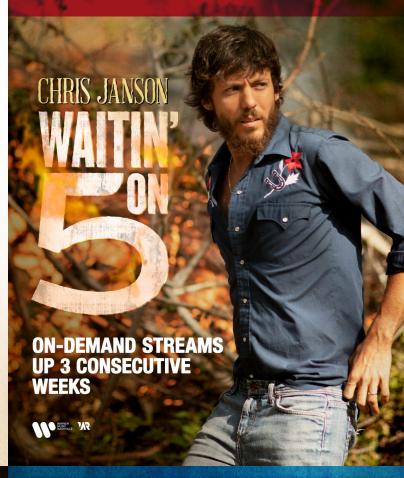
GABBY BARRETT



27M+ GLOBAL CAREER STREAMS



THE UP-TEMPO SONG FROM A PROVEN HITMAKER IN THE FORMAT!



UNRELEASED ALT MIX IMPACTING NOW!

GOOD LOVE

THE DEBUT SINGLE FROM

SHY CARTER



10M+ GLOBAL STREAMS

OVER 2.2M VIEWS ON THE MUSIC VIDEO

billboard Country Airplay Index

TITLE Publishing-Licensing Org. (Songwriter) **Chart Position**

ALL NIGHT All The Kings Pens, ASCAP/Trampy McCauley, ASCAP/WC Music Corp., ASCAP/Songstein Publishing, ASCAP/Songs In The Key Of Claire, ASCAP/ Patriot Games Publishing, ASCAP/DICM Ave, ASCAP (J Osborne, T.J. Osborne, A.DeRoberts) 28

ALMOST MAYBES Ole Red Cape Songs, ASCAP/ Jordan Davis Music, ASCAP/Anthem Entertainment, ASCAP/Roc Nation WC Publishing Designee, BM/ Telemitry Rhythm House Music, BM/Warner-Tamerlane Publishing Corp., BM/BIRB Music, ASCAP/BMG Gold Songs, ASCAP (JDavis, J.Frasure, H.Lindsey) 20

В

BEERS AND SUNSHINE Sony/ATV Accent, ASCAP/GrowingMusic Publishing, ASCAP/EMI Blackwood Music Inc., BMI/Iris In The Sky With Diamonds, BMI/WC Music Corp., ASCAP/Detroit Records And Tapes, ASCAP/ Sony/ATV Cross Keys Publishing, ASCAP/Smackborne Music, ASCAP (D.Rucker, R.Copperman, J.T.Harding, J.Osborne)

BEERS TO CATCH UP ON Warner-Tamerlane Publishing Corp., BMI/Ritten By Rhettro, BMI/Ole Red Cape Songs, ASCAP/Real Big Red Tunes, ASCAP/Universal Music Corp., ASCAP (R'Akins, J.S.Stover, P.DiGiovanni) 51

BETTER TOGETHER Big Music Machine, BMI/50 Egg Music, BMI/Straight Dimes Publishing, BMI/Sony/ ATV Countryside, BMI/Warner-Tamerlane Publishing Corp., BMI/Sullivan S Guns Music, BMI (L.Combs, D.Isbell, R.Montana) I

BLAME IT ON YOU Makena Cove Music, ASCAP/ BMG Gold Songs, ASCAP/Zona Blue Music, BMI/Lee 45 Music Publishing, BMI/Irishsonmusic, BMI/BMG Platinum Songs US, BMI/Peertunes, Ltd., SESAC/MTMoize, SESAC/ SB2T Music Publishing, SESAC/BW Tunes, SESAC (K.M.Allison, J.Edwards, T.Kennedy, M.Tyler, B.White) 21

BREAKING UP WAS EASY IN THE 90'S Universal Music Corp., ASCAP/Between the Pines, LLC. ASCAP/B9P00, ASCAP/Spirt I wo Nashville, ASCAP/Miller Crow Music, ASCAP/Kyler's Kinda Night, ASCAP/Songs Of Universal, Inc., BMI/Ern Dog Music, BMI/Big Loud Mountain, BMI/Iree Vibez Music, LC, BMI/Sony/ATV Accent, ASCAP/Smackborne Music, ASCAP (S.L.Hunt, C.La Corte, Z.Crowell, E.K.Smith, JOsborne) 23

С

COLD BEER CALLING MY NAME Highly Combustible Music, ASCAP/Nobalt Songs Music Publishing LLC, ASCAP/One/7 Songs, ASCAP/WC Music Corp., ASCAP/Who Wants To Buy My Publishing, ASCAP/Who Warner-lamerlane Publishing Corp., BMI/Songforceries Music, BMI/Extremely Combustible Music, BMI/Songs of Kobalt Music Publishing America, Inc., BMI/Castle Bound Music, Inc., SESAC (J.Rodgers, H.Pheips, Brett Tyler, AVanderheym) 50

C

DEAR RODEO Songs From The Couch, BMI/Cori's Daddy's Publishing, BMI (D.Couch, C.D.Johnson) **37**

DOWN TO ONE Play It Again Entertainment, BMI/ Kyle Fishman Music, BMI/Round Hill Compositions, BMI/ Natalia's Music Money, BMI/Memory Days, SESAC/Curb Wordspring Music, SESAC/W.C.M. Music Corp., SESAC (K. Fishman, D.Davidson, J.Ebach) 5

DRINKIN' BEER. TALKIN' GOD. AMEN. Sony/AIV Countryside, BM/Georgia Song Vibez, ASCAP/Big trowd Publishing, ASCAP/W Music Corp., ASCAP/Nontypical Music, ASCAP/Who Wants To Buy My Publishing, ASCAP/Cale Dodds Publishing, ASCAP (C.Rice, C.Crowder, H.Phelps, C.Dodds) 39

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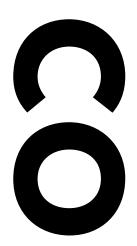
WHISKEY'D MY WAY Matt Drag Music, ASCAP/ Round Hill Songs BLS JV, ASCAP/Big Loud Proud Songs, ASCAP/Warner-Tameriane Publishing Corp., BMI/Songs Of The Corn, BMI/Jack 10 Publishing, BMI/EMI Blackwood Music Inc., BMI/Cricket On The Line, BMI/Big Music Machine, BMI/Two Laine Collections, BMI (M.Dragstrem, JMiller, Thomas Rhett, J.Thompson) 47

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40 Years Ago Mel Tillis Stormed To No. 1

In 1981, the singer and TV star notched his sixth and final Hot Country Songs leader On Feb. 8, 1981, Mel Tillis' "Southern Rains" topped *Billboard*'s Hot Country Songs chart. Written by Roger Murrah, the track was released as the lead single from Tillis' album of the same name.

"Southern Rains" became Tillis' sixth and last Hot Country Songs leader, among 36 top 10s, in a career on the chart that spanned from 1958 to 1989. He first reigned with "I Ain't Never" (with his backing band The Statesiders) in 1972.

Lonnie Melvin Tillis was born in Pahokee, Fla., on Aug. 8, 1932. He found success first as a songwriter and subsequently turned his stutter—which didn't affect his singing—into comedy. Among his many TV appearances, he starred on ABC's Mel & Susan Together, with Susan Anton, in 1978.

Tillis was inducted into the Grand Ole Opry by his daughter, and fellow country hitmaker, Pam Tillis in 2007, and joined the Country Music Hall of Fame the same year. In 2012, President Barack Obama awarded Tillis the National Medal of Arts.

Tillis died at 85 on Nov. 19, 2017, in Ocala, Fla., after battling intestinal issues.

—JIM ASKER

