

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



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.

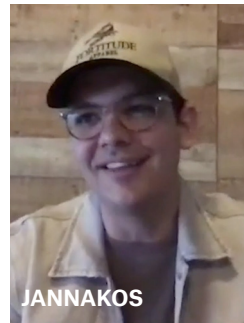
Country radio will see some bounce back, though maybe not to its pre-pandemic listening levels. Streaming ballooned by 15% in the eight months after safe-at-home protocols were instituted, said MRC vp/head of research **Matthew Yazge** during the "Talk Data to Me" panel. And while a return to commuting 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



JANNAKOS

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SCOTT

NEW MALE ARTIST

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 in-person 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.”



MATTHEW BERINATO

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**.

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10 CONSECUTIVE NO. 1 SINGLES
FIRST IN BILLBOARD COUNTRY AIRPLAY CHART HISTORY

BILLBOARD TOP COUNTRY ARTIST
& TOP MALE COUNTRY ARTIST OF 2020

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"

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

- BILLBOARD

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

- STEREOGUM

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

- THE NEW YORK TIMES

"COMBS IS PROBABLY
THE MOST SUCCESSFUL
SUPERSTAR IN THE
GENRE AT THE MOMENT"

- THE WASHINGTON POST



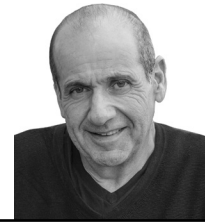
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ARTISTS



COLUMBIA
NASHVILLE

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

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.

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.

Luke Bryan makes his 31st trip to the Hot Country Songs top 10 tier as "Down To One" (Capitol Nashville) hops 14-10. It bumps 6-5 on Country Airplay, down less than 1% to 24.6 million impressions, and drew 4.7 million U.S. streams and sold 3,000 in the tracking week. "Down" is his first Hot Country Songs top 10 since "One Margarita," which peaked at No. 2 last July.

'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%).



PARMALEE and BROWN (front right corner)

'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.

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. ●

JAMIE MCCARTHY/GETTY IMAGES

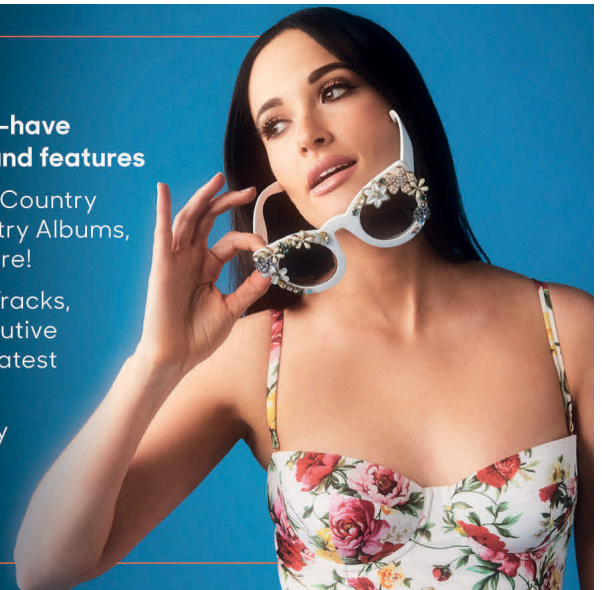
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MAREN MORRIS



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



COLUMBIA
NASHVILLE

FOR YOUR ACM® CONSIDERATION

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*



MALE ARTIST OF THE YEAR

OVER 7 BILLION WORLDWIDE STREAMS

ALBUM OF THE YEAR

MIXTAPE VOL. 1

BIGGEST COUNTRY EP DEBUT OF 2020

MUSIC EVENT OF THE YEAR

“LAST TIME I SAY SORRY”

WITH JOHN LEGEND

“AN INDISPENSIBLE VOICE IN COUNTRY MUSIC” - *billboard*



FOR YOUR ACM CONSIDERATION

MIRANDA
LAMBERT



ENTERTAINER OF THE YEAR

FEMALE ARTIST OF THE YEAR

“We could argue [Lambert’s] has been the most important country music career of the 21st century” – *VARIETY*

“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*

"A ROCKER AND A SCHOLAR, A POET AND A PARTIER, A SONGWRITER AND A SINNER – IT ALL
PLAYS INTO WHO THE RISING COUNTRY MUSIC STAR IS AT HIS CORE." – *AMERICAN SONGWRITER*

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MATT STELL

NEW MALE
ARTIST
OF THE YEAR



ARISTA
NASHVILLE

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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



THIS WEEK	LAST WEEK	WKS ON CHART	TITLE Imprint/Label	Artist	AUDIENCE (IN MILLIONS)		PLAYS		
					THIS WEEK	+/-	THIS WEEK	+/-	RANK
1	1	20	BETTER TOGETHER River House/Columbia Nashville	★ ★ No. 1 (5 weeks) ★ ★ Luke Combs	28.292	-4.385	7193	-772	2
2	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	JUST THE WAY Stoney Creek	Parmalee x Blanco Brown	25.251	+0.589	6700	338	4
5	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
7	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
10	10	25	STARTING OVER Mercury Nashville	Chris Stapleton	18.043	-0.019	5128	183	8
11	12	42	LADY BMLG	Brett Young	16.530	+0.419	4407	320	12
12	13	52	MOMMA'S HOUSE Broken Bow	Dustin Lynch	15.921	+0.814	4414	217	11
13	15	36	THE GOOD ONES Warner Music Nashville/WAR	Gabby Barrett	14.355	+0.444	4321	267	13
14	14	35	HOW THEY 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
16	16	53	SOMEBODY LIKE THAT 19th & Grand	Tenille Arts	12.628	+0.516	3764	277	15
17	17	43	NOBODY Curb	Dylan Scott	12.058	+0.377	3662	218	16
18	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
21	21	5	UNDIVIDED McGraw/BMLG/Big Machine	Tim McGraw & Tyler Hubbard	8.818	+0.587	2554	223	22
22	22	21	ONE TOO MANY Hit Red/Capitol Nashville	Keith Urban Duet With P!nk	8.146	+0.669	2636	263	21
23	23	19	BREAKING UP WAS EASY IN THE 90'S MCA Nashville	Sam Hunt	7.430	+0.691	2496	238	23
24	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
26	25	21	SETTLING DOWN Vanner/RCA Nashville	Miranda Lambert	6.514	+0.127	2189	46	26
27	27	14	BLAME IT ON YOU Macon/Broken Bow	Jason Aldean	5.742	+0.006	1831	192	30
28	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 Audio-copyrighted 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.

billboard Country Airplay



THIS WEEK	LAST WEEK	WKS ON CHART	TITLE Imprint/Label	Artist	AUDIENCE (IN MILLIONS)		PLAYS		
					THIS WEEK	+/-	THIS WEEK	+/-	RANK
31	31	17	WE DIDN'T HAVE MUCH Valory	Justin Moore	4.309	+0.163	1520	167	32
32	32	21	NEXT GIRL Big Machine	Carly Pearce	3.672	-0.069	1844	114	29
33	34	33	SINGLE SATURDAY NIGHT Warner Music Nashville/WMN	Cole Swindell	3.512	+0.287	1419	106	33
34	33	2	GLAD YOU EXIST Warner Music Nashville/WAR ★★ Breaker/Most Added ★★	Dan + Shay	3.112	-0.307	1048	382	38
35	35	19	MY BOY Wheelhouse	Elvie Shane	2.480	+0.000	1074	4	36
36	37	30	WINE, BEER, WHISKEY Capitol Nashville	Little Big Town	2.220	-0.115	1203	17	35
37	38	23	DEAR RODEO CoJo/Warner Music Nashville/WMN	Cody Johnson & Reba McEntire	2.147	-0.091	437	-2	57
38	39	33	WE WERE RICH Wheelhouse	Runaway June	2.141	-0.014	1221	-1	34
39	36	11	DRINKIN' BEER. TALKIN' GOD. AMEN. Dack Janiels/BMLG/Broken Bow	Chase Rice Featuring Florida Georgia Line	2.057	-0.332	974	-3	40
40	41	21	JUST ABOUT OVER YOU inDent/Mercury Nashville ★★ Breaker ★★	Priscilla Block	1.950	+0.117	765	41	44
41	53	5	FOREVER AFTER ALL River House/Columbia Nashville	Luke Combs	1.888	+0.878	456	170	55
42	42	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	44	4	TEQUILA LITTLE TIME Capitol Nashville	Jon Pardi	1.684	+0.176	500	60	53
45	45	10	SHALLOW Pearl ★★ Breaker ★★	Garth Brooks & Trisha Yearwood	1.513	+0.052	778	51	43
46	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
48	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-ENTRY		WHERE I FIND GOD Big Loud	Larry Fleet	0.737	+0.218	384	49	60
58	58	3	NEED A BAR SOMETIMES Show Dog Nashville	Clay Walker	0.699	+0.010	371	33	-
59	56	12	WANT ME BACK Stoney Creek	Lindsay Ell	0.661	-0.070	400	-1	59
60	59	14	IF IT WASN'T FOR TRUCKS BMLG	Riley Green	0.656	-0.015	449	27	56



58

CLAY WALKER
Need a Bar Sometimes

Walker's first single on Show Dog Nashville marks his first Country Airplay appearance since 2012; he scored six No. 1s among 17 top 10s in 1993-2010. His latest bullets at No. 58, up by 2% to 699,000 audience impressions.

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



SANDERS

billboard Country Airplay



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 Nashville	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 Nashville	Sam Hunt	8
TEQUILA LITTLE TIME Capitol Nashville	Jon Pardi	8
NEXT GIRL Big Machine	Carly Pearce	7
SINGLE SATURDAY NIGHT Warner Music Nashville/WMN	Cole Swindell	7
WE DIDN'T HAVE MUCH Valory	Justin Moore	7

MOST INCREASED AUDIENCE

TITLE Imprint/Label	Artist	GAIN (IN MILLIONS)
HOLE IN THE BOTTLE Black River	Kelsea Ballerini	+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 Combs	+0.878
MOMMA'S HOUSE Broken Bow	Dustin Lynch	+0.814
BEERS AND SUNSHINE Capitol Nashville	Darius Rucker	+0.745
MINIMUM WAGE Warner Music Nashville/WMN	Blake Shelton	+0.741
BREAKING UP WAS EASY IN THE 90'S MCA Nashville	Sam Hunt	+0.691
HELL OF A VIEW EMI Nashville	Eric Church	+0.682
ONE TOO MANY Hit Red/Capitol Nashville	Keith Urban Duet With P!nk	+0.669

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

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

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 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



OWEN: ROBBY KLEIN

TEXAS REGIONAL RADIO REPORT

WEEK ENDING FEBRUARY 14, 2021

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 +/-
1	2	14	SILVERADO SATURDAY NIGHT (BIG Label) ★1 Week at 1★	Aaron Watson	2049	103	11	12	12	BRINGING COUNTRY BACK (King Hall Music)	Chad Cooke Band	1276	183
2	3	16	DEVIL'S RED HOT SAUCE (Independent)	James Lann	1999	84	12	1	24	ANOTHER TOWN (Independent)	Jon Stork	1252	-782
3	5	18	OLD SCHOOL (Independent)	David Adam Byrnes	1752	90	13	15	17	COWBOY'S DAUGHTER (Independent)	Scotty Alexander	1056	82
4	6	25	MISSIN' YOU, MISSISSIPPI (Independent)	Dustin Sonnier	1688	70	14	16	9	LOST IN A KISS (Independent)	George Navarro	1051	84
5	7	12	CALLIN' ALL HEARTS (Independent)	Terry McBride	1682	77	15	18	13	FULL-TIME FOOL (Independent)	The Staline Band	1029	87
6	9	14	OUTSIDE LOOKIN IN (Little Red Truck)	Deryl Dodd	1521	89	16	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	17	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 Marez	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
10	11	14	I WILL (Independent)	Darrin Morris Band	1277	140	20	26	16	RECKLESS (Independent)	Cross Rags and Young	832	52

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 2021, Texas Regional Radio Report

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 ARTIST
OF 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 x 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



BMG

JASON ALDEAN

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





PARMALEE x BLANCO BROWN
“JUST THE WAY”

FOR YOUR ACM CONSIDERATION

PARMALEE
GROUP OF THE YEAR

PARMALEE x BLANCO BROWN

MUSIC EVENT OF THE YEAR
“JUST THE WAY”

VIDEO OF THE YEAR
“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

519M+

TOTAL ON-DEMAND STREAMS

2M TOTAL SHAZAMS IN THE US

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

THREE ITUNES TOP 15
ALL GENRE SONGS FROM
SOPHOMORE EP *BETTIE JAMES*

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

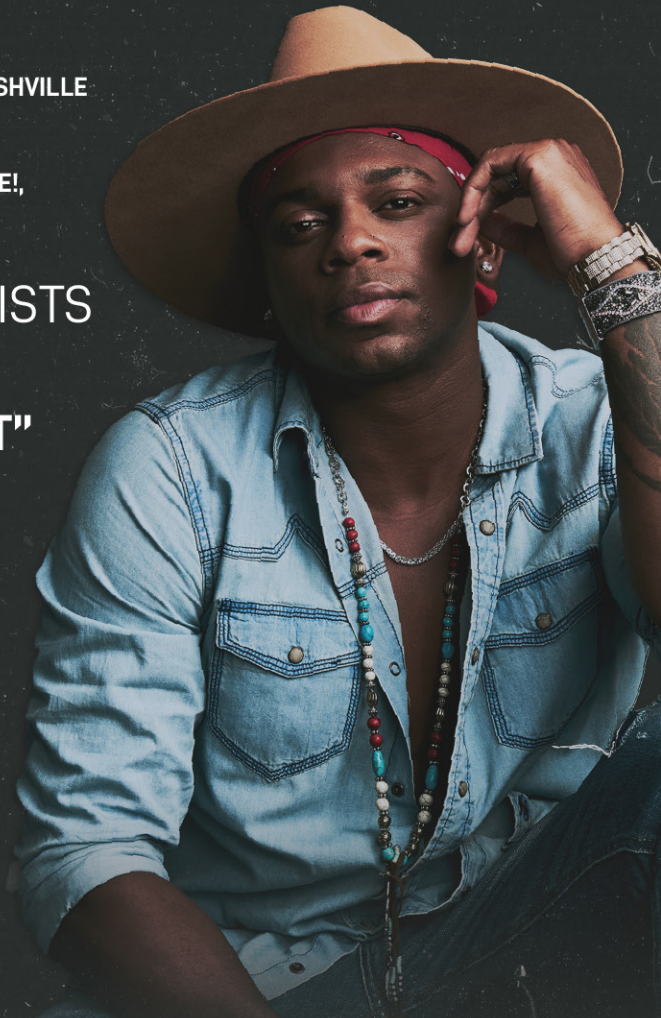
"COUNTRY SINGER JIMMIE ALLEN CONTINUES TO RISE"
- AP

"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"
- NPR



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, WMM 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 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"

- *HITS*

MUSIC EVENT OF THE YEAR

"ONE BEER" FEAT. LAUREN ALAINA
& 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.



RASCAL FLATTS

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. ●

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[More Than Words: Can Nashville Heed The Morgan Wallen Wakeup Call And Actually Diversify?](#)

[Vaccine Boosts Demand For In-Person Shows: Five Key Insights From New COVID-19 MRC Data Report](#)

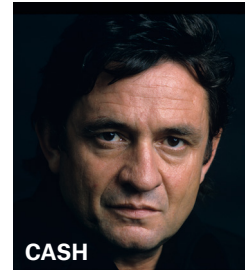
[Will Taylor Swift’s Rerecordings Of Her Old Albums Be Eligible For Grammys?](#)

[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.



CASH

SONY MUSIC ARCHIVES

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: [RolandNote.com](#), the Ultimate Country Music Database



CHRIS 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.

LUKE

"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

Bryan

"BORN HERE LIVE HERE DIE HERE nods to the humble pleasures of a quiet life, the type of small-town 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

SAM HUNT

#14

BILLBOARD TOP 50
COUNTRY ARTISTS OF THE DECADE

7

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

BEST ALBUMS OF 2020

VULTURE

BEST ALBUMS OF 2020

HARD TO FORGET

RollingStone

50 BEST SONGS OF 2020

Los Angeles Times

50 BEST SONGS OF 2020

npr

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"

- **SLATE**

"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"

- **npr**

OVER 2 BILLION WORLDWIDE STREAMS

A photograph of Kip Moore sitting on a wooden chair in a rustic, wood-paneled room. He is wearing a brown corduroy shirt and has long hair and a beard. He is holding a red acoustic guitar across his lap. The background shows a brick wall and a window with a view of the outdoors.

KIP MOORE

WILD WORLD

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**

MCA
NASHVILLE
A UNIVERSAL MUSIC COMPANY

MADDIE & TAE

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*



A UNIVERSAL MUSIC COMPANY

billboard Hot Country Songs

SALES, AIRPLAY & STREAMING DATA COMPILED BY



THIS WEEK	LAST WEEK	TWO WEEKS AGO	WKS ON CHART	TITLE <small>PRODUCER (SONGWRITER)</small>	Artist <small>IMPRINT / PROMOTION LABEL</small>	COUNTRY AIRPLAY RANK	PEAK POSITION
1	1	1	36	BETTER TOGETHER <small>S.MOFFATT (L.COMBS,D.ISBELL,R.MONTANA)</small>	Luke Combs <small>RIVER HOUSE/COLUMBIA NASHVILLE</small>	1	1
2	2	2	94	I HOPE <small>R.COPPERMAN,Z.KALE (Z.KALE,J.M.NITE,G.BARRETT)</small>	Gabby Barrett <small>WARNER MUSIC NASHVILLE/WAR</small>	RC	1
3	4	7	37	GOOD TIME <small>N.MOON,J.MURTY (N.MOON,J.MINTON,A.MOON,J.MURTY,M.TRUSSELL)</small>	Niko Moon <small>RCA NASHVILLE</small>	6	3
4	3	5	5	WASTED ON YOU <small>J.MOI,J.DURRETT (M.WALLEN,E.K.SMITH,J.THOMPSON,CHARLIE HANDSOME)</small>	Morgan Wallen <small>REPUBLIC/BIG LOUD</small>	-	1
5	5	8	5	SAND IN MY BOOTS <small>J.MOI (A.GORLEY,M.W.HARDY,J.OSBORNE)</small>	Morgan Wallen <small>REPUBLIC/BIG LOUD</small>	-	5
6	9	9	35	HOLE IN THE BOTTLE <small>J.FRASURE,K.BALLERINI (K.BALLERINI,S.JONES,H.LINDSEY,J.FRASURE,A.GORLEY)</small>	Kelsea Ballerini <small>BLACK RIVER</small>	2	6
7	7	6	25	STARTING OVER <small>D.CORB,C.STAPLETON (C.STAPLETON,M.HENDERSON)</small>	Chris Stapleton <small>MERCURY NASHVILLE</small>	10	4
8	12	13	52	JUST THE WAY <small>D.FANNING (M.THOMAS,K.BARD,N.W.SIPE)</small>	Parmalee x Blanco Brown <small>STONEY CREEK</small>	4	8
9	13	12	27	BEERS AND SUNSHINE <small>R.COPPERMAN (D.RUCKER,R.COPPERMAN,J.T.HARDING,J.OSBORNE)</small>	Darius Rucker <small>CAPITOL NASHVILLE</small>	3	9
10	14	14	17	DOWN TO ONE <small>J.STEVENS,J.STEVENS (K.FISHMAN,D.DAVIDSON,J.EBACH)</small>	Luke Bryan <small>CAPITOL NASHVILLE</small>	5	10
11	11	10	12	SOMEBODY'S PROBLEM <small>J.MOI (M.WALLEN,R.CLAWSON,J.DURRETT,E.K.SMITH)</small>	Morgan Wallen <small>REPUBLIC/BIG LOUD</small>	-	3
12	15	15	14	WHAT'S YOUR COUNTRY SONG <small>D.HUFF,J.FRASURE (THOMAS RHETT,R.AKINS,J.FRASURE,A.GORLEY;WELLING)</small>	Thomas Rhett <small>VALORY</small>	7	12
13	16	16	34	THE GOOD ONES <small>R.COPPERMAN,Z.KALE (G.BARRETT,E.LANDIS,J.MCCORMICK,Z.KALE)</small>	Gabby Barrett <small>WARNER MUSIC NASHVILLE/WAR</small>	13	13
14	6	3	26	7 SUMMERS <small>J.MOI (M.WALLEN,S.MCANALLY,J.OSBORNE)</small>	Morgan Wallen <small>REPUBLIC/BIG LOUD</small>	RC	1
15	17	18	23	LONG LIVE <small>C.CROWDER,T.HUBBARD,B.KELLEY (T.HUBBARD,B.KELLEY,C.CROWDER,D.A.GARCIA,J.MILLER)</small>	Florida Georgia Line <small>BMLG</small>	8	15
16	NEW	1	1	GLAD YOU EXIST <small>D.SMYERS (D.SMYERS,J.REYNOLDS,T.M.PARKS,S.MOONEY,R.L.TAYLOR)</small>	Dan + Shay <small>WARNER MUSIC NASHVILLE/WAR</small>	34	16
17	19	17	16	FOREVER AFTER ALL <small>CHIP MATTHEWS,J.D.SINGLETON,L.COMBS (L.COMBS,D.PARKER,R.WILLIFORD)</small>	Luke Combs <small>RIVER HOUSE/COLUMBIA NASHVILLE</small>	41	1
18	20	23	41	LADY <small>D.HUFF (B.YOUNG,R.COPPERMAN,J.M.NITE)</small>	Brett Young <small>BMLG</small>	11	18
19	10	11	30	HAPPY DOES <small>B.CANNON,K.CHESENEY (B.CLAWSON,J.PAULIN,B.BERRYHILL,G.JAMES)</small>	Kenny Chesney <small>BLUE CHAIR/WARNER MUSIC NASHVILLE/WEA</small>	15	10
20	25	24	38	MOMMA'S HOUSE <small>Z.CROWELL (D.SCHNEIDER,M.LOTTEN,R.CLAWSON,J.T.WILSON)</small>	Dustin Lynch <small>BROKEN BOW</small>	12	20
21	24	26	16	HELL OF A VIEW <small>J.JOYCE (E.CHURCH,C.BEATHARD,M.CRISWELL)</small>	Eric Church <small>EMI NASHVILLE</small>	19	21
22	22	22	5	865 <small>J.MOI (J.BYRON,B.PENDERGRASS)</small>	Morgan Wallen <small>REPUBLIC/BIG LOUD</small>	-	13
23	26	25	20	SOMEBODY LIKE THAT <small>A.KLINE (T.ARTS,A.KLINE,A.M.CRUZ)</small>	Tenille Arts <small>19TH & GRAND</small>	16	23
24	28	29	5	DANGEROUS <small>J.MOI (M.WALLEN,E.K.SMITH)</small>	Morgan Wallen <small>REPUBLIC/BIG LOUD</small>	-	17
25	27	27	22	ONE TOO MANY <small>K.URBAN,PHD,CUTFATHER (D.H.DAVIDSEN,P.WALLEVIK,M.H.HANSEN,J.NORTON,C.TIGHE)</small>	Keith Urban Duet With Pink <small>HIT RED/CAPITOL NASHVILLE</small>	22	13

COUNTRY SONGWRITERS™

1	#1 9 WKS	MORGAN WALLEN
2		JOSH OSBORNE
3		ERNEST KEITH SMITH
4		ASHLEY GORLEY
5		LUKE COMBS
6		CHARLIE HANDSOME
7		JON NITE
TIE	8	GABBY BARRETT
TIE	8	ZACH KALE
10		JESSE FRASURE



COUNTRY PRODUCERS™

1	#1 41 WKS	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

The weekly Country Songwriters and Country Producers charts are based on total points accrued by a songwriter and producer, respectively, for each attributed song that appears on the Hot Country Songs chart. As with Billboard's yearly recaps, multiple writers or producers split points for each song equally (and the dividing of points will lead to occasional ties on rankings).

billboard Hot Country Songs

SALES, AIRPLAY & STREAMING DATA COMPILED BY



THIS WEEK	LAST WEEK	TWO WEEKS AGO	WKS ON CHART	TITLE PRODUCER (SONGWRITER)	Artist IMPRINT / PROMOTION LABEL	COUNTRY 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
28	29	28	39	ALMOST MAYBES P.DIGIOVANNI (J.DAVIS,J.FRASURE,H.LINDSEY)	Jordan Davis MCA NASHVILLE	20	24
29	31	34	22	HOW THEY REMEMBER YOU D.HUFF (M.BEESON,J.OSBORNE,A.SHAMBLIN)	Rascal Flatts BIG MACHINE	14	29
30	48	49	15	SHALLOW ★★ Digital Gainer ★★ G.BROOKS (S.G.GERMANOTTA,M.D.RONSON,A.ROSSOMANDO,ANDREW WYATT)	Garth Brooks & Trisha Yearwood PEARL	45	30
31	33	37	12	NOBODY M.ALDERMAN,C.GIBBS,J.E.NORMAN (D.SCOTT,M.ALDERMAN,D.WILSON)	Dylan Scott CURB	17	31
32	35	33	17	BREAKING UP WAS EASY IN THE 90'S Z.CROWELL (S.L.HUNT,C.LA.CORTE,Z.CROWELL,E.K.SMITH,J.OSBORNE)	Sam Hunt MCA NASHVILLE	23	32
33	36	36	18	SETTLING DOWN J.JOYCE (M.LAMBERT,L.DICK,N.HEMBY)	Miranda Lambert VANNER/RCA NASHVILLE	26	32
34	39	38	12	LIVIN' THE DREAM J.MOI (M.WALLEN,B.BURGESS,J.DURRETT,M.W.HARDY)	Morgan Wallen REPUBLIC/BIG LOUD	-	19
35	40	43	6	MADE FOR YOU J.MOI (B.DAVIS,J.HYDE,N.A.MEDLEY)	Jake Owen BIG LOUD	18	35
36	32	31	5	NEON EYES J.MOI (M.WALLEN,M.L.HOLMAN,B.BURGESS)	Morgan Wallen REPUBLIC/BIG LOUD	-	18
37	34	35	17	GONE D.GARCIA (N.GALYON,B.JOHNSON,N.MOON)	Dierks Bentley CAPITOL NASHVILLE	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	21	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
41	45	45	12	LIL BIT J.M.SCHMIDT (T.HUBBARD,J.M.SCHMIDT,B.REDFERRIN,C.HAYNES, JR.)	Nelly & Florida Georgia Line RECORDS/COLUMBIA	-	28
42	RE-ENTRY		2	MINIMUM WAGE S.HENDRICKS (C.CROWDER,N.GALYON,J.FRASURE)	Blake Shelton WARNER MUSIC NASHVILLE/WMN	24	42
43	NEW		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,PSWEET,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-ENTRY		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-ENTRY		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				YEAR-TO-DATE			YEAR-OVER-YEAR	
	ALBUM CONSUMPTION	AUDIO ON-DEMAND	VIDEO ON-DEMAND	2019	2021	CHANGE		
This Week	1,268,000	1,390,807,000	135,768,000				ALBUM CONSUMPTION	
Last Week	1,256,000	1,402,809,000	135,937,000				'20 62.57 million	
Change	1.0%	-0.9%	-0.1%				'21 74.67 million	
This Week Last Year	1,053,000	1,114,842,000	152,139,000				TOTAL ON-DEMAND STREAMS	
Change	20.4%	24.8%	-10.8%				'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.

For inquiries about any MRC Data, please contact Josh Bennett at 615-807-1338 or jbennett@mrcentertainment.com



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**FOR YOUR ACM
CONSIDERATION:**

ALBUM OF THE YEAR

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."

People

VIDEO OF THE YEAR

SOUTHERN SYMPHONY

AN ALBUM EXPERIENCE

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





CAM

**ACM
FEMALE VOCALIST
OF THE YEAR**

FOR YOUR CONSIDERATION

**"ONE OF THE MOST
POWERFUL VOCALISTS
IN THE GAME."**



**"ONE OF THE MOST
UNDERRATED IN THE GENRE."**

Esquire

**"VOCAL POWERHOUSE
UNIQUE TO ANYTHING
ON COUNTRY RADIO."**

AP

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EARLY ADDS AT KEEY MINNEAPOLIS,
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ADD MONDAY 2.22



MAKIN' TRACKS TOM ROLAND tom.roland@billboard.com

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.

"I like 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" Langdon** (**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." ●



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TOP 15
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TOP COUNTRY
SONGS CHART

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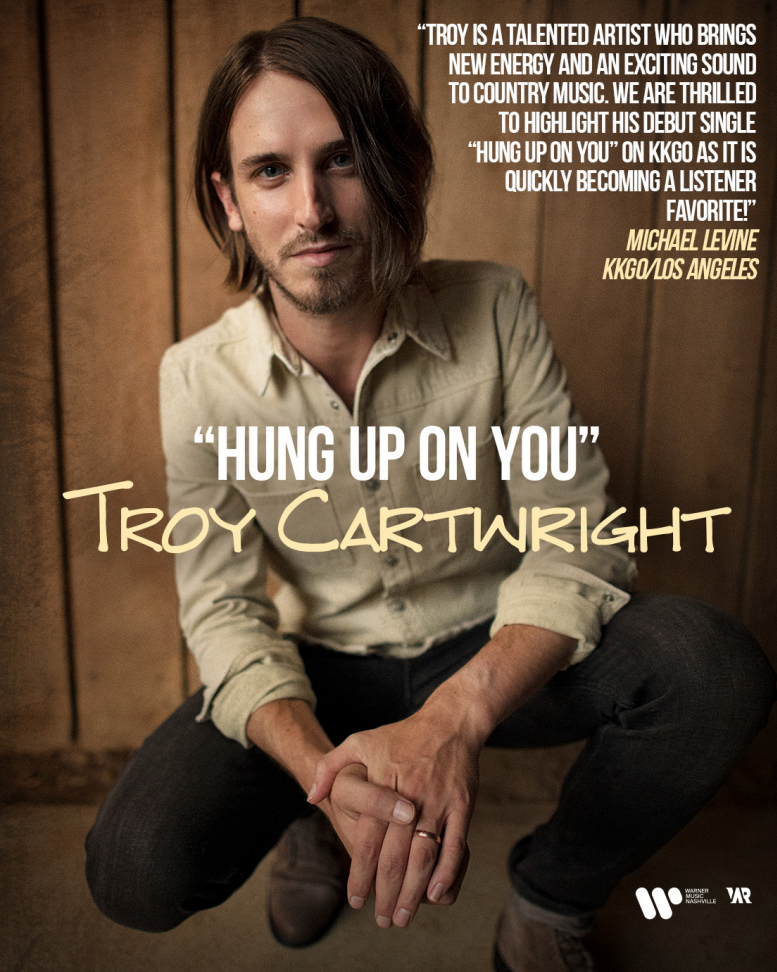


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ON-DEMAND STREAMS
UP 3 CONSECUTIVE
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TO HIGHLIGHT HIS DEBUT SINGLE
"HUNG UP ON YOU" ON KKGO AS IT IS
QUICKLY BECOMING A LISTENER
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10M+
GLOBAL
STREAMS

OVER 2.2M
VIEWS ON
THE MUSIC
VIDEO



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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

Tillis

REWINDING
THE
COUNTRY
CHARTS



★	2	11	SOUTHERN RAINS —Mel Tillis (R. Murrah). Elektra 47082 (Blackwood, BMI/Magic Castle, ASCAP)	
★	3	11	ARE YOU HAPPY BABY? —Dottie West (B. Stone). Liberty 1392 (Rock Garden, BMI)	
☆	6	6	DO YOU LOVE AS GOOD AS YOU LOOK —Belamy Brothers (R. Bourke, J. Gillespie, C. Black). Warner/Curb 49639 (Chappell, ASCAP/Tri-Chappell, SESAC)	
☆	4	1	13	WHO'S CHEATIN' WHO —Charly McClain (J. Hayes). Epic 19-50948 (Partner/Algee, BMI)
☆	18	6	GUITAR MAN —Elvis Presley (J.R. Hubbard). RCA 12158 (Vector, BMI)	