

# billboard Country Update

BILLBOARD.COM/NEWSLETTERS

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BILLBOARD COUNTRY UPDATE

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## 'Fancy' That: Walker Hayes And Applebee's Reinforce Brand Interest In Country

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Since Aug. 23, the current **Walker Hayes** single, "Fancy Like," has been in heavy rotation... on TV.

Following its release on June 4 and a summer blow-up led by TikTok videos that feature Hayes and daughter **Lela** dancing on the family's front porch, the song emerged in an Applebee's commercial during daytime hours and saw plenty of repeat action throughout the past week. It's the latest development for an unlikely hit that topped *Billboard's* Hot Country Songs chart on July 19 and continues to climb on Country Airplay, reaching No. 23 on the chart dated Sept. 4.

It's also the latest installment in a parade of music-centered ads that the restaurant chain has offered in recent years. Those campaigns have tapped country titles by the likes of **Glen Campbell**, **Toby Keith**, **Zac Brown Band** and **Sammy Kershaw** alongside pop fare by **John Sebastian**, **James Brown**, **Eric Carmen** and **Smash Mouth**.

"I had no idea that people would actually hear the song, do the dance, spread the song like wildfire," Hayes says of "Fancy Like." And, he adds, "I had no idea Applebee's would be so receptive."

Applebee's is hardly the only advertiser showing interest in country music. Just since the start of 2021, at least eight additional campaigns have featured country performances for their soundtracks:



HAYES (RIGHT) AND DAUGHTER LELA

- Federal Express employed **Willie Nelson's** "Always on My Mind";

- T-Mobile launched an ad with **Florida Georgia Line's** "I Love My Country";

- Zillow incorporated the falsetto hook from **Eddy Arnold's** "The Cattle Call" into a new commercial;

- Apple applied **Kitty Wells'** "Searching (For Someone Like You)" to a haystack-themed spot;

- Ram Trucks introduced a **Chris Staple-**

- ton cover of **Al Green's** "I Am a Ram";

- Squarespace inverted **Dolly Parton's** "9 to 5" as "5 to 9" for an ad that debuted during the Super Bowl;

- Airbnb licensed **John Denver's** "Thank God I'm a Country Boy";

- And Coors Light featured **Johnny Lee's** "Lookin' for Love."

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That all comes atop other recent uses of country music for advertising, including **The Highwomen's** "Crowded Table" in a Campbell's spot, **Carrie Underwood's** "Favorite Time of Year" in a Ring holiday ad, **Miranda Lambert's** "The House That Built Me" with Masimo medical equipment and **Hank Williams' "Hey, Good Lookin'"** in a Perdue chicken campaign.



YASHINSKY

"Especially now during the pandemic, and hopefully as we get post-pandemic, it brings out an element to people of normalcy," says Applebee's vp/chief marketing officer **Joel Yashinsky** of the country genre. "I think that speaking to normal elements of life is what people are looking for today. Country music artists are down-to-earth, salt-of-the-earth types of folks, and I think that's something people are looking for no matter where they live across the country."

Plenty of observers expected the company would be looking at "Fancy Like" as a potential vehicle once it hit the mainstream. Walker, after all, celebrates the casual-dining brand and a couple of menu items in the first verse of the chorus. But when the commercial emerged, it actually went against the typical way of thinking in advertising synchronization.

"When it came on, I kind of laughed because there's always these sorts of things that pop up, and they're sort of like 'unicorn' moments," says Warner Chappell Nashville director of sync licensing **Katie Jelen**. "Writers and artists will always use them as an example for like years to come. Here I am always telling writers, 'Don't write songs about brands because brands don't want to use songs with their names.' And then this song does what it does, which is, again, it's a unicorn. It's a perfect storm. I was like, 'Oh, great. Here we go.'"

Hayes' perfect storm is a personal story. Before their marriage, he and wife **Lainey** often had date nights at Applebee's, and the family still visits regularly. Hayes actually had doubts during the vocal session about using that lyric, fearful it would actually hurt the commercial potential of "Fancy Like." But he left it in because it related so closely to his own life. And that authenticity made a difference.

"There are lots of artists that do songs about other brands," says Yashinsky. "This one came from the heart; it came with a history with his wife. We're always looking for great songs that fit, with that sort of toe-tapping appeal that connects with our guests and makes people feel good."

Artists haven't always been looking for brands. In the late 1980s, **Steve Winwood** lip-synced then-current single "Don't You Know What the Night Can Do?" in a Michelob ad. Music executives debated in a *Billboard* story at the time whether licensing songs for corporate use was a smart financial move or simply selling out.

"We're selling out shows is what we're doing," says Hayes, noting that he recently sold out a club in San Jose, Calif., in four minutes that would have previously required several days. "It's completely mind-blowing that a song can do that."

"Someone did a poll of Gen Z-ers recently and asked about the idea of selling out," adds Jelen. "They didn't even know what that was."

The Hayes-Applebee's relationship is a bit of an outlier. The lyrics spurred the company to put the Oleo shake, dropped from its offerings during the pandemic, back on the menu. Also in the artwork are a photo of Walker and Lainey, as well as a TikTok screen grab. Both parties have expressed openness to extending a relationship that's mutually beneficial. Hayes' country/hip-hop hybrid sound is connecting the chain to a variety of demographics, while the Applebee's deal brought in cash when Hayes wasn't touring - and the money comes in faster than performance royalties, which usually arrive about nine months after the actual broadcast date. Additionally, the TV airings reinforce a hook that was already getting good rotation on radio and streaming playlists.

"I definitely don't think it's going to hurt it, having it in the commercials, getting those spins," says Hayes. "Careerwise, it's a dream come true for an artist, especially of my status, to have this massive appeal and to get this many impressions. I mean, a management team or a booking agency would just kill for this much exposure." ●



KEYEY MINNEAPOLIS

**Chris Janson** (center) spent time with two **KEYE Minneapolis-St. Paul** executives — music director **Patrick Knight** (left) and **iHeartMedia/Minneapolis-St. Paul** senior vp programming **Gregg Swedberg** — when he performed at the **Winstock Country Music Festival** in **Winsted, Minn.**, on **Aug. 20**.



KWNR LAS VEGAS

**Dillon Carmichael** (left) met up with **KWNR Las Vegas PD MoJoe Roberts** prior to an **Aug. 20** performance at **Stoney's Rockin' Country**.



KAYLA SCHOEN

**Marshall Tucker Band** lead singer **Doug Gray** (center) surprised the heirs of the late **Charlie Daniels** — wife **Hazel Daniels** and son **Charlie Daniels Jr.** — with a plaque recognizing the artist's **1 billion** streams on **Pandora** during the **Volunteer Jam** in **Nashville** on **Aug. 18**.



**Shawn Parr**, the host of **Key Networks' Shawn Parr's Across the Country**, turned a hosting gig at the **Back Road Music Festival** in **Galva, Ill.**, on **Aug. 14** into a golfing opportunity. From left: **Parr**, **Tracy Lawrence**, **Travis Denning**, **Lawrence band member Joe Caverlee** and **Randy Houser**.

# Niko Moon

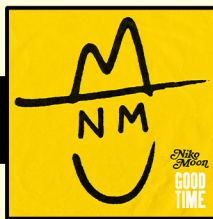
**"PARADISE TO ME"**  
IMPACTING COUNTRY  
RADIO 9/27



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**"'GOOD TIME' HAS SPRUNG HIM INTO PLAYLISTS, LIVING ROOMS, AND HEARTS WORLDWIDE."**  
**Tennessean.**

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ON THE CHARTS JIM ASKER [jim.asker@billboard.com](mailto:jim.asker@billboard.com)

# Luke Bryan's 'Waves' Crashes To No. 1 On Country Airplay, Becoming His 25th Leader



**Luke Bryan** earns his 25th leader on *Billboard's* Country Airplay chart as "Waves" swells from No. 2 to No. 1 on the Sept. 4-dated list. The song increased by 9% to 31.9 million impressions in the week ending Aug. 29, according to MRC Data.

"Waves" — co-written by **Zach Crowell, Ryan Hurd** and **Chase McGill** — is from Bryan's album *Born Here Live Here Die Here*, which arrived as his ninth leader on the Top Country Albums chart in August 2020. It's one of the six tracks added to the deluxe version of the set released in April and becomes the fifth total and consecutive Country Airplay No. 1 from the album.

"It's crazy to know we are five singles deep off the album," Bryan tells *Billboard*. "The longevity that country radio and my fans have given my career truly means a lot. I have never taken for granted that I get to make my living doing something that makes me so happy. Thank you for this No. 1 and loving a song about summer love."

The album is Bryan's second to generate at least five No. 1s on the Country Airplay chart following his 2015 release, *Crash My Party*, which is the only set to spin off six leaders from its standard edition, capped by "Fast" in April 2017. (In June, when **Luke Combs** scored his record-extending 11th career-opening Country Airplay No. 1, "Forever After All," he banked his sixth leader from his album *What You See Is What You Get*, combining its original and deluxe versions.)

The first single from *Born Here Live Here Die Here*, "Knockin' Boots," led for two weeks in September 2019, followed by "What She Wants Tonight" (one week, April 2020), "One Margarita" (two weeks, July 2020), "Down to One" (one week, March) and now "Waves."

Bryan achieved his first Country Airplay No. 1 with his sixth of 40 entries (and fourth of 24 top 10s), "Rain Is a Good Thing," which led for two weeks in July 2010.

Bryan ranks in sixth place for the most No. 1s on Country Airplay, which began in January 1990. **Kenny Chesney** leads with 31, followed by **Tim McGraw** (29), **Blake Shelton** (28), **Alan Jackson** and **George Strait** (26 each).



BRYAN

**OH! OH! OREO Walker Hayes'** "Fancy Like" (Monument) rules the multimetric Hot Country Songs chart for a seventh week. The track, which first gained traction on TikTok thanks to clips that have helped grow Hayes' throng of followers to 1.6 million, has drawn new buzz thanks to its synch in a new Applebee's commercial that premiered Aug. 23.

"Yeah, we fancy like Applebee's on a date night/Got that Bourbon Street steak with the Oreo Shake," Hayes sings in the hit — and now the restaurant chain, a favorite of Hayes and his family's, has returned the Oreo Shake to its menu (for a limited time).

"Fancy Like" gained by 47% to 20,500 sold and 2% to 15.9 million U.S. streams in the week ending Aug. 26. It tops the Country Digital Song Sales and Country Streaming Songs charts for a ninth and seventh week, respectively. On Country Airplay, it climbs 24-23 (8.6 million, up 17%).

**NEW TOP 10s Justin Moore** adds his 10th Hot Country Songs top 10 as "We Didn't Have Much" (Valory) jumps 11-7. The single, which became his ninth leader on the Aug. 28 Country Airplay chart, ranks at No. 2 on the Sept. 4 survey (25.7 million) and drew 5.2 million streams and sold 1,100 in the tracking week.

Plus, **Lee Brice** lands his 12th Country Airplay top 10 as "Memory I Don't Mess With" (Curb) rises 11-10 (19 million, up 13%). It follows "One of Them Girls," which became his seventh No. 1 last October.

**HIT 'BALLAD' Sturgill Simpson's** *The Ballad of Dood & Juanita* (High Top Mountain/Thirty Tigers) arrives at No. 3 on the Top Country Albums chart with 18,000 first-week equivalent album units, including 12,000 in album sales. It also opens atop Americana/Folk Albums and Bluegrass Albums, becoming his fourth leader on the former list and third on the latter.

The release, which features an appearance from **Willie Nelson**, is Simpson's sixth top 10 on Top Country Albums. ●

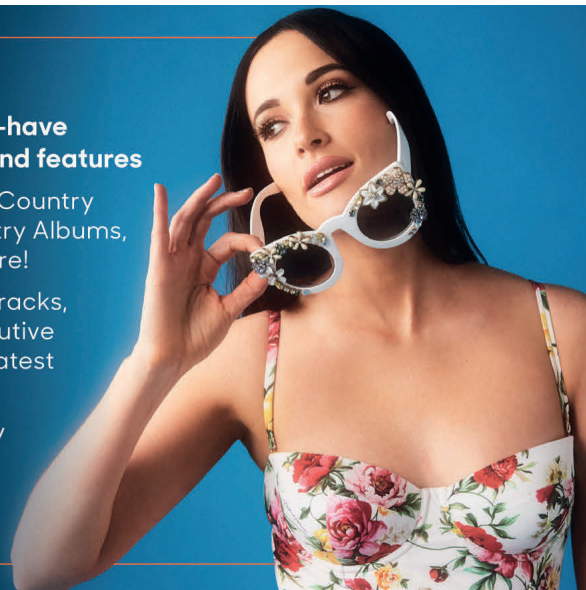
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**ZACH CROWELL**

**#1** "WAVES" Luke Bryan  
**#4** "COUNTRY AGAIN" Thomas Rhett



**#2** "THINGS A MAN OUGHTA KNOW" Lainey Wilson

**#16** "COLD AS YOU" Luke Combs

**#21** "SAME BOAT" Zac Brown Band

**JONATHAN SINGLETON**

**FRANK ROGERS**

**#5** "YOU TIME" Scotty McCreery

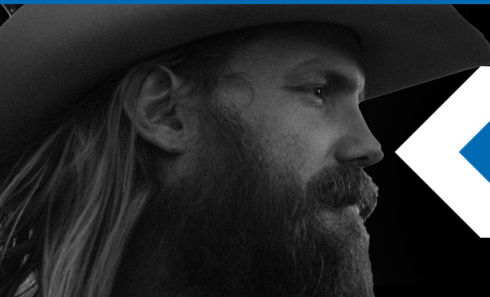


**#24** "YOU SHOULD PROBABLY LEAVE"  
Chris Stapleton

**CHRIS STAPLETON**  
**CHRIS DUBOIS**

**FRANK RAY**

**#1** Most Added New Artist  
On Impact Of 2021

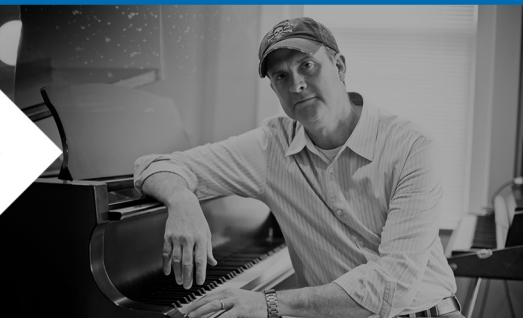


**#56** "COUNTRY'D LOOK GOOD ON YOU"  
Frank Ray  
BILLBOARD Hotshot Debut

**MONTY CRISWELL**  
**DEREK GEORGE**

**MONTY CRISWELL**

**MUSIC ROW SONG OF THE YEAR**  
"HELL OF A VIEW" Eric Church



**SpiritMusic**  
NASHVILLE

# billboard Country Airplay



THIS WEEK	LAST WEEK	WKS ON CHART	TITLE Imprint/Label	Artist	AUDIENCE (IN MILLIONS)		PLAYS		
					THIS WEEK	+/-	THIS WEEK	+/-	RANK
1	2	21	WAVES Capitol Nashville	★★ No. 1 (1 Week) ★★ Luke Bryan	31.867	+2.504	7683	596	1
2	1	45	WE DIDN'T HAVE MUCH Valory	Justin Moore	25.728	-4.761	5895	-1629	4
3	6	36	THINGS A MAN OUGHTA KNOW Broken Bow	★★ Most Increased Audience ★★ Lainey Wilson	25.306	+2.513	6360	436	2
4	4	39	FAMOUS FRIENDS RCA Nashville	Chris Young + Kane Brown	25.103	+0.294	5570	199	6
5	3	39	DRINKIN' BEER TALKIN' GOD AMEN. Dack Janiels/BMLG/Broken Bow	Chase Rice Featuring Florida Georgia Line	23.601	-2.097	5209	-796	8
6	8	20	COUNTRY AGAIN Valory	Thomas Rhett	23.318	+0.687	6150	136	3
7	9	43	YOUMTIME Triple Tigers	Scotty McCreery	22.623	+1.375	5823	272	5
8	10	38	COLD BEER CALLING MY NAME River House/Columbia Nashville	Jameson Rodgers Featuring Luke Combs	21.053	+2.075	5366	258	7
9	7	30	GLAD YOU EXIST Warner Music Nashville/WAR	Dan + Shay	20.320	-2.483	4969	-688	9
10	11	43	MEMORY I DON'T MESS WITH Curb	Lee Brice	18.958	+2.165	4915	592	10
11	12	47	MY BOY Wheelhouse	Elvie Shane	16.583	+0.669	4747	368	11
12	13	15	I WAS ON A BOAT THAT DAY Arista Nashville	Old Dominion	15.668	+0.999	4006	113	12
13	14	6	IF I DIDN'T LOVE YOU Macon/Capitol Nashville/Broken Bow	Jason Aldean & Carrie Underwood	15.169	+2.109	3706	435	14
14	15	26	CHASING AFTER YOU Arista Nashville	Ryan Hurd With Maren Morris	13.857	+1.257	3826	226	13
15	17	25	KNOWING YOU Blue Chair/Warner Music Nashville/WEA	Kenny Chesney	12.868	+0.913	3674	173	15
16	16	8	COLD AS YOU River House/Columbia Nashville	★★ Airpower ★★ Luke Combs	12.732	+0.778	3349	258	19
17	18	25	LIKE A LADY BMLG	Lady A	12.184	+0.567	3474	150	18
18	19	49	NEXT GIRL Big Machine	Carly Pearce	11.841	+0.689	3651	119	16
19	20	32	TEQUILA LITTLE TIME Capitol Nashville	Jon Pardi	11.480	+0.672	3512	280	17
20	21	31	FREEDOM WAS A HIGHWAY Stoney Creek	Jimmie Allen & Brad Paisley	10.519	-0.246	3229	21	20
21	22	45	WHISKEY AND RAIN Warner Music Nashville/WEA	Michael Ray	9.257	+0.280	2801	66	21
22	23	49	JUST ABOUT OVER YOU inDent/Mercury Nashville	Priscilla Block	8.960	+0.849	2788	210	22
23	24	8	FANCY LIKE Monument	Walker Hayes	8.832	+1.255	2401	335	24
24	26	17	THINKING 'BOUT YOU Broken Bow	Dustin Lynch Featuring MacKenzie Porter	7.928	+0.939	2341	214	26
25	25	12	SAME BOAT Home Grown/Warner Music Nashville/WAR	Zac Brown Band	7.848	+0.694	2482	176	23
26	28	15	YOU SHOULD PROBABLY LEAVE Mercury Nashville	Chris Stapleton	6.843	+0.605	2189	93	27
27	27	23	IT'S 'CAUSE I AM Big Machine	Callista Clark	6.716	+0.002	2369	93	25
28	30	32	HOME SWEET Triple Tigers	Russell Dickerson	6.338	+0.546	2151	58	28
29	32	28	TO BE LOVED BY YOU MCA Nashville	Parker McCollum	5.853	+0.476	1846	215	30
30	31	19	HALF OF MY HOMETOWN Black River	Kelsea Ballerini Featuring Kenny Chesney	5.844	+0.296	2079	19	29

## 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	34	7	BUY DIRT MCA Nashville	Jordan Davis Featuring Luke Bryan	5.090	+0.686	1719	224	31
32	38	9	SAND IN MY BOOTS Republic/Big Loud	Morgan Wallen	4.507	+1.383	993	329	38
33	33	2	ONE MISSISSIPPI RCA Nashville	Kane Brown	4.381	-0.652	1231	220	36
34	35	14	DRUNK (AND I DON'T WANNA GO HOME) RCA/Columbia Nashville	Elle King & Miranda Lambert	4.304	+0.208	1279	83	35
35	36	7	HEART ON FIRE EMI Nashville	Eric Church	3.748	+0.070	1286	-35	34
36	37	8	THAT'S WHAT COWBOYS DO Pearl	Garth Brooks	3.679	+0.154	1290	82	33
37	39	26	GIVE HEAVEN SOME HELL Big Loud	HARDY	3.166	+0.362	1471	102	32
38	29	2	WILD HEARTS Hit Red/Capitol Nashville	Keith Urban	2.520	-3.631	625	-459	47
39	40	5	BEERS ON ME Capitol Nashville	Dierks Bentley, Breland & HARDY	2.191	+0.113	767	65	42
40	44	4	BEST THING SINCE BACKROADS Big Loud	Jake Owen	1.973	+0.247	691	65	45
41	43	26	GETTING OVER HIM 19/Mercury Nashville	Lauren Alaina Duet With Jon Pardi	1.930	+0.010	988	-94	39
42	47	4	7500 OBO McGraw/Big Machine	Tim McGraw	1.928	+0.393	620	83	48
43	41	26	THAT AIN'T ME NO MORE RECORDS/Arista Nashville	Matt Stell	1.882	-0.147	1048	-17	37
44	42	3	STEAL MY LOVE Warner Music Nashville/WAR	Dan + Shay	1.782	-0.146	577	-12	51
45	46	12	MY MASTERPIECE Capitol Nashville	Darius Rucker	1.594	+0.004	657	5	46
46	49	19	NOTYET BMLG	Brett Young	1.503	+0.100	750	1	43
47	48	28	I CAN'T Monument	Caitlyn Smith Featuring Old Dominion	1.503	+0.037	914	19	41
48	51	13	BACK THEN, RIGHT NOW 19th & Grand	Tenille Arts	1.360	+0.042	576	55	52
49	50	17	I'M NOT FOR EVERYONE EMI Nashville	Brothers Osborne	1.326	+0.000	728	-46	44
50	53	10	OLD SCHOOL Show Dog Nashville	Toby Keith	1.293	+0.067	915	9	40
51	55	5	FOOTPRINTS ON THE MOON Warner Music Nashville/WAR	Gabby Barrett	1.195	+0.223	469	40	56
52	54	13	WHILE YOU'RE GONE Warner Music Nashville/WMN	Drew Parker	1.166	+0.169	382	27	60
53	58	19	FILL THEM BOOTS Big Loud	Chris Lane	1.088	+0.242	488	46	55
54	56	13	YOU AIN'T PRETTY Quartz Hill	Nate Barnes	1.036	+0.119	602	33	49
55	57	3	WOMAN YOU GOT Mercury Nashville	Maddie & Tae	0.943	+0.090	410	8	59
56	NEW		COUNTRY'D LOOK GOOD ON YOU Stoney Creek	Frank Ray	0.803	+0.264	360	112	-
57	60	4	TILL THERE'S NOTHING LEFT RCA/Triple Tigers	Cam	0.771	-0.004	546	11	53
58	52	10	LIL BIT RECORDS/Columbia/BMLG	Nelly & Florida Georgia Line	0.771	-0.534	309	-213	-
59	59	14	WOULD HAVE LOVED HER RECORDS	Chris Bandi	0.733	-0.100	595	-10	50
60	RE-ENTRY		HOT BEER Riser House	Dillon Carmichael	0.717	+0.011	460	-22	57



57

**CAM**  
Till There's Nothing Left

Co-written by Cam, the single bumps 60-57 on Country Airplay with 771,000 audience impressions. It's from her second album, *The Other Side*, which has earned 85,000 equivalent album units, according to MRC Data, since its release last October.

## GOING FOR ADDS

**9/6**  
**AFTER MIDTOWN**  
Ain't Doing Something Right  
Midtown

**CODY JINKS**  
All It Cost Me Was Everything  
Late August

**SHANE OWENS**  
Music Man  
Amerimonte

**9/13**  
**CHRIS YOUNG W/ MITCHELL TENPENNY**  
At The End Of A Bar  
RCA Nashville

**JOSIAH SISK**  
Honky-tonk  
Black River

**LACI KAYE BOOTH**  
Shuffle  
19 Recordings/BMLG

**9/20**  
**BRYAN LANNING**  
Slide Into My GM  
Bryan Lanning

**DAVE WILBERT**  
It's Gettin' There  
Wilbilly

**SAM RIDDLE**  
Bar Stool, Church Pew Town  
SSM

# billboard Country Airplay



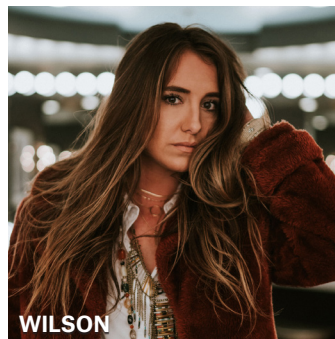
MOST ADDED®		
TITLE Imprint/Label	Artist	ADDS
ONE MISSISSIPPI RCA Nashville	Kane Brown	30
WILD HEARTS Hit Red/Capitol Nashville	Keith Urban	23
SAND IN MY BOOTS Big Loud/Republic	Morgan Wallen	15
COUNTRY'D LOOK GOOD ON YOU Stoney Creek	Frank Ray	12
BUY DIRT MCA Nashville	Jordan Davis Featuring Luke Bryan	9
FANCY LIKE Monument/RCA	Walker Hayes	9
SAME BOAT Home Grown/Warner Music Nashville/WAR	Zac Brown Band	8
BACK THEN, RIGHT NOW 19th & Grand	Tenille Arts	6
STEAL MY LOVE Warner Music Nashville/WAR	Dan + Shay	6
7500 OBO McGraw/Big Machine	Tim McGraw	6

MOST INCREASED AUDIENCE		
TITLE Imprint/Label	Artist	GAIN (IN MILLIONS)
THINGS A MAN OUGHTA KNOW Broken Bow	Lainey Wilson	+2.513
WAVES Capitol Nashville	Luke Bryan	+2.504
MEMORY I DON'T MESS WITH Curb	Lee Brice	+2.165
IF I DIDN'T LOVE YOU Macon/Capitol Nashville/Broken Bow	Jason Aldean & Carrie Underwood	+2.109
COLD BEER CALLING MY NAME River House/Columbia Nashville	Jameson Rodgers Featuring Luke Combs	+2.075
SAND IN MY BOOTS Republic/Big Loud	Morgan Wallen	+1.383
YOU TIME Triple Tigers	Scotty McCreery	+1.375
CHASING AFTER YOU Arista Nashville	Ryan Hurd With Maren Morris	+1.257
FANCY LIKE Monument	Walker Hayes	+1.255
I WAS ON A BOAT THAT DAY Arista Nashville	Old Dominion	+0.999

MOST INCREASED PLAYS		
TITLE Imprint/Label	Artist	GAIN
WAVES Capitol Nashville	Luke Bryan	+596
MEMORY I DON'T MESS WITH Curb	Lee Brice	+592
THINGS A MAN OUGHTA KNOW Broken Bow	Lainey Wilson	+436
IF I DIDN'T LOVE YOU Macon/Capitol Nashville/Broken Bow	Jason Aldean & Carrie Underwood	+435
MY BOY Wheelhouse	Elvie Shane	+368
FANCY LIKE Monument	Walker Hayes	+335
SAND IN MY BOOTS Republic/Big Loud	Morgan Wallen	+329
TEQUILA LITTLE TIME Capitol Nashville	Jon Pardi	+280
YOU TIME Triple Tigers	Scotty McCreery	+272
COLD BEER CALLING MY NAME River House/Columbia Nashville	Jameson Rodgers Featuring Luke Combs	+258

NEW AND ACTIVE				
TITLE Imprint/Label	Artist	TOTAL AUDIENCE	TOTAL STATIONS	ADDS
AM I THE ONLY ONE Valory	Aaron Lewis	0.558	10	0
TIL YOU CAN'T CoJo/Warner Music Nashville/WMN	Cody Johnson	0.270	2	0
WASTED ON YOU Big Loud/Republic	Morgan Wallen	0.235	4	0
STAR-CROSSED Interscope/MCA Nashville	Kacey Musgraves	0.209	0	0
BROKEN HEART STILL BEATS 19 Recordings/BMLG	Laci Kaye Booth Feat. Charles Kelley	0.196	0	0
TRUTH ABOUT YOU Riser House/Columbia Nashville	Mitchell Tenpenny	0.194	8	2

RECURRENTS				
THIS WEEK	TITLE Imprint/Label	Artist	TOTAL AUD. (IN MILLIONS)	
1	FOREVER AFTER ALL River House/Columbia Nashville	Luke Combs	22.939	
2	SINGLE SATURDAY NIGHT Warner Music Nashville/WMN	Cole Swindell	20.345	
3	GONE Capitol Nashville	Dierks Bentley	14.656	
4	ONE OF THEM GIRLS Curb	Lee Brice	13.020	
5	JUST THE WAY Stoney Creek	Parmalee x Blanco Brown	12.875	
6	WHAT'S YOUR COUNTRY SONG Valory	Thomas Rhett	12.154	
7	LADY BMLG	Brett Young	10.685	
8	BREAKING UP WAS EASY IN THE 90'S MCA Nashville	Sam Hunt	9.086	
9	DOWN TO ONE Capitol Nashville	Luke Bryan	8.891	
10	BLAME IT ON YOU Macon/Broken Bow	Jason Aldean	8.280	



WILSON: JESSICA STEDDOM; BRICE: SPIDEY SMITH



## TEXAS REGIONAL RADIO REPORT

WEEK ENDING AUGUST 29, 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	12	UP IN TWANG (Independent) ★★ 1 Week at 1 ★★	Jamie Richards	1846	300	11	12	24	LITTLE BIT OF LOVE (Independent)	Prophets and Outlaws ft/ Pat Green	1228	140
2	4	22	WRAP YOU UP IN LOVE (Independent)	Darrin Morris Band	1604	125	12	14	10	SENIORITA SKY (Independent)	Chad Cooke Band	1159	195
3	3	22	PLAINVIEW (Independent)	Kin Faux	1527	21	13	15	6	TEQUILA SUNDOWN (Independent)	Jon Wolfe	1087	157
4	5	21	THINGS I SHOULDN'T HAVE (Independent)	Jesse Raub Jr.	1513	65	14	23	7	RECORD HIGH (Warner Music Nashville)	Randall King	908	150
5	6	17	REWIND (Independent)	Kyle Park	1511	73	15	19	16	LOST INSIDE THE GROOVE (Independent)	Reckless Kelly	902	84
6	7	21	ROLLIN STONE (Rouxbie Music)	Kendall Shaffer	1498	83	16	18	21	WE BOTH KNOW BETTER (Independent)	James Cook f/ Sarah Hobbs	896	73
7	9	20	DON'T WANT TO GO HOME (Independent)	Teague Brothers Band	1426	183	17	13	21	FEELS A LOT LIKE THIS (Independent)	Corey Kent	895	-149
8	8	19	ONE BEER AT A TIME (Independent)	Drew Fish Band	1417	78	18	25	7	LIKE YOU DO (Independent)	George Navarro	827	135
9	1	17	RODEO GIRL (Independent)	Micky & The Motorcars	1332	-518	19	22	12	HEAVEN'S JUKEBOX (Sony Dist)	Jaden Hamilton	806	48
10	11	9	REAL DAMN GOOD (Independent)	Josh Abbott Band	1280	119	20	10	14	SHOWING OFF (Independent)	Sundance Head & Ariel Hutchins	787	-427

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](http://www.texasregionalradio.com), or contact Dave Smith at 972-252-8777. Copyright 2021, Texas Regional Radio Report



# SHUFFLE

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## NASHVILLE &amp; NATIONAL TOM ROLAND



TERRY WYATT/GETTY IMAGES

Carly Pearce (center) hosted when the Academy of Country Music presented the 14th annual ACM Honors at Nashville's Ryman Auditorium on Aug. 25. Pearce is flanked by City National Bank Nashville Entertainment senior vp/team manager Lori Badgett and ACM CEO Damon Whiteside.

## RESERVOIR BUYS ALABAMA CATALOG RIGHTS

Country band Alabama has sold its interest in its recorded-music rights catalog to Reservoir Media, the company announced Aug. 26.

The catalog, buoyed by 20 albums released on RCA Nashville from 1980 to 2007, includes over two dozen No. 1 country hits, two of which reached the top 20 of the Billboard Hot 100: "Love in the First Degree" peaked at No. 15 in 1982, and "Feels So Right" hit No. 20 in 1981. "Dixieland Delight," one of the group's most-streamed tracks, reached No. 1 on the Country Airplay chart in 1983 and is mentioned in Walker Hayes' current "Fancy Like."

Financial terms were not disclosed.

Reservoir was founded in 2007 and now has over 32,000 master recordings — 6,000 from its acquisition of Tommy Boy Entertainment in June for \$100 million — and 130,000 copyrights. In 2019 it became a full-service music company when it purchased U.K.-based music company Blue Raincoat Music and its subsidiary Chrysalis Records.

The company had revenue of \$16.7 million in the second quarter of 2021, up 23% year over year, with 74% coming from music publishing.

In Alabama, Reservoir gets classic country music that streams well: The band's tracks have amassed 300 million on-demand audio streams in the United States during the last 52 weeks, making it the 487th most-streamed artist over that period, according to MRC Data. The group also sold 93,000 albums and 129,000 tracks in that span. Since MRC Data began tracking sales in 1992, the group has 1.3 billion streams and sold 21.9 million albums.

The deal is "an affirmation of [Reservoir's] strategy" to build its recorded-music catalog "with such undeniably classic" music, founder/CEO Golnar Khosrowshahi said in a statement. That strategy is built on money Reservoir received from a July merger with Roth CH Acquisition II, a special purpose acquisition company — a shell company — that raised \$115 million in an initial public offering on the Nasdaq. — Glenn Peoples

## RADIO &amp; RECORDS

Big Loud hired director of promotion Southeast Duane Hobson, who most recently worked as an A&R collaborative manager and tour manager for Edge Artist Management. Reach Hobson [here](#)... Radio Advertising Bureau president/CEO Erica Farber was named among eight inductees in the Radio Hall of Fame. Farber also spent 17 years as publisher/CEO of Radio & Records. The Hall of Fame induction takes place Oct. 28 at Chicago's Wintrust Grand Banking Hall. Go [here](#) for a full list of new members... McVay Media president Mike McVay was recognized among four new additions to the West Virginia Museum of Broadcasting Hall of Fame, RadioInk.com reported. The induction ceremony is scheduled for Oct. 16... Mid-West Family Broadcasting/Springfield, Mo., promoted Scott Ellis to operations manager for the cluster, according to RadioInk.com. The group's holdings include country KOMG. Ellis will continue in his existing role as PD of top 40 KOSP... WQDR Raleigh, N.C., added Amanda Daughtry to its morning crew, RadioInsight.com reported.

Daughtry is a North Carolina native who recently returned to the area after 10 years as a Nashville-based singer-songwriter... WDAF Kansas City dropped Zeke Montana into the morning shift, according to RadioInsight.com, after working for the last year as a fill-in. Montana previously handled mornings at rival KBEQ before retiring in October 2019... Country Radio Broadcasters established a Lisa McKay Women in Radio Scholarship program, covering registration and major expenses for three female programmers attending Country Radio Seminar for the first time in 2022. Apply for the scholarship [here](#).

## 'ROUND THE ROW

Amazon Music country lead Kelly Rich was scheduled to wrap her tenure with the company on Aug. 30. Amazon is seeking a replacement; the job opening is posted [here](#)... SMACKSongs promoted four of its publishing executives: Lee Krabel rose to vp publishing from senior creative director, Jeremy Groves was bumped to creative director from manager, Sam Sarno was upped to creative manager from coordinator, and Carly Sater climbed to creative coordinator from catalog manager/operations coordinator. SMACKSongs and Kobalt Music also signed a joint-venture publishing deal with the duo Tigirlily... Songwriter C.J. Solar ("Up Down," "Some Girls") inked a publishing contract with Edgehill Music... Sheltered Music added songwriter-producer Alex Kline ("Somebody Like That") to its roster in a publishing/production co-venture with producer Dann Huff... Singer-songwriter Jeffrey East agreed to a joint publishing contract with Endurance Music Group and producer Ash Bowers... Writer-artist Harper Grace joined the songwriting roster at Curb | Word Music... FBMM co-founder Mary Ann McCready was elected to a one-year term as the new chair for the Country Music Hall of Fame and Museum's board of officers... The Recording Academy established a 23-person leadership council for its new Songwriters & Composers Wing. The committee includes at least four writers who have earned country hits: Bruce Robison ("Travelin' Soldier"), Brett James ("I Hold On"), Lori McKenna ("Humble and Kind") and Tayla Parx ("Glad You Exist")... New York Country Swag has rebranded as Country Swag... Veteran drummer Kenny Malone died Aug. 26 following a COVID-19 diagnosis. A prolific session player, he contributed to a bundle of country hits, including Crystal Gayle's "Don't It Make My Brown Eyes Blue," Don Williams' "I Believe in You," Dottie West's "A Lesson in Leavin'" and Dolly Parton's "Jolene"... Tour production manager Randy "Baja" Fletcher died Aug. 27 after sustaining an injury during pre-concert setup for a Keith Urban show in Ohio the previous day. During his career Fletcher worked for Brooks & Dunn, Waylon Jennings and Randy Travis, among others, and received the Country Music Association's first lifetime achievement award in touring in 2017... Songwriter Kim Tribble died Aug. 25 following a battle with Lewy body dementia, American Songwriter reported. His credits included Collin Raye's "I Can Still Feel You," Montgomery Gentry's "One in Every Crowd," David Lee Murphy's "Out With a Bang" and Mindy McCready's "Guys Do It All the Time." ●



JASON DAVIS

Dion Pride performed "Mountain of Love" in tribute to his late father during CMT Giants: Charley Pride, which premiered Aug. 25. From left: The Change Agent-cy president Lucia Folk, CMT vp production Margaret Comeaux, Pride, CMT senior vp music and talent Leslie Fram and BMI Nashville executive director of creative Shannon Sanders.

# 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
1	1	1	11	<b>FANCY LIKE</b> W.HAYES,J.THIBODEAU,S.MCANALLY (W.HAYES,J.JENKINS,S.STEVENS,C.BARTOLINI) <b>** No. 1 (7 Weeks)/Digital Gainer **</b>	Walker Hayes MONUMENT	23	1
2	3	3	44	<b>FOREVER AFTER ALL</b> CHIP MATTHEWS,J.D.SINGLETON,L.COMBS (L.COMBS,D.PARKER,R.WILLIFORD)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	RC	1
3	4	6	20	<b>WAVES</b> J.STEVENS,J.STEVENS (Z.CROWELL,R.J.HURD,R.C.MCGILL) <b>** Airplay Gainer **</b>	Luke Bryan CAPITOL NASHVILLE	1	3
4	5	8	24	<b>THINGS A MAN OUGHTA KNOW</b> J.JOYCE (L.WILSON,J.D.SINGLETON,J.NIX)	Lainey Wilson BROKEN BOW	3	4
5	9	11	28	<b>CHASING AFTER YOU</b> A.ESHUIS,T.REIMER (B.ADDINGTON,J.FLOWERS)	Ryan Hurd With Maren Morris ARISTA NASHVILLE	14	5
6	2	2	29	<b>GLAD YOU EXIST</b> D.SMYERS (D.SMYERS,J.REYNOLDS,T.M.PARKS,S.MOONEY,R.L.TAYLOR)	Dan + Shay WARNER MUSIC NASHVILLE/WAR	9	2
7	11	14	22	<b>WE DIDN'T HAVE MUCH</b> J.S.STOVER,S.BORCHETTA (P.DIGIOVANNI,R.MONTANA,J.S.STOVER) <b>** Streaming Gainer **</b>	Justin Moore VALORY	2	7
8	8	9	19	<b>COUNTRY AGAIN</b> D.HUFF,J.FRASURE (THOMAS RHETT,Z.CROWELL,A.GORLEY)	Thomas Rhett VALORY	6	8
9	7	5	29	<b>FAMOUS FRIENDS</b> C.YOUNG,C.CROWDER (C.YOUNG,C.R.BARLOWE,C.CROWDER)	Chris Young + Kane Brown RCA NASHVILLE	4	2
10	12	12	5	<b>IF I DIDN'T LOVE YOU</b> M.KNOX (J.MORGAN,T.KENNEDY,K.M.ALLISON,L.VAUGHAN)	Jason Aldean & Carrie Underwood MACON/CAPITOL NASHVILLE/BROKEN BOW	13	2
11	13	13	19	<b>COLD BEER CALLING MY NAME</b> C.FARREN,J.D.MITCHELL (J.RODGERS,H.PHELPS,BRETT TYLER,A.VANDERHEYM)	Jameson Rodgers Featuring Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	8	11
12	10	7	26	<b>DRINKIN' BEER, TALKIN' GOD, AMEN.</b> C.CROWDER,C.RICE,T.HUBBARD,B.KELLEY (C.RICE,C.CROWDER,H.PHELPS,C.DODDS)	Chase Rice Featuring Florida Georgia Line DACK JAMIELS/BMLG/BROKEN BOW	5	3
13	14	15	26	<b>DRUNK (AND I DON'T WANNA GO HOME)</b> M.JOHNSON,B.PADDOCK (ELLE KING,M.JOHNSON)	Elle King & Miranda Lambert RCA/COLUMBIA NASHVILLE	34	11
14	17	17	14	<b>I WAS ON A BOAT THAT DAY</b> S.MCANALLY,OLD DOMINION (M.RAMSEY,T.ROSEN,W.SELLERS,G.SPRUNG,B.FTURSI,S.MCANALLY,J.OSBORNE)	Old Dominion ARISTA NASHVILLE	12	14
15	15	16	7	<b>MEMORY</b> A.M.GOLDSTEIN,BLACKBEAR (M.T.MUSTO,A.M.GOLDSTEIN,J.KIRKLAND,K.BROWN,E.K.SMITH)	Kane Brown X blackbear RCA NASHVILLE	-	9
16	NEW		1	<b>ONE MISSISSIPPI</b> D.HUFF (K.BROWN,J.FRASURE,L.GRAY,E.K.SMITH) <b>** Hot Shot Debut **</b>	Kane Brown RCA NASHVILLE	33	16
17	16	18	22	<b>YOU SHOULD PROBABLY LEAVE</b> D.COBB,C.STAPLETON (C.STAPLETON,A.GORLEY,C.DUBOIS)	Chris Stapleton MERCURY NASHVILLE	26	16
18	19	20	30	<b>MEMORY I DON'T MESS WITH</b> B.GLOVER,K.JACOBBS,L.BRICE (L.BRICE,B.MONTANA,B.DAVIS)	Lee Brice CURB	10	18
19	22	21	8	<b>COLD AS YOU</b> CHIP MATTHEWS,J.D.SINGLETON,L.COMBS (L.COMBS,S.MINOR,R.MONTANA,J.D.SINGLETON)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	16	19
20	18	19	25	<b>MY BOY</b> O.CHARLES (E.SHANE,R.SUTTON,N.COLUMBIA,L.STARR)	Elvie Shane WHEELHOUSE	11	18
21	21	23	14	<b>BUY DIRT</b> P.DIGIOVANNI (J.DAVIS,J.DAVIS,M.JENKINS,J.JENKINS)	Jordan Davis Featuring Luke Bryan MCA NASHVILLE	31	21
22	20	22	17	<b>YOU TIME</b> F.RODGERS,D.WELLS,A.ESHUIS (S.C.MCCREERY,F.ROGERS,A.ESHUIS)	Scotty McCreery TRIPLE TIGERS	7	20
23	23	24	20	<b>KNOWING YOU</b> B.CANNON,K.CHESEY (BRETT JAMES,A.JAMES,K.HIGGINS)	Kenny Chesney BLUE CHAIR/WARNER MUSIC NASHVILLE/WEA	15	23
24	24	27	10	<b>THINKING 'BOUT YOU</b> Z.CROWELL (D.LYNCH,A.ALBERT,H.PHELPS,W.WEATHERLY)	Dustin Lynch Featuring Lauren Alaina Or MacKenzie Porter BROKEN BOW	24	24
25	25	25	35	<b>NEXT GIRL</b> S.MCANALLY,J.OSBORNE (C.PEARCE,S.MCANALLY,J.OSBORNE)	Carly Pearce BIG MACHINE	18	23

### COUNTRY SONGWRITERS™

1	#1 19 WKS	<b>ASHLEY GORLEY</b>
2		<b>ZACH CROWELL</b>
3		<b>JONATHAN SINGLETON</b>
4		<b>HUNTER PHELPS</b>
5		<b>JOSH JENKINS</b>
6		<b>LUKE COMBS</b>
7		<b>COREY CROWDER</b>
TIE	8	<b>BRINLEY ADDINGTON</b>
TIE	8	<b>JERRY FLOWERS</b>
10		<b>RANDY MONTANA</b>



### COUNTRY PRODUCERS™

1	#1 42 WKS	<b>DANN HUFF</b>
2		<b>DAN SMYERS</b>
3		<b>SHANE MCANALLY</b>
4		<b>JAY JOYCE</b>
5		<b>MICHAEL KNOX</b>
6		<b>AARON ESHUIS</b>
7		<b>COREY CROWDER</b>
8		<b>OSCAR CHARLES</b>
9		<b>PAUL DIGIOVANNI</b>
TIE	10	<b>CHIP MATTHEWS</b>
TIE	10	<b>JONATHAN SINGLETON</b>
TIE	10	<b>LUKE COMBS</b>

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	28	26	12	LIKE A LADY D.HUFF (H.SCOTT,D.M.BARNES,M.BUZZ,M.JOHNSON,B.PADDOCK)	Lady A BMLG	17	26
27	27	29	12	FREEDOM WAS A HIGHWAY A.BOWERS,J.ALLEN(J.ALLEN,A.BOWERS,M.ROGERS)	Jimmie Allen & Brad Paisley STONEY CREEK	20	27
28	31	30	28	SAND IN MY BOOTS J.MOI (A.GORLEY,M.W.HARDY,J.OSBORNE)	Morgan Wallen REPUBLIC/BIG LOUD	32	5
29	32	31	13	TEQUILA LITTLE TIME B.BUTLER,R.GORE,J.PARDI (J.PARDI,R.AKINS,L.LAIRD)	Jon Pardi CAPITOL NASHVILLE	19	29
30	29	28	11	SAME BOAT Z.BROWN,B.SIMONETTI (B.SIMONETTI,Z.BROWN,J.D.SINGLETON)	Zac Brown Band HOME GROWN/WARNER MUSIC NASHVILLE/WAR	25	28
31	30	32	18	WHISKEY AND RAIN R.COPPERMAN (J.FRASURE,J.THOMPSON)	Michael Ray WARNER MUSIC NASHVILLE/WEA	21	30
32	33	34	28	JUST ABOUT OVER YOU J.JOHNSON (P.BLOCK,S.JONES,E.K.KROLL)	Priscilla Block INDENT/MERCURY NASHVILLE	22	32
33	34	35	10	TO BE LOVED BY YOU JON RANDALL (P.MCCOLLUM,R.AKINS)	Parker McCollum MCA NASHVILLE	29	28
34	36	36	19	HALF OF MY HOMETOWN K.BALLERINI,R.COPPERMAN,J.ROBBINS (K.BALLERINI,S.MCANALLY,R.COPPERMAN,J.ROBBINS,N.GALYON)	Kelsea Ballerini Featuring Kenny Chesney BLACK RIVER	30	32
35	37	37	13	HOME SWEET C.BROWN,D.HUFF,R.DICKERSON (R.DICKERSON,C.BROWN,C.KELLEY)	Russell Dickerson TRIPLE TIGERS	28	35
36	26	-	2	STEAL MY LOVE D.SMYERS (D.SMYERS,A.ALBERT,A.GORLEY,J.REYNOLDS)	Dan + Shay WARNER MUSIC NASHVILLE/WAR	44	26
37	38	41	7	THAT'S WHAT COWBOYS DO G.BROOKS (J.MARTIN,M.ROSSELL,T.G.BROOKS)	Garth Brooks PEARL	36	37
38	39	39	23	GIVE HEAVEN SOME HELL J.MOI,D.WELLS (M.W.HARDY,A.GORLEY,B.JOHNSON,H.PHELPS)	HARDY BIG LOUD	37	29
39	40	42	8	COUNTY LINE CHASE MATTHEW,B.MANLEY,A.SHAWN (CHASE MATTHEW)	Chase Matthew HOLLER BOY	-	29
40	41	38	4	THROW IT BACK S.SUMSER,S.SMALL (D.BRELAND,K.URBAN,S.SUMSER,S.SMALL)	Breland Featuring Keith Urban BAD REALM/ATLANTIC	-	38
41	NEW		1	GOD WE NEED YOU NOW STRUGGLE JENNINGS,SCATTEREDBRAINS (STRUGGLE JENNINGS,C.CURTIS,V.FREITAG,M.HARTNETT,P.KEYS)	Struggle Jennings & Caitlyne Curtis ANGELS & OUTLAWS	-	41
42	46	46	8	AM I THE ONLY ONE A.LEWIS,J.DEAN (A.LEWIS,J.DEAN,JEFFREY STEELE)	Aaron Lewis VALORY	-	1
43	44	45	4	IT'S 'CAUSE I AM N.CHAPMAN (C.CLARK,C.JAYMES,L.J.VELTZ)	Callista Clark BIG MACHINE	27	43
44	47	-	7	RIDE THE LIGHTNING (717 TAPES) W.ZEIDERS (W.ZEIDERS,E.PASLAY,R.CROSBY)	Warren Zeiders WARREN ZEIDERS	-	30
45	48	40	3	WISHFUL DRINKING I.ANDRESS,J.M.SCHMIDT (I.ANDRESS,J.PSTARKER SAXE,J.PRICE,D.BROWN,R.WILLIAMSON)	Ingrid Andress With Sam Hunt ATLANTIC/WARNER MUSIC NASHVILLE/WEA	-	40
46	50	49	6	TRUTH ABOUT YOU J.M.SCHMIDT,M.TENPENNY (M.TENPENNY,M.ALDERMAN,T.ARCHER)	Mitchell Tenpenny RISER HOUSE/COLUMBIA NASHVILLE	-	33
47	35	43	6	GOOD THINGS D.SMYERS,J.EVIGAN (A.GORLEY,R.COPPERMAN,J.G.EVIGAN,D.SMYERS)	Dan + Shay WARNER MUSIC NASHVILLE/WAR	-	31
48	45	48	4	BEERS ON ME R.COPPERMAN,D.BENTLEY (D.BENTLEY,D.BRELAND,R.COPPERMAN,L.DICK,A.GORLEY,M.W.HARDY)	Dierks Bentley, Breland & HARDY CAPITOL NASHVILLE	39	36
49	43	50	11	I QUIT DRINKING J.ROBBINS,N.CONRAD (K.BALLERINI,N.GALYON,P.J.KLEIN)	Kelsea Ballerini & LANY BLACK RIVER	-	30
50	NEW		1	WILD HEARTS M.FURR,K.URBAN (K.URBAN,E.PASLAY,B.F.TURSI,J.WAYNE)	Keith Urban HIT RED/CAPITOL NASHVILLE	38	50

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		
	ALBUM CONSUMPTION	AUDIO ON-DEMAND	VIDEO ON-DEMAND
This Week	1,351,000	1,521,797,000	126,698,000
Last Week	1,352,000	1,533,542,000	143,590,000
Change	-0.1%	-0.8%	-11.8%
This Week Last Year	1,219,000	1,337,871,000	124,106,000
Change	10.8%	13.7%	2.1%

YEAR-TO-DATE	2020			2021			CHANGE
	Album Consumption	40,259,000	45,689,000	13.5%			
Album Sales	5,646,000	5,541,000	-1.9%				
Audio On-Demand	43,433,835,000	51,008,060,000	17.4%				
Video On-Demand	4,671,429,000	4,655,219,000	-0.3%				

YEAR-OVER-YEAR	
<b>ALBUM CONSUMPTION</b>	
'20	40.26 million
'21	45.69 million
<b>TOTAL ON-DEMAND STREAMS</b>	
'20	48.11 billion
'21	55.66 billion

All data measures U.S. activity as of the week ending August 26, 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 Robin Giesbrecht at 917-930-9441 or rgiesbrecht@mrcentertainment.com



billboard TOP COUNTRY ALBUMS

SALES, DATA COMPILED BY MRC DATA

Table with columns: THIS WEEK, LAST WEEK, 2 WEEKS AGO, WEEKS ON CHART, ARTIST, TITLE, CERT., PEAK POS. Contains 25 rows of country album data.

Top Country Albums ranks the most popular country albums of the week, as compiled by MRC Data, based on multi-metric consumption...

billboard COUNTRY STREAMING SONGS

Table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, TITLE, ARTIST. Contains 25 rows of country streaming song data.

The week's top-streamed and top-selling paid download country songs, respectively, from sales reports collected and provided by MRC Data...

billboard COUNTRY DIGITAL SONG SALES

STREAMING & SALES DATA COMPILED BY MRC DATA

Table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, TITLE, ARTIST. Contains 25 rows of country digital song sales data.

billboard AMERICANA/FOLK ALBUMS

SALES DATA COMPILED BY MRC DATA

Table with columns: THIS WEEK, LAST WEEK, 2 WEEKS AGO, WEEKS ON CHART, ARTIST, TITLE, CERT., PEAK POS. Contains 10 rows of Americana/Folk album data.

Americana/Folk Albums ranks the most popular Americana/folk albums of the week, as compiled by MRC Data, based on multi-metric consumption...

billboard BLUEGRASS ALBUMS

SALES DATA COMPILED BY MRC DATA

Table with columns: THIS WEEK, LAST WEEK, 2 WEEKS AGO, WEEKS ON CHART, ARTIST, TITLE, CERT., PEAK POS. Contains 10 rows of Bluegrass album data.

Bluegrass Albums ranks the most popular bluegrass albums of the week, as compiled by MRC Data, based on album sales...

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# The 'Truth' Hurts: Mitchell Tenpenny Explores A Universal Theme

The average American is lied to roughly 200 times a day.

That benchmark, established by University of Southern California psychology professor **Jerald Jellison** in 1977, folds in lies from relatives, co-workers, advertisers, salespeople, politicians, spouses, preachers and even friends who might be offering a simple "You like nice today" when their buddy is actually not very presentable. And that daily average may have grown with the advent of the internet and social media.

Still, as common as deceit may be, most people never quite get comfortable with it — especially when the falsehoods are about them.

Thus, **Mitchell Tenpenny's** new single, "Truth About You," has a title that should spark a gut-level response from just about everyone.

"The whole reason we picked this song is because it blew up on TikTok," says Tenpenny. "Apparently everyone has dealt with this. It's crazy."

Songwriter **Matt Alderman** ("Nobody," "Nothing To Do Town") likely recognized that — subconsciously, at least — when he came up with the hook, "If you'll stop telling lies about me, then I won't tell the truth about you." Alderman isn't sure how the idea originated, though Tenpenny cites it as a movie quote. Actor **Michael Douglas's** ruthless character Gordon Gekko did, in fact, offer a version of that phrase in the 2010 movie *Wall Street: Money Never Sleeps*. Before that, former presidential contender **Adlai Stevenson** used the phrase while discussing negotiations with the Republican Party. In more recent years, the phrase has circulated as an internet meme.

Alderman thought it could work in a song. He must have been excited about it: His roommate mentioned it around Christmas 2018 to songwriter **Thomas Archer** ("Hurricane," "Got What I Got"), who expected he would soon be hearing the results of that idea, however it got written. Archer found out about its destiny on Feb. 13, 2019, when he showed up on Music Row for a writing session with Alderman and Tenpenny.

"Matt throws out that title," recalls Archer, "and before Mitchell could agree to it, I flipped out and said, 'How have you not written that title, Matt? You don't know that I know that you had that title. Your roommate told me that you had this idea and I've been wondering why haven't you written it or how was it going to turn out.' And he was just like, 'I was waiting on the right write. I feel like this is the right one.'"

They drove the musical portion of the process on guitars, though Alderman started building the demo on his laptop as the work progressed. Meanwhile, the hook was recast as a post-relationship demand, an easily grasped concept since nearly everyone has been horribly misrepresented by an ex. Verse one sets the stage, with the singer discovering he's being trashed on the local grapevine for things he hasn't done.

It opens into a bigger chorus, pitting two enemies — "One's a lie and one's the truth" — with a call for a compromise and a truce.

In verse two, the claws come out as the singer lists the flaws of his ex that he has kept inside: She was a hypocrite, a liar and a cheat. The verse is a not-so-veiled threat that all of her dishonesty could come crashing down around her, destroying the facade she has worked so hard to build.

It mildly breaks a Nashville songwriting rule — dissing women is frowned upon in modern country songs — though the passage is a bit of an exception, since he hasn't bashed her publicly and it's only a putdown of one fraudulent individual, not an entire gender.

"Girls are the ones having, I think, a bigger response to the song," says Alderman. "I would hope nobody would think, 'Oh, he's talking crap about a

girl.' I hope they just think he's talking crap about an ex. And if you're a girl, that's a guy. It didn't feel risky, I guess, because I just felt like everybody feels that way about their ex probably in most breakups. I mean, most breakups don't end well."

The bridge approaches it in a slightly different way. "I truly wish the best for you," the singer says in the stanza's opening line, but by the end of that four-line structure, he has reiterated that he's still willing to destroy her reputation if she continues trashing him.

"That's like the saving grace a little bit," says Alderman. "You're kind of saying, 'Hey, listen, I've pointed out all this bad stuff about you, but I'm still a good enough guy to wish you well, so leave me alone. Let's just call a truce.'"

Alderman finished the demo later, though he couldn't let it go. As his programming skills increased, he came back to "Truth" several times, looking to give the song as much potential as possible.

"He has done like four different versions, and they were all super different," says Tenpenny. "It was crazy. I was like, 'Well, that's awesome. This dude cares about the song, too.'"

Producer **Jordan M. Schmidt** (**Florida Georgia Line**, **Ingrid Andress**) oversaw the final session on "Truth About You" at the Sound Stage on Music Row, with a distinct arc. **Todd Lombardo** threaded a light mandolin across the spare opening section, with drummer **Miles McPherson** fattening the sound at verse two and stacks of Tenpenny vocals eventually providing additional counter harmonies at the close of the performance.

The production becomes more intense as each stage in the story develops, from discovery of the lie to the bargaining and eventually to the threat. And Schmidt drilled down on the lyrics to guarantee that they matched the song's musical development.

"The concept of it was a little confusing to me at first," says Schmidt. "We ended up tweaking it. This was one of those songs where the 'ands' and 'buts' and 'causes' really, really mattered. I do remember being very particular about that and tweaking some of them."

Schmidt knew "Truth About You" was a good song before they went into the studio. But it played even better than he expected once it was completed.

"Mitchell's vocal performance is very honest and believable, and after we got the vocals in there, I definitely got more excited about the song," says Schmidt. "It's just what the fans want to hear from Mitchell: just a very vulnerable, honest, emotional performance."

Tenpenny snuck "Truth About You" out to the world in a May 4 TikTok post that has since amassed over 2 million views. Listeners related to it on a personal level, but might have been further attuned to the issue because of the news: Much of the national conversation for the past seven months has revolved around the Jan. 6 insurrection, inspired by the Big Lie.

"How much stock do you put into something someone says?" Archer asks rhetorically. "I think it relates to a lot of different things other than just what the song is [about]."

"Truth About You" debuted at No. 33 on *Billboard's* Hot Country Songs chart dated July 24. Riser House/Columbia Nashville released it to country radio through PlayMPE on July 27. And Tenpenny gets ongoing honest feedback about the song's relatability.

"People were like, 'You just helped me through my relationship. Oh, my gosh, I just got over this. And now I'm singing this at the top of my lungs with my friends,'" says Tenpenny. "That stuff makes you think maybe this song could actually help people like I had songs help me grow up." ●









# CODA

REWINDING  
THE  
COUNTRY  
CHARTS

## 16 Years Ago Faith Hill Was A 'Mississippi Girl' At No. 1

In 2005, she earned her ninth leader on Hot Country Songs

On Sept. 5, 2005, **Faith Hill's** "Mississippi Girl" climbed to No. 1 on *Billboard's* Hot Country Songs chart. **John Rich** and **Adam Shoenfeld** wrote it specifically for Hill, who was born in Jackson, Miss.

The song was the lead single from Hill's *Fireflies* album, which debuted at No. 1 on both the Top Country Albums chart and the all-genre Billboard 200. The track became the most recent of Hill's nine leaders on Hot Country Songs, among 24 top 10s.

Hill scored her fourth No. 1 single, "It's Your Love" with **Tim McGraw**, in 1997. The couple married in 1996,

following her run as an opening act on his Spontaneous Combustion tour. In 2017, they signed individual recording contracts with Sony Music Entertainment and released their first collaborative set, *The Rest of Our Life*, which arrived at No. 1 on Top Country Albums that December.

Next up, Hill and McGraw are set to star alongside **Sam Elliott** in *1883*, a Paramount+ prequel to Paramount's *Yellowstone*. The pair will play Margaret and James Dutton, the respective matriarch and patriarch of the series' family.

—JIM ASKER

Hill onstage in 2005.



TR.	WK	LA	WE	2 W	AGC	WKS ON	PRODUCER (SONGWRITER)	IMPRINT & NUMBER / PROMOTION LABEL	WKS
1	3	3	15	#1	1 WK	15	<b>MISSISSIPPI GIRL</b> D. HUFF, B. GALLIMORE, F. HILL (J. RICH, A. SHOENFELD)	Faith Hill WARNER BROS./WRN	1
2	2	2	21			21	<b>SOMETHING MORE</b> G. FUNDIS (K. HALL, J. NETTLES, K. BUSH)	Sugarland MERCURY	2
3	1	1	16			16	<b>AS GOOD AS I ONCE WAS</b> J. STROUD, T. KEITH (T. KEITH, S. EMERICK)	Toby Keith DREAMWORKS	1
4	4	4	14			14	<b>PLAY SOMETHING COUNTRY</b> T. BROWN, R. DUNN, K. BROOKS (R. DUNN, T. MCBRIDE)	Brooks & Dunn ARISTA NASHVILLE	4
5	5	5	18			18	<b>ALCOHOL</b> F. ROGERS (B. PAISLEY)	Brad Paisley ARISTA NASHVILLE	5