

billboard Country Update

ADVERTISEMENT

SEPTEMBER 13, 2021 | PAGE 1 OF 1

Not just another *PRETTY* song...

NATE BARNES



“GENUINE, HEARTFELT
AND REAL. ALL THE
INGREDIENTS OF A GREAT
COUNTRY SONG”

TRAVIS MOON PD KUBL

"YOU AIN'T PRETTY"

1 MONITORED MARKET SPIN = **41** MONITORED MARKET STREAMS

BILLBOARD TOP 5 MOST ADDED

• **14 NEW ADDS** •

BB #50 CA/MB #46



billboard Country Update

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BILLBOARD COUNTRY UPDATE

Tom.Roland@billboard.com



Country Tour Bus Biz Recovering From Pandemic With One Eye On The Long Haul

The website for Hemphill Brothers Coach in Nashville has an odd feature this fall: a blatant “Now hiring!” advertisement.

The tour bus company — which lists **Dolly Parton**, **Dierks Bentley** and **Gary Allan** among its clients — had almost all of its fleet grounded for the last year and a half. During the downtime, many of its freelance drivers retired, segued into the trucking business or changed careers. And with many workers reluctant to put themselves in social situations amid a raging pandemic, restocking the pool is a challenge.

President/CEO **Trent Hemphill** is optimistic that the team will return to full strength, but anticipates other challenges even farther down the road. As climate change accelerates, the transportation industry faces greater pressure to switch to cleaner technologies: electricity or fuel cells that convert other fuels, such as hydrogen, to battery power. And with numerous companies testing autonomous vehicles, it's possible that a bus in the 2030s could rely — in part, at least — on driverless travel.

“I’m not trying to limit the future in my thinking about what could come down the road,” says Hemphill, though he expects any changes will evolve slowly.

Since its start with two buses in 1980, the Hemphills’ Nashville-based business has expanded to 110 buses that, in non-COVID-19 times, rack up as much as 7 million miles a year.

Transport is a major consideration for country artists. They can expect to fork over \$17,000-\$20,000 a month to lease a bus, according to Fusion Management founder **Daniel Miller**, who handles **Riley Green**, **Martina McBride** and **Cassadee Pope**. Miller projects \$1 per mile in fuel costs for each tour run, as well as additional expenses for drivers, cleaning, engine service and linens. And since artists can easily spend as much time in the bus as in their homes, leasing companies want the pricey experience to be enjoyable.

Thus, buses have grown increasingly sophisticated, with slide-outs that allow the vehicle to expand its living space once it's parked, taller construction that



ANDREW KLATT/CONFLUENCE GROUP



CHRIS YOUNG AT THE END OF A BAR

WITH MITCHELL TENPENNY

#2 MOST ADDED
44 STATIONS ON IMPACT

INCLUDING

WNSH • KKGO • KSCS • KYGO • WMZQ • KNIX • KKBQ • KILT
WXTU • WKHX • WYCD • KEYE • KMNB • WDSY • WLHK • WIL • KSD
WCOL • KRTY • KBEQ • MUSIC CHOICE • SXM THE HIGHWAY

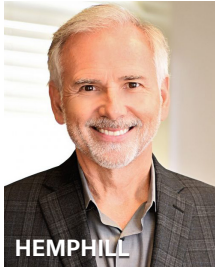
THANK YOU COUNTRY RADIO

WATCH VIDEO HERE



accommodates more sleeping bunks and quieter generators. As the buses age out, the company typically purchases a new bus shell each month.

“We buy the new model every year of what’s out there,” says Hemphill. “So we see the technology moving, and we’re buying that technology as it’s available.”



HEMPHILL

Availability of new technologies is a chicken-and-egg proposition throughout the industry. Prevost, one of the most prominent coach manufacturers, is a Volvo subsidiary, and country tour buses are a small fraction of the parent company’s overall business, which includes passenger vehicles, trucks, city buses and construction machinery. Traveling into the future is important to its success — Volvo hopes to be fossil-fuel-free by 2040 — and it broke ground on a new vehicle propulsion lab in Hagerstown, Md., in

June that will improve its ability to advance electric and fuel-cell performance. Volvo also announced on Sept. 1 that the Maersk shipping company had ordered 16 electric semi-trucks, purportedly the largest commercial order to date of a no-emission truck.

But the feasibility of no-gas vehicles relies on the ability to recharge the system. The infrastructure bills being debated in Washington, D.C., hold the promise of more electric refueling stations — particularly for local trucks and buses in large cities, according to Prevost executives — and if those outlets come to fruition, they would likely lead to more electric vehicles. That would, in turn, encourage additional recharging stations in smaller cities and interstate corridors, thus increasing pressure to advance the electric bus.

“We see a lot of momentum when it comes to automobiles,” says Prevost director of business operations and shell sales **Ryan Piercy**. “Obviously, the weight of an automobile versus the weight of a bus and everything that’s on it makes a big, big difference when you want to get that range from the batteries with the technology that exists today.”

But the interest is there. The fuel costs of a tour bus, which gets seven to eight miles per gallon, are a constant reminder to artists and their teams of the amount of diesel they’re burning. Increasing cancellations from extreme weather events likewise bring focus to the growing wave of climate change, and the acts recognize live industry’s contribution to that issue.

“They’re conscientious,” says Prevo bus shell division director **Steven Zeigler**. “They think about their clients and who’s coming to see them, and so we do have those discussions. We’ve had guys that put solar panels on the top, and so they’re putting batteries in there that’ll charge from the [panels].”

While the shift to new fuel sources seems inevitable, the advent of driverless vehicles raises some eyebrows. CBS’ *60 Minutes* recently rebroadcast a segment on Starsky Robotics’ advances with automated eighteen-wheelers. The technology looks impressive, and Miller notes that it holds the potential to make some tours a tad less expensive.

“We can’t let [drivers] drive more than 10 hours” without an eight-hour break, he says, noting government restrictions. “So if and when that technology existed, it would let us travel longer distances without having to bring a second driver out.”



MILLER

Of course, while freight trucks might be delivering washing machines to a home store, a bus carrying McBride has a more fragile — and more valuable — payload.

“I don’t trust the driverless truck just yet,” says Miller. “But hopefully, if the Jetsons’ premonitions come true, we’ll be there in our lifetime.”

Though if it were to happen, it would mean a drastic change in job descriptions. The bus driver serves, as Piercy says, as a “concierge” for a band and crew.

“There’s so many other things that the driver does other than just drive the bus,” affirms Hemphill. “Think of it almost as an RV or a motor home, which has showers on the bus. There’s water-supply situations that have to be taken care of, dumping toilets and systems like that, all types of service checks and routing changes due to weather.”

Which suggests that coachmen will mostly remain in the driver’s seat, even if gas is eventually removed from the tank. Either way, as the most forward-thinking Americans ponder the conditions that are being created for future generations, the touring business has wheels turning on the very same issue.

From top to bottom, says Volvo director of marketing and communications **Michael Power**, the business is “actively working on solutions for the long haul.”



ASTRID STAWIARZ/GETTY IMAGES

Zac Brown (center) participated when Audacity held a multi-artist Stars and Strings concert broadcast on Sept. 11 on The Rooftop at Pier 17 at the Seaport in New York. Proceeds went to the nonprofit 9/11 Day. Brown is joined by Audacity chairman/president/CEO **David Field** and COO **Susan Larkin**.



ALEXA CAMPBELL

Taylor Mill, Ky., celebrated **Carly Pearce Day** on Sept. 2. She was presented with a key to the city, and her name was placed on a sign at the edge of town. From left: Taylor Hill Commissioner **Mark Kreimborg**, Pearce and Commissioners **Caroline Braden** and **Dan Murray**.



Tenille Arts (center) visited with **KRST Albuquerque PD Bev Rainey** during a Sept. 9 tour stop. They’re joined by 19th & Grand director of national promotion **Dave Collins**.



Ashley McBryde (left) and **Jeannie Seely** chatted with **ABC Radio producer/reporter Stephen Hubbard** about the **Grand Ole Opry’s 5,000th Saturday show**, scheduled to occur Oct. 30.

THE NEW ALBUM + FILM BY KACEY MUSGRAVES

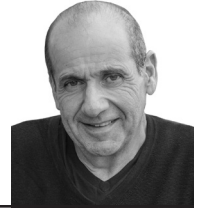
star-crossed



 MCA
NASHVILLE *Paramount+*

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

Rhett Tops Country Airplay 'Again'; Shane Scores First Top 10; Old Dominion's 'Boat' Sails Up Hot Country Songs Chart



Thomas Rhett's "Country Again" (Valory) ascends to No. 1 on *Billboard's* Country Airplay chart dated Sept. 18, marking his 17th leader on the list.

In the tracking week ending Sept. 12, the song — which Rhett wrote with Zach Crowell and Ashley Gorley — increased by 12% to 28.2 million audience impressions, according to MRC Data.

"No. 1 singles are always something I cherish, but this one especially," Rhett tells *Billboard*. "This song was such a central part of how I processed the last couple of years of my life. So to have it resonate with people the way it has and to have it sung back to me every night on the road now that we're able to tour again, it's just been kind of the perfect punctuation point to this chapter for me."

"Country Again" is the sophomore single from Rhett's fifth full-length, *Country Again: Side A*, which debuted at No. 2 on Top Country Albums in May, granting him his fifth top five entry. The release's *Side B* second half is expected later this year. Lead single "What's Your Country Song" led Country Airplay for a week in March. The Valdosta, Ga., native banked his first leader on that chart in October 2013 when "It Goes Like This" began a three-week reign.

"Country Again" pushes 7-5 for a new high on the airplay-, sales- and streaming-based Hot Country Songs chart. It drew 6.6 million U.S. streams (up 5%) and sold 1,900 downloads (up 9%) in the week ending Sept. 9.



On Hot Country Songs, "Boy" bumps 19-18, returning to its best rank with 3.7 million streams and 1,800 sold.

Shane is the latest performer to reach the Country Airplay top 10 with their first entry. He follows Lainey Wilson, who reached the tier on the Aug. 7-dated survey with her freshman entry, "Things a Man Oughta Know" (Broken Bow). On the Sept. 18 list, "Man" holds at its No. 2 high (26.7 million, up 3%). Shane is the first solo male to achieve a top 10 on the chart with a rookie entry since Niko Moon, whose "Good Times" crowned the list dated March 13; it topped Hot Country Songs during the same frame.

DOCKING ANOTHER HIT Old Dominion scores its ninth Hot Country Songs top 10 as "I Was on a Boat That Day" (Arista Nashville) floats 12-9. It's the group's first such hit on the chart since "One Man Band," which reached No. 2 in November 2019. The song also dominated Country Airplay for one week, becoming the act's seventh No. 1.

Speaking of Country Airplay, "Boat" rises 12-11 there with a 3% gain to 15.9 million in radio reach. It also drew 7.1 million streams (up 22%) and sold 2,600 downloads in the tracking week.

'23' AT 30 Sam Hunt's new single, "23" (MCA Nashville), released Sept. 9, opens at No. 30 on Country Airplay with 6.4 million in audience in its first four days. The single received hourly plays on participating iHeartMedia stations in its first two days of availability.

"23" is Hunt's 12th entry on the chart and follows "Breaking Up Was Easy in the 90's," which ruled for one week in May, becoming his eighth leader.

Prior to "23," Hunt entered Country Airplay at higher ranks with "Kinfolks" (No. 18, October 2019), "Downtown's Dead" (No. 18, May 2018) and "Body Like a Back Road" (No. 21, February 2017). "Kinfolks" and "Back Road" both went on to hit No. 1. ●

ATTA 'BOY' Elvie Shane's maiden Country Airplay entry, "My Boy" (Wheelhouse), pushes into the top 10, climbing 11-10 (17.5 million, up 4%).

The song, which Shane penned with Nick Columbia, Lee Starr and Russell Sutton, is from the artist's debut six-song EP, *Country Roads*, which was released in April.

#1 "COUNTRY AGAIN" Thomas Rhett ZACH CROWELL	#2 "THINGS A MAN OUGHTA KNOW" Lainey Wilson JONATHAN SINGLETON
#3 "WAVES" Luke Bryan ZACH CROWELL	#4 "YOU TIME" Scotty McCreery FRANK ROGERS

BACK TO BACK!

SpiritMusic
NASHVILLE

ERIKA GOLDRING/GETTY IMAGES

CONGRATULATIONS THOMAS RHETT ON YOUR 18TH #1!

Country Again

I saw the light

I found the way home

Thank you Lord

Amen

Man it feels good

to be

country again

And I wouldn't change

the things I've done

Or the places that

I've been

But man

it feels good

to be country again



THANK YOU COUNTRY RADIO AND DIGITAL PARTNERS!

billboard Country Airplay



THIS WEEK	LAST WEEK	WKS ON CHART	TITLE Imprint/Label	Artist	AUDIENCE (IN MILLIONS)		PLAYS		
					THIS WEEK	+/-	THIS WEEK	+/-	RANK
1	3	22	COUNTRY AGAIN Valory ★★ No. 1 (1 Week) ★★	Thomas Rhett	28.221	+3.006	7205	485	1
2	2	38	THINGS A MAN OUGHTA KNOW Broken Bow	Lainey Wilson	26.692	+0.667	6812	133	2
3	1	23	WAVES Capitol Nashville	Luke Bryan	26.435	-3.824	6224	-1233	4
4	5	45	YOU TIME Triple Tigers	Scotty McCreery	23.841	+0.380	6389	110	3
5	6	40	COLD BEER CALLING MY NAME River House/Columbia Nashville	Jameson Rodgers Featuring Luke Combs	23.212	+0.783	6039	170	5
6	4	41	FAMOUS FRIENDS RCA Nashville	Chris Young + Kane Brown	22.830	-1.084	5143	-325	7
7	9	45	MEMORY I DON'T MESS WITH Curb	Lee Brice	21.344	+1.284	5632	379	6
8	7	41	DRINKIN' BEER. TALKIN' GOD. AMEN. Dack Janiels/BMLG/Broken Bow	Chase Rice Featuring Florida Georgia Line	19.486	-1.381	4528	-323	9
9	10	8	IF I DIDN'T LOVE YOU Macon/Capitol Nashville/Broken Bow	Jason Aldean & Carrie Underwood	17.960	+0.955	4476	239	10
10	11	49	MY BOY Wheelhouse	Elvie Shane	17.534	+0.602	5051	176	8
11	12	17	I WAS ON A BOAT THAT DAY Arista Nashville	Old Dominion	15.916	+0.390	4223	40	11
12	14	28	CHASING AFTER YOU Arista Nashville	Ryan Hurd With Maren Morris	15.101	+1.158	4181	233	12
13	13	10	COLD AS YOU River House/Columbia Nashville	Luke Combs	14.673	+0.631	3703	145	16
14	15	27	KNOWING YOU Blue Chair/Warner Music Nashville/WEA	Kenny Chesney	13.365	+0.182	4011	223	13
15	17	34	TEQUILA LITTLE TIME Capitol Nashville https://acm.dmds.com/en#/	Jon Pardi	13.027	+1.241	3774	195	15
16	16	27	LIKE A LADY BMLG	Lady A	12.844	+0.562	3802	110	14
17	19	10	FANCY LIKE Monument	Walker Hayes	12.685	+1.993	3431	445	18
18	20	14	SAME BOAT Home Grown/Warner Music Nashville/WAR ★★ Airpower ★★	Zac Brown Band	12.006	+1.522	3155	262	19
19	18	33	FREEDOM WAS A HIGHWAY Stoney Creek	Jimmie Allen & Brad Paisley	11.415	+0.649	3472	118	17
20	21	47	WHISKEY AND RAIN Warner Music Nashville/WEA ★★ Airpower ★★	Michael Ray	10.705	+0.633	3032	61	20
21	22	51	JUST ABOUT OVER YOU inDent/Mercury Nashville	Priscilla Block	9.121	+0.005	2901	36	21
22	23	19	THINKING 'BOUT YOU Broken Bow	Dustin Lynch Featuring MacKenzie Porter	8.927	+0.667	2519	91	23
23	24	17	YOU SHOULD PROBABLY LEAVE Mercury Nashville	Chris Stapleton	8.176	+0.600	2661	230	22
24	25	21	HALF OF MY HOMETOWN Black River	Kelsea Ballerini Featuring Kenny Chesney	7.099	+0.399	2400	-4	25
25	27	34	HOME SWEET Triple Tigers	Russell Dickerson	6.934	+0.332	2318	128	26
26	30	11	SAND IN MY BOOTS Republic/Big Loud ★★ Breaker ★★	Morgan Wallen	6.752	+1.016	1714	409	30
27	26	25	IT'S 'CAUSE I AM Big Machine	Callista Clark	6.625	+0.117	2411	16	24
28	28	30	TO BE LOVED BY YOU MCA Nashville	Parker McCollum	6.618	+0.617	2129	119	27
29	29	4	ONE MISSISSIPPI RCA Nashville	Kane Brown	6.603	+0.693	1973	256	29
30	NEW	23	MCA Nashville ★★ Hot Shot Debut/Breaker/Most Increased Audience/Most Added ★★	Sam Hunt	6.377	+6.377	1140	1140	36

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ARE NOW OPEN

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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	9	BUY DIRT MCA Nashville	Jordan Davis Featuring Luke Bryan	5.905	+0.292	2104	225	28
32	32	16	DRUNK (AND I DON'T WANNA GO HOME) RCA/Columbia Nashville	Elle King & Miranda Lambert	4.513	+0.295	1396	136	33
33	33	9	HEART ON FIRE EMI Nashville	Eric Church	4.273	+0.261	1594	175	32
34	34	10	THAT'S WHAT COWBOYS DO Pearl	Garth Brooks	3.696	+0.019	1254	20	34
35	35	28	GIVE HEAVEN SOME HELL Big Loud	HARDY	3.367	+0.281	1633	122	31
36	36	4	WILD HEARTS Hit Red/Capitol Nashville	Keith Urban	2.783	+0.359	797	145	43
37	38	6	BEST THING SINCE BACKROADS Big Loud	Jake Owen	2.348	+0.321	886	130	40
38	37	7	BEERS ON ME Capitol Nashville	Dierks Bentley, Breland & HARDY	2.248	+0.145	832	73	42
39	43	30	I CAN'T Monument	Caitlyn Smith Featuring Old Dominion	2.044	+0.326	1098	146	37
40	40	28	THAT AIN'T ME NO MORE RECORDS/Arista Nashville	Matt Stell	2.029	+0.108	1223	46	35
41	39	6	7500 OBO McGraw/Big Machine	Tim McGraw	1.920	-0.076	705	57	46
42	42	5	STEAL MY LOVE Warner Music Nashville/WAR	Dan + Shay	1.862	+0.030	694	20	47
43	41	28	GETTING OVER HIM 19/Mercury Nashville	Lauren Alaina Duet With Jon Pardi	1.859	-0.004	1092	15	38
44	48	19	I'M NOT FOR EVERYONE EMI Nashville	Brothers Osborne	1.519	+0.244	853	56	41
45	46	14	MY MASTERPIECE Capitol Nashville	Darius Rucker	1.496	+0.189	721	54	45
46	49	12	OLD SCHOOL Show Dog Nashville	Toby Keith	1.329	+0.074	970	-1	39
47	50	21	FILL THEM BOOTS Big Loud	Chris Lane	1.172	+0.089	555	41	51
48	47	15	BACK THEN, RIGHT NOW 19th & Grand	Tenille Arts	1.159	-0.136	691	75	48
49	44	3	COUNTRY'D LOOK GOOD ON YOU Stoney Creek	Frank Ray	1.112	-0.405	545	-8	53
50	51	15	YOU AIN'T PRETTY Quartz Hill	Nate Barnes	1.068	+0.024	742	127	44
51	52	7	FOOTPRINTS ON THE MOON Warner Music Nashville/WAR	Gabby Barrett	1.034	+0.011	461	30	54
52	53	15	WHILE YOU'RE GONE Warner Music Nashville/WMN	Drew Parker	0.995	-0.030	384	4	58
53	54	5	WOMAN YOU GOT Mercury Nashville	Maddie & Tae	0.947	+0.006	421	11	57
54	57	16	WOULD HAVE LOVED HER RECORDS	Chris Bandi	0.834	+0.128	657	46	49
55	56	2	NEWTRUCK Curb	Dylan Scott	0.794	+0.041	448	36	56
56	55	6	TILL THERE'S NOTHING LEFT RCA/Triple Tigers	Cam	0.764	-0.066	551	-3	52
57	60	6	ABBY Mercury Nashville	Travis Denning	0.736	+0.123	456	25	55
58	59	7	COME IN (BUT DON'T MAKE YOURSELF COMFORTABLE) True To The Song/Mailboat/New Revolution	Caroline Jones	0.681	+0.056	580	85	50
59	NEW		AM I THE ONLY ONE Valory	Aaron Lewis	0.601	+0.006	202	22	-
60	58	16	HOT BEER Riser House	Dillon Carmichael	0.575	-0.104	260	-173	-



39

CAITLYN SMITH
FEATURING
OLD DOMINION
I Can't

Co-penned by **Smith**, the collaboration rises 43-39 on Country Airplay (2 million impressions, up 19%). The Cannon Falls, Minn., native, who first hit *Billboard's* Americana/Folk Albums chart in 2016, reaches the Country Airplay top 40 in her first visit to the list. Meanwhile, **Old Dominion** adds its 12th top 40 hit.

GOING FOR ADDS

9/20

BRYAN LANNING
Slide Into My GM
bryan lanning

DAVE WILBERT
It's Gettin' There
Wilbilly

KAMERON MARLOWE
Giving You Up
RCA Nashville

SAM RIDDLE
Bar Stool, Church
Pew Town
SSM

9/27

BEN GALLAHER
Every Small Town
Quartz Hill

CHRIS JANSON
Bye Mom
Warner/WAR

CONNER SMITH
Learn From It
Valory

JOE HERMES
Stronger Than
Whiskey
Joe Hermes

NIKO MOON
Paradise To Me
RCA Nashville

10/4

FLAT RIVER BAND FEAT. THE GATLIN BROTHERS
I Just Wish You Were Someone I Love
Flat River Band

MUSCADINE BLOODLINE
Dyin' For A Livin'
Stancaster

billboard Country Airplay



MOST ADDED®

TITLE Imprint/Label	Artist	ADDS
23 MCA Nashville	Sam Hunt	61
SAND IN MY BOOTS Big Loud/Republic	Morgan Wallen	21
HEART ON FIRE EMI Nashville	Eric Church	15
BACK THEN, RIGHT NOW 19th & Grand	Tenille Arts	15
YOU AIN'T PRETTY Quartz Hill	Nate Barnes	14
COUNTRY'D LOOK GOOD ON YOU Stoney Creek	Frank Ray	10
ONE MISSISSIPPI RCA Nashville	Kane Brown	8
BUY DIRT MCA Nashville	Jordan Davis Featuring Luke Bryan	8
THAT AIN'T ME NO MORE RECORDS/Arista Nashville	Matt Stell	8
WILD HEARTS Hit Red/Capitol Nashville	Keith Urban	6

MOST INCREASED AUDIENCE

TITLE Imprint/Label	Artist	GAIN (IN MILLIONS)
23 MCA Nashville	Sam Hunt	+6.377
COUNTRY AGAIN Valory	Thomas Rhett	+3.006
FANCY LIKE Monument	Walker Hayes	+1.993
SAME BOAT Home Grown/Warner Music Nashville/WAR	Zac Brown Band	+1.522
MEMORY I DON'T MESS WITH Curb	Lee Brice	+1.284
TEQUILA LITTLE TIME Capitol Nashville	Jon Pardi	+1.241
CHASING AFTER YOU Arista Nashville	Ryan Hurd With Maren Morris	+1.158
SAND IN MY BOOTS Republic/Big Loud	Morgan Wallen	+1.016
IF I DIDN'T LOVE YOU Macon/Capitol Nashville/Broken Bow	Jason Aldean & Carrie Underwood	+0.955
COLD BEER CALLING MY NAME River House/Columbia Nashville	Jameson Rodgers Featuring Luke Combs	+0.783

MOST INCREASED PLAYS

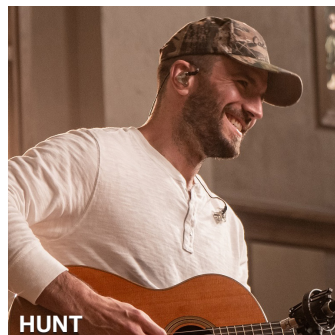
TITLE Imprint/Label	Artist	GAIN
23 MCA Nashville	Sam Hunt	+1140
COUNTRY AGAIN Valory	Thomas Rhett	+485
FANCY LIKE Monument	Walker Hayes	+445
SAND IN MY BOOTS Republic/Big Loud	Morgan Wallen	+409
MEMORY I DON'T MESS WITH Curb	Lee Brice	+379
SAME BOAT Home Grown/Warner Music Nashville/WAR	Zac Brown Band	+262
ONE MISSISSIPPI RCA Nashville	Kane Brown	+256
IF I DIDN'T LOVE YOU Macon/Capitol Nashville/Broken Bow	Jason Aldean & Carrie Underwood	+239
CHASING AFTER YOU Arista Nashville	Ryan Hurd With Maren Morris	+233
YOU SHOULD PROBABLY LEAVE Mercury Nashville	Chris Stapleton	+230

NEW AND ACTIVE

TITLE Imprint/Label	Artist	TOTAL AUDIENCE	TOTAL STATIONS	ADDS
SUNRISE TELLS THE STORY Big Machine	Midland	0.524	21	2
LOVE IS REAL Warner Music Nashville/WEA	Morgan Evans	0.443	14	6
BETTER THAN YOU'RE USED TO Valory	Tyler Rich	0.430	26	1
BITS & PIECES Warner Music Nashville/WEA	Walker County	0.371	11	0
AT THE END OF A BAR RCA Nashville	Chris Young w/ Mitchell Tenpenny	0.335	6	4
GIRL IN IT Black River	Ray Fulcher	0.280	15	3

RECURRENTS

THIS WEEK	TITLE Imprint/Label	Artist	TOTAL AUD. (IN MILLIONS)
1	FOREVER AFTER ALL River House/Columbia Nashville	Luke Combs	20.287
2	SINGLE SATURDAY NIGHT Warner Music Nashville/WMN	Cole Swindell	18.220
3	WE DIDN'T HAVE MUCH Valory	Justin Moore	17.460
4	GLAD YOU EXIST Warner Music Nashville/WAR	Dan + Shay	16.730
5	JUST THE WAY Stoney Creek	Parmalee x Blanco Brown	12.766
6	GONE Capitol Nashville	Dierks Bentley	11.557
7	ONE OF THEM GIRLS Curb	Lee Brice	11.393
8	WHAT'S YOUR COUNTRY SONG Valory	Thomas Rhett	10.845
9	LADY BMLG	Brett Young	10.185
10	LOVE YOU LIKE I USED TO Triple Tigers	Russell Dickerson	7.840



HUNT: CONNOR DWYER; COMBS: ZACK MASSEY

TEXAS REGIONAL RADIO REPORT

WEEK ENDING SEPTEMBER 12, 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	23	THINGS I SHOULDN'T HAVE (Independent) ★★1 Week at 1★	Jesse Raub Jr.	1694	62	11	14	9	RECORD HIGH (Warner Music Nashville)	Randall King	1171	146
2	3	23	ROLLIN STONE (Rouxbie Music)	Kendall Shaffer	1645	23	12	15	18	LOST INSIDE THE GROOVE (No Big Deal)	Reckless Kelly	1094	136
3	4	19	REWIND (Independent)	Kyle Park	1600	-9	13	8	14	UP IN TWANG (Independent)	Jamie Richards	1082	-303
4	5	24	PLAINVIEW (Independent)	Kin Faux	1562	-11	14	13	19	RODEO GIRL (Thirty Tigers)	Micky & The Motorcars	1079	-65
5	10	12	SENORITA SKY (King Hall Music)	Chad Cooke Band	1497	161	15	1	24	WRAP YOU UP IN LOVE (Independent)	Darrin Morris Band	1043	-601
6	6	21	ONE BEER AT A TIME (Smith)	Drew Fish Band	1490	26	16	17	9	LIKE YOU DO (Independent)	George Navarro	993	91
7	7	11	REAL DAMN GOOD (Pretty Damn Tough)	Josh Abbott Band	1418	0	17	18	9	ALCOHOL ABUSE (Independent)	Case Hardin	983	84
8	12	8	TEQUILA SUNDOWN (Fool Hearted)	Jon Wolfe	1326	92	18	19	7	HEROES (Independent)	Bri Bagwell	942	91
9	11	26	LITTLE BIT OF LOVE (Independent) Prophets and Outlaws ft/ Pat Green		1297	18	19	16	23	WE BOTH KNOW BETTER (Independent)	James Cook f/ Sarah Hobbs	941	32
10	9	22	DON'T WANT TO GO HOME (Independent)	Teague Brothers Band	1201	-169	20	23	8	NOAH BUILT A BOAT (Curtis Grimes Music)	Curtis Grimes	850	79

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

Lady A

WHAT A SONG CAN DO

ALBUM OUT OCTOBER 22ND



“LIKE A LADY”

TOP
15
& CLIMBING!

CURRENTLY ON THEIR

WHAT A SONG CAN DO TOUR

WITH SPECIAL GUESTS:

CARLY PEARCE, NIKO MOON
AND TENILLE ARTS

FOR YOUR CMA CONSIDERATION:

GROUP OF THE YEAR

THANK YOU TO ALL THE BELIEVERS!



NASHVILLE & NATIONAL TOM ROLAND



Parker McCollum received a plaque to commemorate headlining Nashville's Ryman Auditorium on Sept. 8. From left: Opry Entertainment Group manager of artist and label strategy Jenn Tressler and director of artist relations and programming strategy Jordan Pettit, McCollum and Ryman director of concerts Chrissy Hall.

STAPLETON, CHURCH TAKE FIVE

High-fives are due **Eric Church** and **Chris Stapleton** for leading the nominees in the annual Country Music Association Awards, but not just because their names appear the most times on the list.

The number five is oddly important this year, practically begging for analysis from numerologists. The November broadcast will be the 55th annual CMA Awards, and Church and Stapleton received five nominations apiece, marking the fifth time in the last decade that one or both of them has led the field. And every time they have topped the list, it has been with five nods.

Church had five in 2012, propelled by *Chief* and "Springsteen," and again in 2015, when he tied *Little Big Town* at the top of the ballot.

Stapleton led with five in 2018, behind "Broken Halos" and *From A Room: Volume 2*, and he tied Church — plus **Maren Morris** — for the nominations lead in 2016, again as a five-time finalist.

This year's ballot has Church and Stapleton sharing the top honors again — once more with five nominations apiece. Both artists are finalists for entertainer, male vocalist, album, single and song of the year, meaning they'll be in figurative hand-to-hand combat in each category. That's appropriate, since most hands have five digits, thus the phrase "high-fives."

The CMA Awards will air Nov. 10 on ABC.

RADIO & RECORDS®

Midwestern country stations fared well on the final ballot for the Country Music Association's broadcast awards, as six stations from the region appeared twice on the list that the CMA released on Sept. 9. Three large-market signals from Big 10 territory — **WUBE** Cincinnati, **WFMS** Indianapolis and **WMIL** Milwaukee — secured a nomination for radio station of the year, with a corresponding nod in broadcast personality for one of the station's airshifts. Other double-dipping Midwestern outlets included medium-market **KXKT** Omaha, Neb., plus small-market **KTTT** Springfield, Mo., and **KCLR** Columbia, Mo. Additionally, four signals outside the Midwest appeared in both the radio station and broadcast personality categories: major-market **KNIX** Phoenix; large-market **WSIX** Nashville; medium-market **KUZZ** Bakersfield, Calif.; and small-market **WXBQ** Johnson City-Kingsport-Bristol, Tenn. Go [here](#) for the full slate of radio finalists ... **WSM-AM** Nashville adds co-host/entertainment reporter **Kelly Sutton** to its morning team, beginning Sept. 14. Sutton will continue to host Compass Networks' *Y'all Access* on weekends and voice Amazon Music's *Country Heat* ... **Kathy Mattea** took over as the host of NPR Music's *Mountain Stage*, replacing **Larry Groce**, beginning with the Sept. 11 episode ... Cherry Creek signed a multiyear pact with *Quu* to present in-dash Visual Quus on the chain's radio broadcasts. Among Cherry Creek's stations are 10 country outlets west of the Mississippi River, including **KAAR** Butte, Mon.; **KIYK** St. George, Utah; and **KYSN** Wenatchee, Wash. ... **KTOP** Topeka, Kan., dropped its Nash Icon format, weighting the playlist with more current-based music, RadioInsight.com reported ... **KSCS** Dallas introduced *The Chris Young Cowboys Post Game Show* on Sept. 10. The feature continues

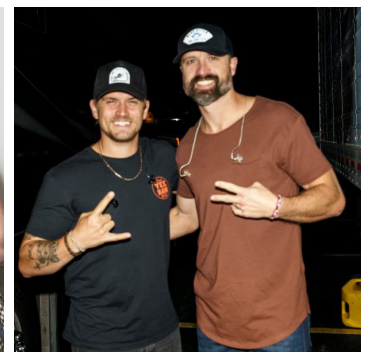
the morning after the Dallas NFL team's games throughout the season, ending Jan. 10, 2022 ... Audacy chairman/president/CEO **David Field** and iHeartMedia CEO **Bob Pittman** will appear in a *Heads of State* series during the Country Radio Seminar, set for Feb. 23-25, 2022. The two executives will also participate in a preview webinar at 1 p.m. CT on Sept. 16. Go [here](#) to sign up for the webinar ... The deadline for applications to Country Radio Broadcasters' Lisa McKay Women in Radio scholarship program is Sept. 17. Go [here](#) to apply ... Warner Music Nashville hired **Andy Flick** as the WAR team regional promotions manager, Southeast. He was most recently RCA Nashville director of Midwest promotions. Concurrently, **Taylor Niemi** was promoted to WAR coordinator from executive assistant to WMN senior vp radio and streaming **Kristen Williams**.

'ROUND THE ROW

Shannan Hatch reclaimed her previous role as SESAC vp creative services among a series of executive moves that the performing rights organization announced on Sept. 8. Hatch had left the Nashville position in September 2019 to work as Fourward Music president. Concurrently, Nashville-based **Scott Jungmichel** was promoted to COO from executive vp royalty distribution and research services, replacing former COO **Kelli Turner**, who left after seven years in the role. Los Angeles-based **Sam Kling** was also promoted to chief creative officer from senior vp creative operations ... PLA Media has openings for two employees: graphic designer/social media coordinator and publicity/social media account executive. To apply, submit résumés, references and writing samples [here](#) ... PLA Media added singer-songwriter **Pam Rose** ("I'll Still Be Loving You," "Safe in the Arms of Love") to its roster in advance of her third album, *Sacred Song* ... Relative Music Group and Sony Music Publishing signed songwriter **Nick Donley** ("That Ain't Me No More") to a joint publishing deal ... MuddHouse Media added *Country Music Success Stories With Candy O'Terry* to its podcast network ... **The Isaacs** will be inducted into the Grand Ole Opry on Sept. 14. The group's hometown, Hendersonville, Tenn., is also recognizing the date as The Isaacs Day ... **Niko Moon** was announced as the Opry NextStage featured artist for September, receiving multiple exposure opportunities on platforms affiliated with the Grand Ole Opry and parent Ryman Hospitality ... **The Olson Brothers Band**'s "Kill Your Mom" took first place among country songs in the Unsigned Only music competition. Second place went to **Savannah Keyes**' "I'm Not California." Country-based judges in the contest included **LOCASH**, **Craig Campbell** and freelance journalist **Alison Bonaguro** ... The Country Music Association will hold a virtual seminar on "The Four C's of Remote Leadership" at 11 a.m. CT on Sept. 15. Go [here](#) for free registration to the two-hour event ... Music Biz will hold a Metadata Summit Oct. 5-7. Go [here](#) for an agenda ... Discover Sooner launches a three-month mentoring and songwriting program, "The Publisher Writer Experience With Courtney Allen," on Sept. 28. Allen is a BMG Music creative director. Apply [here](#) by Sept. 15 ... OutHaus Films and director-writer **T.J. Parsell** will premiere a documentary, *Invisible: Gay Women in Southern Music*, on Oct. 5 during the Nashville Film Festival ... Belmont University is dedicating a new 1,700-seat performing arts center on Sept. 14 in Nashville, with **Mark O'Connor** and **Maggie O'Connor** providing the debut performance. ●



Keycey Musgraves discussed her new album, *star-crossed*, with Apple Music 1 host Zane Lowe in an interview posted Sept. 7.



Levi Hummon (left) sang "Paying for It" with Walker Hayes during Hayes' Sept. 3 concert at Niko's Red Mill Tavern in Woodstock, Ill.

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	13	FANCY LIKE <small>W.HAYES,J.THIBODEAU,S.MCANALLY (W.HAYES,J.JENKINS,S.STEVENS,C.BARTOLINI)</small>	Walker Hayes MONUMENT	17	1
2	6	10	7	IF I DIDN'T LOVE YOU <small>M.KNOX (J.MORGAN,T.KENNEDY,K.MALLISON,L.VAUGHAN)</small>	Jason Aldean & Carrie Underwood MACON/CAPITOL NASHVILLE/BROKEN BOW	9	2
3	2	3	22	WAVES <small>J.STEVENS,J.STEVENS (Z.CROWELL,R.J.HURD,R.C.MCGILL)</small>	Luke Bryan CAPITOL NASHVILLE	3	2
4	4	4	26	THINGS A MAN OUGHTA KNOW <small>J.JOYCE (L.WILSON,J.D.SINGLETON,J.NIX)</small>	Lainey Wilson BROKEN BOW	2	4
5	7	8	21	COUNTRY AGAIN <small>D.HUFF,J.FRASURE (THOMAS RHETT,Z.CROWELL,A.GORLEY)</small>	Thomas Rhett VALORY	1	5
6	3	2	46	FOREVER AFTER ALL <small>CHIP MATTHEWS,J.D.SINGLETON,L.COMBS (L.COMBS,D.PARKER,R.WILLIFORD)</small>	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	RC	1
7	5	5	30	CHASING AFTER YOU <small>A.ESHUIS,T.REIMER (B.ADDINGTON,J.FLOWERS)</small>	Ryan Hurd With Maren Morris ARISTA NASHVILLE	12	5
8	8	11	21	COLD BEER CALLING MY NAME <small>C.FARREN,J.D.MITCHELL (J.RODGERS,H.PHELPS,BRETT TYLER,A.VANDERHEYM)</small>	Jameson Rodgers Featuring Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	5	8
9	12	14	16	I WAS ON A BOAT THAT DAY <small>S.MCANALLY,OLD DOMINION (M.RAMSEY,T.ROSEN,W.SELLERS,G.SPRUNG,B.F.TURSI,S.MCANALLY,J.OSBORNE)</small>	Old Dominion ARISTA NASHVILLE	11	9
10	9	9	31	FAMOUS FRIENDS <small>C.YOUNG,C.CROWDER (C.YOUNG,C.R.BARLOWE,C.CROWDER)</small>	Chris Young + Kane Brown RCA NASHVILLE	6	2
11	14	18	32	MEMORY I DON'T MESS WITH <small>B.GLOVER,K.JACOBS,L.BRICE (L.BRICE,B.MONTANA,B.DAVIS)</small>	Lee Brice CURB	7	11
12	17	22	19	YOU TIME <small>F.ROGERS,D.WELLS,A.ESHUIS (S.C.MCCREERY,F.ROGERS,A.ESHUIS)</small>	Scotty McCreery TRIPLE TIGERS	4	12
13	18	21	16	BUY DIRT <small>P.DIGIOVANNI (J.DAVIS,J.DAVIS,M.JENKINS,J.JENKINS)</small>	Jordan Davis Featuring Luke Bryan MCA NASHVILLE	31	13
14	16	19	10	COLD AS YOU <small>CHIP MATTHEWS,J.D.SINGLETON,L.COMBS (L.COMBS,S.MINOR,R.MONTANA,J.D.SINGLETON)</small>	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	13	14
15	15	13	28	DRUNK (AND I DON'T WANNA GO HOME) <small>M.JOHNSON,B.PADDOCK (ELLE KING,M.JOHNSON)</small>	Elle King & Miranda Lambert RCA/COLUMBIA NASHVILLE	32	11
16	11	7	24	WE DIDN'T HAVE MUCH <small>J.S.STOVER,S.BORCHETTA (P.DIGIOVANNI,R.MONTANA,J.S.STOVER)</small>	Justin Moore VALORY	RC	7
17	13	15	9	MEMORY <small>A.M.GOLDSTEIN,BLACKBEAR (M.T.MUSTO,A.M.GOLDSTEIN,J.KIRKLAND,K.BROWN,E.K.SMITH)</small>	Kane Brown X blackbear RCA NASHVILLE	-	9
18	19	20	27	MY BOY <small>O.CHARLES (E.SHANE,R.SUTTON,N.COLUMBIA,L.STARR)</small>	Elvie Shane WHEELHOUSE	10	18
19	20	17	24	YOU SHOULD PROBABLY LEAVE <small>D.COBB,C.STAPLETON (C.STAPLETON,A.GORLEY,C.DUBOIS)</small>	Chris Stapleton MERCURY NASHVILLE	23	16
20	21	24	12	THINKING 'BOUT YOU <small>Z.CROWELL (D.LYNCH,A.ALBERT,H.PHELPS,W.WEATHERLY)</small>	Dustin Lynch Featuring Lauren Alaina Or MacKenzie Porter BROKEN BOW	22	20
21	22	23	22	KNOWING YOU <small>B.CANNON,K.CHESNEY (BRETT JAMES,A.JAMES,K.HIGGINS)</small>	Kenny Chesney BLUE CHAIR/WARNER MUSIC NASHVILLE/WEA	14	21
22	23	16	3	ONE MISSISSIPPI <small>D.HUFF (K.BROWN,J.FRASURE,L.GRAY,E.K.SMITH)</small>	Kane Brown RCA NASHVILLE	29	16
23	26	30	13	SAME BOAT <small>Z.BROWN,B.SIMONETTI (B.SIMONETTI,Z.BROWN,J.D.SINGLETON)</small>	Zac Brown Band HOME GROWN/WARNER MUSIC NASHVILLE/WAR	18	23
24	24	31	20	WHISKEY AND RAIN <small>R.COPPERMAN (J.FRASURE,J.THOMPSON)</small>	Michael Ray WARNER MUSIC NASHVILLE/WEA	20	24
25	29	27	14	FREEDOM WAS A HIGHWAY <small>A.BOWERS,J.ALLEN (J.ALLEN,A.BOWERS,M.ROGERS)</small>	Jimmie Allen & Brad Paisley STONEY CREEK	19	25

COUNTRY SONGWRITERS™

1	#1 21 WKS	ASHLEY GORLEY
2		JONATHAN SINGLETON
3		ZACH CROWELL
4		JOSH JENKINS
5		LUKE COMBS
TIE 6		BRINLEY ADDINGTON
TIE 6		JERRY FLOWERS
TIE 8		CAMERON BARTOLINI
TIE 8		SHANE STEVENS
TIE 8		WALKER HAYES



COUNTRY PRODUCERS™

1	#1 44 WKS	DANN HUFF
2		JAY JOYCE
3		MICHAEL KNOX
4		SHANE MCANALLY
5		PAUL DIGIOVANNI
6		AARON ESHUIS
TIE 7		JOE THIBODEAU
TIE 7		WALKER HAYES
9		ROSS COPPERMAN
TIE 10		CHIP MATTHEWS
TIE 10		JONATHAN SINGLETON
TIE 10		LUKE COMBS

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 <small>PRODUCER (SONGWRITER)</small>	Artist <small>IMPRINT / PROMOTION LABEL</small>	COUNTRY AIRPLAY RANK	PEAK POSITION
26	30	29	15	TEQUILA LITTLE TIME <small>B.BUTLER,R.GORE,J.PARDI (J.PARDI,R.AKINS,L.LAIRD)</small>	Jon Pardi CAPITOL NASHVILLE	15	26
27	28	28	30	SAND IN MY BOOTS <small>J.MOI (A.GORLEY,M.W.HARDY,J.OSBORNE)</small>	Morgan Wallen REPUBLIC/BIG LOUD	26	5
28	27	26	14	LIKE A LADY <small>D.HUFF (H.SCOTT,D.M.BARNES,M.BUZZ,M.JOHNSON,B.PADDOCK)</small>	Lady A BMLG	16	26
29	32	32	30	JUST ABOUT OVER YOU <small>J.JOHNSON (P.BLOCK,S.JONES,E.K.KROLL)</small>	Priscilla Block INDENT/MERCURY NASHVILLE	21	29
30	33	34	21	HALF OF MY HOMETOWN <small>K.BALLERINI,R.COPPERMAN,J.ROBBINS (K.BALLERINI,S.MCANALLY,R.COPPERMAN,J.ROBBINS,N.GALYON)</small>	Kelsea Ballerini Featuring Kenny Chesney BLACK RIVER	24	30
31	34	33	12	TO BE LOVED BY YOU <small>JON RANDALL (P.MCCOLLUM,R.AKINS)</small>	Parker McCollum MCA NASHVILLE	28	28
32	36	35	15	HOME SWEET <small>C.BROWN,D.HUFF,R.DICKERSON (R.DICKERSON,C.BROWN,C.KELLEY)</small>	Russell Dickerson TRIPLE TIGERS	25	32
33	37	37	9	THAT'S WHAT COWBOYS DO <small>G.BROOKS (J.MARTIN,M.ROSSELL,T.G.BROOKS)</small>	Garth Brooks PEARL	34	33
34	25	-	2	SOUTH ON YA <small>L.COMBS,CHIP MATTHEWS,J.D.SINGLETON (L.COMBS,D.ISBELL,J.D.SINGLETON)</small>	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	-	25
35	38	38	25	GIVE HEAVEN SOME HELL <small>J.MOI,D.WELLS (M.W.HARDY,A.GORLEY,B.JOHNSON,H.PHELPS)</small>	HARDY BIG LOUD	35	29
36	40	36	4	STEAL MY LOVE <small>D.SMYERS (D.SMYERS,A.ALBERT,A.GORLEY,J.REYNOLDS)</small>	Dan + Shay WARNER MUSIC NASHVILLE/WAR	42	26
37	44	48	6	BEERS ON ME <small>R.COPPERMAN,D.BENTLEY (D.BENTLEY,D.BRELAND,R.COPPERMAN,L.DICK,A.GORLEY,M.W.HARDY)</small>	Dierks Bentley, Breland & HARDY CAPITOL NASHVILLE	38	36
38	NEW	-	1	GETTING OVER HIM <small>P.DIGIOVANNI (LAUREN ALAINA,P.DIGIOVANNI,E.L.WEISBAND)</small>	Lauren Alaina Duet With Jon Pardi 19/MERCURY NASHVILLE	43	38
39	31	-	2	JUSTIFIED <small>D.TASHIAN,I.FITCHUK,K.MUSGRAVES (K.MUSGRAVES,I.FITCHUK,I.JUBER,B.J.BURTON)</small>	Kacey Musgraves INTERSCOPE/MCA NASHVILLE	-	31
40	35	41	3	GOD WE NEED YOU NOW <small>STRUGGLE JENNINGS,SCATTEREDBRAINS (STRUGGLE JENNINGS,C.CURTIS,V.FREITAG,M.HARTNETT,PKEYS)</small>	Struggle Jennings & Caitlynn Curtis ANGELS & OUTLAWS	-	35
41	42	40	6	THROW IT BACK <small>S.SUMSER,S.SMALL (D.BRELAND,K.URBAN,S.SUMSER,S.SMALL)</small>	Breland Featuring Keith Urban BAD REALM/ATLANTIC	-	38
42	39	42	10	AM I THE ONLY ONE <small>A.LEWIS,I.DEAN (A.LEWIS,I.DEAN,JEFFREY STEELE)</small>	Aaron Lewis VALORY	59	1
43	43	-	2	MR RED WHITE AND BLUE <small>I.TOCHINSKY,C.ANDERSON (C.ANDERSON)</small>	Coffey Anderson COFFEY	-	43
44	41	39	10	COUNTY LINE <small>CHASE MATTHEW,B.MANLEY,A.SHAWN (CHASE MATTHEW)</small>	Chase Matthew HOLLER BOY	-	29
45	47	43	6	IT'S 'CAUSE I AM <small>N.CHAPMAN (C.CLARK,C.JAYMES,L.J.VELTZ)</small>	Callista Clark BIG MACHINE	27	43
46	46	44	9	RIDE THE LIGHTNING (717 TAPES) <small>W.ZEIDERS (W.ZEIDERS,E.PASLAY,R.CROSBY)</small>	Warren Zeiders WARREN ZEIDERS	-	30
47	45	46	8	TRUTH ABOUT YOU <small>J.M.SCHMIDT,M.TENPENNY (M.TENPENNY,M.ALDERMAN,T.ARCHER)</small>	Mitchell Tenpenny RISER HOUSE/COLUMBIA NASHVILLE	-	33
48	48	49	13	I QUIT DRINKING <small>J.ROBBINS,N.CONRAD (K.BALLERINI,N.GALYON,PJ.KLEIN)</small>	Kelsea Ballerini & LANY BLACK RIVER	-	30
49	50	-	2	HEART ON FIRE <small>J.JOYCE (E.CHURCH)</small>	Eric Church EMI NASHVILLE	33	49
50	RE-ENTRY	-	4	WISFUL DRINKING <small>I.ANDRESS,J.M.SCHMIDT (I.ANDRESS,J.P.STARKER SAXE,J.PRICE,D.BROWN,R.WILLIAMSON)</small>	Ingrid Andress With Sam Hunt ATLANTIC/WARNER MUSIC NASHVILLE/WEA	-	40

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	1,338,000	1,522,634,000	129,663,000
Last Week	1,323,000	1,505,336,000	130,396,000
Change	1.1%	1.1%	-0.6%
This Week Last Year	1,230,000	1,353,318,000	125,139,000
Change	8.8%	12.5%	3.6%

YEAR-TO-DATE	2020			2021			CHANGE
	Album Consumption	42,682,000	48,348,000	13.3%			
Album Sales	5,957,000	5,818,000	-2.3%				
Audio On-Demand	46,099,602,000	54,030,951,000	17.2%				
Video On-Demand	4,922,823,000	4,915,384,000	-0.2%				

YEAR-OVER-YEAR	
ALBUM CONSUMPTION	
'20	42.68 million
'21	48.35 million
TOTAL ON-DEMAND STREAMS	
'20	51.02 billion
'21	58.95 billion

All data measures U.S. activity as of the week ending September 9, 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@mrc.com



SALES, DATA
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MRC

billboard TOP COUNTRY ALBUMS

THIS WEEK	LAST WEEK	2 WEEKS AGO	WEEKS ON CHART	ARTIST IMPRINT & NUMBER / DISTRIBUTING LABEL	TITLE	CERT.	PEAK POS.
1	1	1	35	MORGAN WALLEN BIG LOUD 031807/REPUBLIC	DANGEROUS: THE DOUBLE ALBUM	■	1
2	2	2	96	LUKE COMBS RIVER HOUSE/COLUMBIA NASHVILLE 595687*/SMN	WHAT YOU SEE IS WHAT YOU GET	■	1
3	3	5	223	LUKE COMBS RIVER HOUSE/COLUMBIA NASHVILLE 538883*/SMN	THIS ONE'S FOR YOU	■	1
4	4	7	12	WALKER HAYES MONUMENT DIGITAL EX	COUNTRY STUFF (EP)	■	4
5	6	6	171	MORGAN WALLEN BIG LOUD 783*	IF I KNOW ME	■	1
6	8	8	332	CHRIS STAPLETON MERCURY NASHVILLE 019405*/UMGN	TRAVELLER	■	1
7	5	4	4	DAN + SHAY WARNER MUSIC NASHVILLE 488033/WMMN	GOOD THINGS	■	2
8	9	9	43	CHRIS STAPLETON MERCURY NASHVILLE 032689*/UMGN	STARTING OVER	■	1
9	10	10	57	LUKE BRYAN CAPITOL NASHVILLE 031777/UMGN	BORN HERE LIVE HERE DIE HERE	●	1
10	7	-	2	NELLY RECORDS DIGITAL EX/COLUMBIA	HEARTLAND	■	7
11	11	12	318	ZAC BROWN BAND HOME GROWN 546369*/BMG	GREATEST HITS SO FAR...	■	3
12	13	13	191	EAGLES ASYLUM/ELEKTRA 103*/RHINO (18.98)	HOTEL CALIFORNIA	■	5
13	14	19	301	TAYLOR SWIFT BIG MACHINE 310400A*/BMLG (18.98)	RED	■	7
14	16	17	42	LEE BRICE CURB 79537*	HEY WORLD	■	7
15	15	14	64	GABBY BARRETT WARNER MUSIC NASHVILLE 629930/WMMN	GOLDMINE	●	4
16	17	20	19	THOMAS RHETT VALORY TR5001A/BMLG	COUNTRY AGAIN (SIDE A)	■	2
17	21	25	16	JORDAN DAVIS MCA NASHVILLE DIGITAL EX/UMGN (033776)	BUY DIRT (EP)	■	11
18	22	21	275	TIM MCGRAW CURB 79205 (13.98)	NUMBER ONE HITS	■	6
19	18	18	138	GEORGE STRAIT MCA NASHVILLE 111263/UMGN (39.98/49.98)	STRAIT OUT OF THE BOX	■	9
20	20	22	144	TOBY KEITH SHOW DOG-UNIVERSAL 010334/UME (19.98)	35 BIGGEST HITS	■	1
21	NEW	1	1	LAUREN ALAINA 19/MERCURY NASHVILLE 033742*/UMGN	SITTING PRETTY ON TOP OF THE WORLD	■	21
22	25	27	245	BROOKS & DUNN ARISTA NASHVILLE 18852/LEGACY (18.98/12.98)	THE GREATEST HITS COLLECTION	■	2
23	23	23	113	TYLER CHILDERS HICKMAN HOLLER 001*/THIRTY TIGERS	PURGATORY	●	11
24	19	16	22	TAYLOR SWIFT REPUBLIC 033578	FEARLESS (TAYLOR'S VERSION)	■	1
25	24	15	5	CHRIS YOUNG RCA NASHVILLE*/SMN	FAMOUS FRIENDS	■	3

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SALES DATA
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billboard AMERICANA/
FOLK ALBUMS

THIS WEEK	LAST WEEK	2 WEEKS AGO	WEEKS ON CHART	ARTIST IMPRINT & NUMBER / DISTRIBUTING LABEL	TITLE	CERT.	PEAK POS.
1	1	2	278	CHRIS STAPLETON MERCURY NASHVILLE 019405*/UMGN	TRAVELLER	■	1
2	2	3	43	CHRIS STAPLETON MERCURY NASHVILLE 032689*/UMGN	STARTING OVER	■	1
3	4	7	324	HOZIER RUBYWORKS/COLUMBIA 309996*/LEGACY	HOZIER	■	1
4	5	6	130	TYLER CHILDERS HICKMAN HOLLER 001*/THIRTY TIGERS	PURGATORY	●	2
5	6	5	8	JOHN MAYER COLUMBIA 989317*	SOB ROCK	■	1
6	9	9	283	THE LUMINEERS DUAL TONE 1738*	CLEOPATRA	■	1
7	8	10	180	KACEY MUSGRAVES MCA NASHVILLE 027921*/UMGN	GOLDEN HOUR	■	1
8	10	11	241	SIMON & GARFUNKEL COLUMBIA 31350/LEGACY	SIMON AND GARFUNKEL'S GREATEST HITS	■	3
9	15	14	145	JOHN MELLENCAMP MERCURY 536738*/UME	THE BEST THAT I COULD DO 1978 - 1988	■	4
10	RE-ENTRY	2	2	TEDESCHI TRUCKS BAND FEATURING TREY ANASTASIO SWAMP FAMILY/FANTASY 01224*/CONCORD	LAYLA REVISITED (LIVE AT LOCKN')	■	2

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

billboard COUNTRY
STREAMING SONGS

THIS WEEK	LAST WEEK	WKS ON CHART	TITLE ARTIST
1	1	11	FANCY LIKE WALKER HAYES
2	3	20	CHASING AFTER YOU RYAN HURD WITH MAREN MORRIS
3	2	22	LIL BIT NELLY & FLORIDA GEORGIA LINE
4	6	7	IF I DIDN'T LOVE YOU JASON ALDEAN & CARRIE UNDERWOOD
5	4	46	FOREVER AFTER ALL LUKE COMBS
6	5	231	TENNESSEE WHISKEY CHRIS STAPLETON
7	14	3	I WAS ON A BOAT THAT DAY OLD DOMINION
8	9	5	COLD BEER CALLING MY NAME JAMESON RODGERS FEAT. LUKE COMBS
9	13	5	BUY DIRT JORDAN DAVIS FEAT. LUKE BRYAN
10	8	12	THINGS A MAN OUGHTA KNOW LAINEY WILSON
11	11	6	WAVES LUKE BRYAN
12	12	8	COUNTRY AGAIN THOMAS RHETT
13	7	9	MEMORY KANE BROWN X BLACKBEAR
14	18	17	DRUNK (AND I DON'T WANNA GO HOME) ELLE KING & MIRANDA LAMBERT
15	17	130	WHISKEY GLASSES MORGAN WALLEN
16	15	30	THE GOOD ONES GABBY BARRETT
17	16	12	YOU SHOULD PROBABLY LEAVE CHRIS STAPLETON
18	19	35	WASTED ON YOU MORGAN WALLEN
19	21	169	BEAUTIFUL CRAZY LUKE COMBS
20	10	25	GLAD YOU EXIST DAN + SHAY
21	20	17	FAMOUS FRIENDS CHRIS YOUNG + KANE BROWN
22	23	2	COLD AS YOU LUKE COMBS
23	25	2	THINKING 'BOUT YOU DUSTIN LYNCH FEAT. LAUREN ALAINA OR MACKENZIE PORTER
24	22	59	ONE OF THEM GIRLS LEE BRICE
25	RE-ENTRY	1	STARTING OVER CHRIS STAPLETON

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

STREAMING & SALES
DATA COMPILED BY
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billboard COUNTRY
DIGITAL SONG SALES

THIS WEEK	LAST WEEK	WKS ON CHART	TITLE ARTIST
1	1	13	FANCY LIKE WALKER HAYES
2	5	7	IF I DIDN'T LOVE YOU JASON ALDEAN & CARRIE UNDERWOOD
3	3	5	MR RED WHITE AND BLUE COFFEY ANDERSON
4	2	5	GOD WE NEED YOU NOW STRUGGLE JENNINGS & CAITLYNNE CURTIS
5	8	15	BUY DIRT JORDAN DAVIS FEAT. LUKE BRYAN
6	4	42	LIL BIT NELLY & FLORIDA GEORGIA LINE
7	6	3	SOUTH ON YA LUKE COMBS
8	9	28	DRUNK (AND I DON'T WANNA GO HOME) ELLE KING & MIRANDA LAMBERT
9	NEW	1	ONLY US CARRIE UNDERWOOD & DAN + SHAY
10	7	10	AM I THE ONLY ONE AARON LEWIS
11	20	4	THINKING 'BOUT YOU DUSTIN LYNCH FEAT. LAUREN ALAINA OR MACKENZIE PORTER
12	11	25	CHASING AFTER YOU RYAN HURD WITH MAREN MORRIS
13	17	13	THINGS A MAN OUGHTA KNOW LAINEY WILSON
14	12	16	I WAS ON A BOAT THAT DAY OLD DOMINION
15	13	5	COLD AS YOU LUKE COMBS
16	10	9	MEMORY KANE BROWN X BLACKBEAR
17	16	46	FOREVER AFTER ALL LUKE COMBS
18	18	285	TENNESSEE WHISKEY CHRIS STAPLETON
19	14	12	YOU SHOULD PROBABLY LEAVE CHRIS STAPLETON
20	19	14	WAVES LUKE BRYAN
21	21	46	THE GOOD ONES GABBY BARRETT
22	22	12	COUNTRY AGAIN THOMAS RHETT
23	RE-ENTRY	1	FREEDOM WAS A HIGHWAY JIMMIE ALLEN & BRAD PAISLEY
24	25	15	MY BOY ELVIE SHANE
25	15	3	ONE MISSISSIPPI KANE BROWN

SALES DATA
COMPILED BY
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billboard BLUEGRASS ALBUMS

THIS WEEK	LAST WEEK	2 WEEKS AGO	WEEKS ON CHART	ARTIST IMPRINT & NUMBER / DISTRIBUTING LABEL	TITLE	CERT.	PEAK POS.
1	1	1	3	STURGILL SIMPSON HIGH TOP MOUNTAIN 36800*/THIRTY TIGERS	THE BALLAD OF DOOD & JUANITA	■	1
2	2	2	62	GARY BREWER & THE KENTUCKY RAMBLERS STRETCH GRASS 4050	40TH ANNIVERSARY CELEBRATION	■	1
3	4	3	39	STURGILL SIMPSON HIGH TOP MOUNTAIN 44155*/THIRTY TIGERS	CUTTIN' GRASS, VOL. 2: THE COWBOY ARMS SESSIONS	■	1
4	NEW	1	1	LOST DOG STREET BAND ANTI-CORP DIGITAL EX	THE MAGNOLIA SESSIONS	■	4
5	5	4	47	STURGILL SIMPSON HIGH TOP MOUNTAIN 58784*/THIRTY TIGERS (56285)	CUTTIN' GRASS, VOL. 1: THE BUTCHER SHOPPE SESSIONS	■	1
6	8	5	4	WATCHHOUSE TIPTOE TIGER 002*/THIRTY TIGERS	WATCHHOUSE	■	1
7	6	7	16	JOHN HIATT WITH THE JERRY DOUGLAS BAND NEW WEST 6514*	LEFTOVER FEELINGS	■	1
8	NEW	1	1	DELLA MAE DELLA MAE 002	FAMILY REUNION	■	8
9	3	-	2	MARISA ANDERSON/WILLIAM TYLER THRILL JOCKEY 542*	LOST FUTURES	■	3
10	7	-	3	THE ISAACS HOUSE OF ISAACS 81321	THE AMERICAN FACE	■	6

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

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

'Good On You': Newcomer Frank Ray Has A New Take On The City/Country Divide

One good way to grasp newcomer **Frank Ray's** first radio single, "Country'd Look Good on You," is to think of it as the red-carpet version of **Jason Aldean's** "Big Green Tractor."

Both artists record for BBR Music — Ray with Stoney Creek, Aldean with Broken Bow — and both songs are extraordinarily hooky encounters between a country boy and a city girl. But where Aldean's country-laden 2009 single is set on the singer's farm, Ray's R&B-tinged workout takes place on her turf, as the singer reaches out to a girl on the other side of a club's velvet rope. She's dressed to the nines and maybe not an obvious match for the guy.

Not that Ray needed a barroom stranger as motivation for a soulful performance.

"I just kind of always envisioned myself singing to my wife," he says. "[I was] trying to impress her all over again, which is hard to do because she's seen all my moves."

The sonic moves in the song set it apart. Written on Dec. 11, 2019, at the basement studio of songwriter-producer **Derek George** ("Drink to That All Night," "For the First Time"), the tune launched as a mashup of two distinct contrasts: the ultra-country title, "Country'd Look Good on You," supplied by co-writer **Taylor Phillips** ("Hurricane," "Homesick"), and George's bittersweet acoustic guitar riff, one that emphasizes the sting in the song's uncharacteristic-for-country major-seventh chords.

"We'd been listening to **Bruno Mars** a lot in that time, and we were trying to figure out how we could do something country that would at least kind of feel melodically like some of this stuff," recalls George. "We just started playing around with those chords, the kind of little slidey, major-seven chord."

That foundation placed the emphasis of "Country'd Look Good on You" on different audio terrain than "Big Green Tractor."

"Musically, it works for the girl in the song, regardless of where she is or the environment or whatever clothes she decides to dress up in," says co-writer **Monty Criswell** ("Five More Minutes," "Hell of a View").

The quartet of writers — including **Cole Taylor** ("Home Alone Tonight," "Nothing To Do Town") — segued from George's intro right into the opening verse, setting the late-night scene with hip-hop-inflected phrasing. At the chorus, the song opened up into the title, expressed in a waterfall melody that was so intoxicating they essentially repeated the notes for four straight lines, inserting the title again on line four. The chorus then broke into more of that hip-hop phrasing for lines five and six before returning to the opening melody with a sexy expression of the hook: "If I get to lovin' on you like I want to/I bet country'd look good on you." It stops just short of X-rated imagery.

"You have to say it so everybody gets what you intend, but make sure that they are getting what you intended and try not to go off the side of the cliff," says Criswell. "To make the hook pay off, you kind of have to go there, but you don't want to go there."

That feeling is not universally shared.

"It felt like a back-road, love-making song," counters Phillips. "You can put that into the article."

Verse two imagined the pair sneaking off to the country, where her assets would be highlighted by a full moon just as nicely as by her dress.

They gave it a short bridge to finish, reaching a conclusion in that stanza that qualifies as a minor commitment: "Wrap you in my arms, let you wake up in my shirt."

"That's definitely the college way," says Phillips. "The vast majority of

the country music fans these days are those girls in college, and I feel like that's what they would want to hear."

George produced a mostly programmed demo with soul-tinged country singers **Thomas Rhett** and **Kane Brown** among the artists they thought might pull it off. Spirit Music Group Nashville president **Frank Rogers**, whose company publishes George and Criswell, encouraged song pluggers to push "Country'd Look Good on You" around Nashville. But if it never landed anywhere else — and it never did — he earmarked it as a possibility for Ray, who signed with Stoney Creek in the spring of 2020.

Rogers also asked George and Criswell to make the verses a little more melodic, and when they did, they cut a new demo, this one with a live band that led to one more hook. Keyboardist **David Dorn** applied a descending, four-note phrase behind lines five and six in the chorus.

"It gave the whole back half of the chorus a whole 'nother identity," says George. "It felt like a whole different section, in a good way."

Rogers produced "Country'd Look Good on You" for Ray on Oct. 19, 2020, at Ronnie's Place on Music Row. And Ray had some distinct thoughts about the sound of it.

"When Frank Rogers was with me doing the preproduction stuff," recalls Ray, "I said, 'Listen, I want this to be as organic as possible. I don't want any drum loops. I don't want any snaps. I don't want anything like that.'"

Drummer **Evan Hutchings** used two different kits in the session — a smaller one for the verses and a larger model for the chorus — muscling neo-soul rhythms a la **Brian McKnight** or **Neo** into the groove. **Bryan Sutton** handled the opening guitar lick, and he layered his acoustic instrument with Dorn's keyboard on the descending chorus fill, enhanced by a burning electric guitar from **Derek Wells**.

Rob McNelley sneaked a sitar into the mix in another set of guitar counter-melodies in that chorus, and Wells added a wobbly wah-wah pedal sound that heightened the R&B vibe.

"It was kind of a balancing act because we wanted to be cool and sexy," says Rogers. "At the same time, I didn't want to get into '70s porn world, which can easily happen with a song like this if you go too far with the wah-wahs and the effects."

Ray listened to the "Country'd Look Good on You" demo on the way to Rogers' house the day he recorded his final vocals, unaware that Rogers planned to cut it first. So Ray was in the right mood for it, deliberately smiling through the performance to capture the appropriate attitude. He was also careful to capture the contraction in the hook.

"If you don't put the 'D' in there, it sounds a little too swaggy," says Ray. "I bet country look good on you" — it just sounds like maybe I'm illiterate."

Rogers rode herd on the spelling as the song worked its way through the label's system, for a debate had arisen as to whether it should be "Country'd Look Good..." or "Country Looks Good."

"Up until the label put it out, they didn't have the title right," recalls Rogers. "I was like, 'There's actually a 'D' there.'"

Ultimately, Stoney Creek got it right by the time it went to country radio via PlayMPE on July 29, spurred by a standing ovation that Ray received from programmers during a Country Radio Broadcasters event. It debuted at No. 56 on the Country Airplay chart dated Sept. 4, and is No. 49 on the Sept. 18 list. He may not be expecting a "Big Green Tractor" sort of ride, but Ray knows "Country'd Look Good on You" works.

"It goes hard with a crowd," he says. "People really vibe to it." ●



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10 Years Ago

Jake Owen Stepped 'Barefoot' To No. 1

In 2011, his ode to summer fun became his first Hot Country Songs leader

On Sept. 17, 2011, **Jake Owen's** "Barefoot Blue Jean Night" began a two-week reign on *Billboard's* Hot Country Songs chart.

Penned by **Dylan Altman, Eric Paslay** and **Terry Sawchuk**, "Barefoot" became Owen's first of three No. 1s on the chart, among 12 top 10s. He followed with "Alone With You" for two weeks in April 2012 and "Beachin'"

for a week in July 2014.

"Barefoot" was released as the lead single from Owen's same-named LP, which marked his first of two Top Country Albums No. 1s. *American Love* became his second in August 2016.

On *Billboard's* Country Airplay survey, Owen has banked nine leaders, through "Made for You" in May, among 12 top 10s.

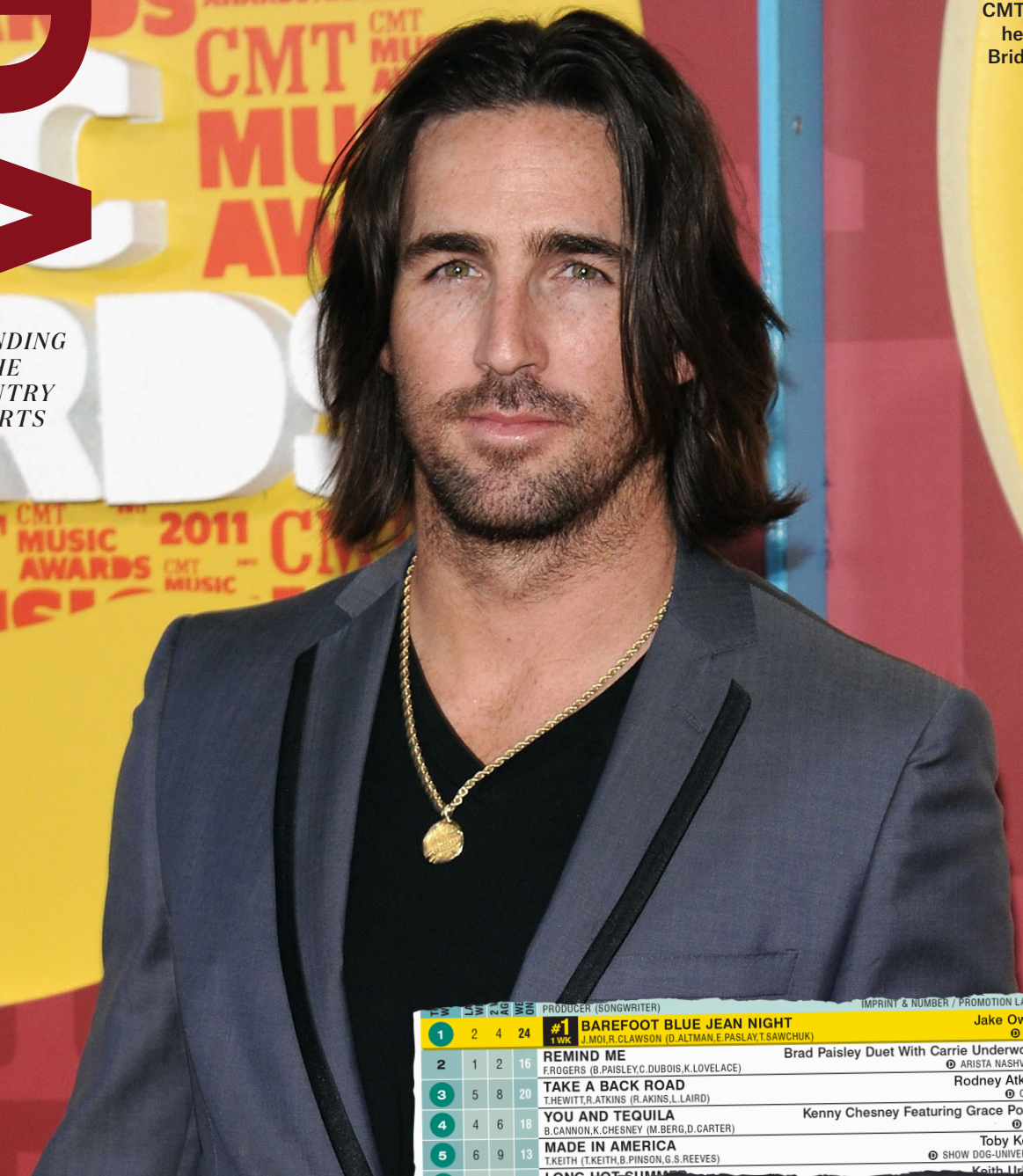
Owen was born Aug. 28, 1981, in Winter Haven, Fla. He signed with RCA Records in 2006 and shifted to Big Loud in November 2017.

In August 2019, *Greetings From... Jake Owen* became his seventh Top Country Albums top 10. His latest single, the stand-alone "Best Thing Since Backroads," is No. 37 on the Sept. 18-dated Country Airplay chart. —JIM ASKER

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REWINDING
THE
COUNTRY
CHARTS

Owen at the 2011 CMT Music Awards, held at Nashville's Bridgestone Arena.



WEEK	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	WEEKS ON CHART	PRODUCER (SONGWRITER)	IMPRINT & NUMBER / PROMOTION LABEL	ARTIST	PEAK POSITION
1	2	4	24	#1	1 WK																				24	J. MOIR, R. CLAWSON, (D. ALTMAN, E. PASLAY, T. SAWCHUK)	Jake Owen RCA	1	
2	1	2	16																								BRAD PAISLEY DUET WITH CARRIE UNDERWOOD	ARISTA NASHVILLE	1
3	5	8	20																								RODNEY ATKINS	CURB	3
4	4	6	18																								KENNY CHESNEY FEATURING GRACE POTTER	BNA	4
5	6	9	13																								Toby Keith	SHOW DOG-UNIVERSAL	5

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