bilboard Country Update

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BILLBOARD COUNTRY UPDATE

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Successful Country Outlier Cody Jinks Makes A 'Heavy' Offer To Mainstream Radio



INSIDE THIS ISSUE

Just In: Moore Hits Top 10 >page 5

> **Chapel Hart Chart Debut** >page 5

Makin' Tracks: Kylie Morgan's Therapeutic Single >page 16

Country Coda: Eli Young "Breaks" For No. 1 >page 20

Country radio has repositioned itself in recent years as the finisher for country hits.

Formerly the medium where new music earned its greatest initial exposure, the genre's programmers admittedly prefer to let songs validate themselves in other quarters - primarily at

Spotify, YouTube, Shazam and Pandora before they safely add titles that are already proven.

That attitude set up an outlaw challenge from one of country's edgiest artists. Cody Jinks' latest single — "Loud and Heavy," released by the artist's Late August label to terrestrial stations on July 1 through PlayMPE — is a 7.5-year-old title that has already been certified platinum by the RIAA without any significant broadcast assistance.

"A good song is never dated," Jinks

Indeed, "Loud and Heavy" has aged quite well. Included on the 2015 album The Adobe Sessions, the track has amassed 436.5 million on-demand streams, according to Luminate, under a long-tail

growth pattern. After generating 570,000 streams in its first year, its consumption climbed annually for the next five years, peaking at 105.2 million streams in 2020. "Loud and Heavy" tallied at least 90 million streams annually in 2019-2021, and with 52.5 million streams through July 22, the song is on pace to net another 94.4 million this year.

Underscoring his market impact, Jinks is headlining amphitheaters this summer - again, without radio's backing - and he provided immediate support for Luke Combs on a five-artist bill July 23 at Ohio Stadium in Columbus.

"Loud and Heavy" is the best-performing title in a fulsome cat-

alog that has generated four top five country albums, three of which reached No. 2. The song's delayed release to radio says as much about Jinks' expanding business muscle as it says about radio's altered role.

'We couldn't afford to push a single," Jinks says, reflecting on his economic status when he wrote the song circa 2014.

Now that he has flipped his fortunes, Jinks is promoting it with a fairly light hand. AM/FM airplay would introduce him to new fans who might not be heavy digital music consumers or go to shows by acts they haven't heard on the radio. But he's got enviable numbers, so he figures broadcasters would benefit at least as much as him from plugging it into their rotations.

'The first year, mainstream radio basically told us we weren't allowed to be in

the club, like we couldn't release it because we didn't have the proper backing," he recalls. "And then they basically said, 'Well, it's not a proven hit.' So after it went platinum, we kind of went back and said, 'Will you play it now? We checked all the boxes.' Like, put your money where your mouth is."

Jinks didn't have any money himself when he wrote "Loud"





and Heavy," inspired during a stormy carride when son **Larson Jinks** chanted "loud thunder heavy rain" on his second birthday. The elder Jinks was experiencing an emotional storm, spending a weary 250 days a year touring with his band in a van, though he refused to give up.

"At that particular time, my mother went through a pretty major health scare — ended up being just that, a scare," he recalls. "The tour schedule was tough. I had two small children at home. My wife and I were more than six figures in debt, because I had floated the band on credit cards. You got to think, in 2008, 2009, when the market burst for the first time, gas shot up to \$4.50 a gallon — I don't know if people remember that — but we were on the road making \$500 a night, and that was going to gas. That song is just everything that's going through a 32-year-old's mind that has absolutely zero idea what he's doing or how the hell he's going to get out."

Jinks likely knew more about what he was doing than he admits to himself. As an example, his approach to the "Loud and Heavy" writing credits provides son Larson a foundation for the future.

"He's got half the song," Jinks says. "I didn't give him a third or fourth or whatever. Like, I wouldn't have written the song without him. So whenever we submitted it, it's Cody Jinks, 50%, Larson Jinks, 50%. He has his own publishing account set up. And all the money from that song goes in there. So by the time he's 18, he will be his own millionaire."

Much like his buddy **Cody Johnson**, Jinks built his brand through relentless touring, solid songwriting with old-school roots and a dogged independence. Johnson eventually got an enviable contract when he signed with Warner Music Nashville. Jinks has also heard from potential suitors, but he swears he will remain outside the major-label system, citing an early label experience in which he did most of his own marketing work by year three in a five-year deal.

"Record companies don't build artists for success," he says. "Record companies are in business for their own success. If the artist happens to be successful, it's because they happened to find an oil well that they actually hit on. Record companies are wildcatters. They just have all these oil wells, hopefully one hits."

Jinks is, in fact, intending to expand his own role as a label with an eye toward developing young talents with the same work ethic that propelled him. The plan is to offer a deal that is more equitable to the artists than they're likely to find elsewhere while reducing his risks at the A&R level.

"Our philosophy is going to be, 'Don't go get all the oil wells, go find a sure thing, and put everything you've got into that thing,'" he says.

Ironically, that's the same mindset broadcasters are employing in their own approach to their stations' content. And it's why he decided to release "Loud and Heavy" to radio after seven-plus years — he understands that the medium is looking for a fairly sure thing. The "Loud" story tells itself much better in 2022 than it did in 2014.

"We probably needed them more back then," he says. "It's nicer to be able to say, 'Look, we still don't need you. But we're still willing to come play ball.' We don't have to be on the same basketball team, man, but we can play on the same court."



Bailey Zimmerman (center) visited with KSCS/KPLX Dallas PD Mike Preston (left) before a July 15 appearance at the Summer Truckin Nationals at AT&T Stadium. They're accompanied by Warner Music Nashville director of radio accounts James Marsh.



Gabby Barrett hobnobbed with WWYZ Hartford, Conn., staff when she played the Xfinity Theater on July 16. From left: iHeartMedia/Hartford senior vp of programming Joey Brooks, WWYZ morning host Damon Scott, Barrett and WWYZ morning host Cory Myers.



The Flat River Band visited KESZ Cape Girardeau, Mo., on July 18 in support of current single "Shining Through My Window." From left: band member Chad Sitze, KEZS personality Jeremy Shane and band members Andy Sitze and Dennijo Sitze.

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THANK YOU COUNTRY RADIO FOR A HUGE DEBUT!

FLOVER SHOPS

ERNEST

- Top 20 Country Airplay
- Top 20 Streaming Country Song YTD
- La Top 15 Consumption Since Release
- **130M** Total On-Demand Streams
- Over 14M YouTube Views



Moore Accompanies 'Woman' To Country Airplay Top 10; Wallen's 'Wasted' Hits 10 Weeks Atop Hot Country Songs



Justin Moore scores his 13th top 10 on *Billboard*'s Country Airplay chart as "With a Woman You Love" (Valory) climbs 12-10 on the list dated July 30, up 8% to 15.4 million impressions in the week ending July 24, according to Luminate.

The song, which Moore wrote with **Paul DiGiovanni**, **Chase McGill** and **Jeremy Stover**, is the lead single from Moore's forthcoming album.

The 38-year-old Moore, from Poyen, Ark., last ranked in the Country Airplay top 10 with "We Didn't Have Much," which led for a week last August, awarding him his ninth No. 1. He first reached the chart with the No. 38-peaking "Back That Thing Up" in 2008. His second of 20 entries, "Small Town USA," became his first No. 1 in October 2009.

On Hot Country Songs, which blends streaming, airplay and sales data, "Woman" pushes 30-29 for a new best. It drew 1.8 million U.S. streams and sold 1,000 downloads in the week ending July 21.

STILL 'WASTED' Morgan Wallen's "Wasted on You" (Republic/Big Loud) dominates Hot Country Songs for a 10th week. The song blasted in atop the tally in January 2021, concurrent with the chart start of parent album *Dangerous: The Double Album*, and, subsequently promoted as

a radio single, has logged its next nine weeks on top, nonconsecutively, since mid-May. The track drew 11.4 million streams and sold 4,000 downloads in the latest tracking week; after leading Country Airplay for three weeks, it descends 2-3 with 24.1 million impressions.

"Wasted," one of Wallen's six Hot Country Songs No. 1s, is the first title to command the chart for double-digit weeks since **Walker Hayes**' "Fancy Like" (Monument) wrapped a 24-week reign in January.

Meanwhile, the 30-song *Dangerous* rules Top Country Albums for a recordextending 66th week (48,000 equivalent album units).

 $\begin{tabular}{ll} \textbf{'SUMMERTIME'} SUCCESS Zach Bryan notches his second Top Country Albums top 10 as the nine-song \textit{Summertime Blues} (Belting Bronco/Warner) debuts \\ \end{tabular}$

at No. 7 (16,000 units). The Oologah, Okla., native's *American Heartbreak*, containing 34 songs, arrived atop the June 4-dated survey (71,000) and, in its ninth frame, holds at No. 2 (25,000).

The title track to *Summertime Blues* is a new song, not an update of **Eddie Cochran**'s classic, a No. 8 hit on the Billboard Hot 100 in 1958 that **Alan Jackson** covered for a three-week Hot Country Songs No. 1 run in 1994.

'LIFE' LAUNCHES Walker Hayes achieves his third Country Digital Song Sales No. 1 with the launch of "Y'all Life" (Monument), which sold 10,000 downloads in its first week. On the all-genre Digital Sales survey, it starts at No. 4, granting Hayes his fourth top 10.

Hayes previously led Country Digital Song Sales with "AA," for three weeks beginning in January, and "Fancy Like" (25, starting in June 2021).

"Y'all Life," which Hayes co-wrote and will be promoted to country radio by Monument Nashville, marks his first new music released since *Country Stuff: The Album*, which arrived at its No. 2 Top Country Albums high in February and ranks at No. 13 (10,000 units) on the July 30 ranking.

"Fancy Like" contains its trademark date-night reference to restaurant chain Applebee's. "Y'all Life" sports its

own share of shout-outs, this time with a culinary nod to Olive Garden (which sets up rhymes with **Dolly Parton** and NBA star **James Harden**).

ACTUALLY, 'JOLENE'... Chapel Hart makes its first appearance on Country Digital Song Sales as "You Can Have Him Jolene" (Chapel Hart) soars in at No. 8 with 3,000 sold in the week ending July 21. The family trio, which released the song in January 2021, wowed with its performance of the track on the July 19 episode of NBC's America's Got Talent.

The threesome comprises sisters **Danica** and **Devynn Hart** and their cousin
Trea Swindle. The song plays off **Dolly Parton**'s iconic 1974 Hot Country
Songs No. 1 — and Parton, **Loretta Lynn** and **Darius Rucker** all praised the
trio on social media after its *AGT* audition. •





billboard Country Airplay



THIS	LAST	WKS ON			AUDIENCE (I			PLAYS	
WEEK	WEEK	CHART	TITLE Imprint/Label DAMN STRAIT Triple Tigers	Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK 1
0	1 3	40	1 0	Scotty McCreery	28.870	+1.699	7700	328	· ·
2		41	TAKE MY NAME Stoney Creek	Parmalee	24.651	-1.033	6027	-505	5
3	2	25	WASTED ON YOU Republic/Big Loud	Morgan Wallen	24.101	-1.650	6052	-495	4
4	7	47	NEWTRUCK Curb	Dylan Scott	21.391	+1.770	6175	319	2
5	8	51	BESTTHING SINCE BACKROADS Big Loud	Jake Owen	21.056	+2.643	6024	613	6
6	6	12	LIKE I LOVE COUNTRY MUSIC RCA Nashville	Kane Brown	20.662	+0.829	6093	210	3
7	5	28	TROUBLE WITH A HEARTBREAK Macon/Broken Bow	Jason Aldean	20.377	-0.431	4980	-230	9
8	10	23	LAST NIGHT LONELY Capitol Nashville	Jon Pardi	17.777	+0.854	5277	204	7
9	9	45		With Mitchell Tenpenny	17.686	+0.587	5214	110	8
10	12	39	WITH A WOMAN YOU LOVE Valory	Justin Moore	15.357	+1.153	4660	221	11
11	11	29	CIRCLES AROUND THIS TOWN Columbia Nashville	Maren Morris	15.188	-0.211	4776	-40	10
B	13	6	THE KIND OF LOVE WE MAKE River House/Columbia Nashville	Luke Combs	14.725	+1.298	4060	289	13
B	14	29	TRUTH ABOUT YOU Riser House/Columbia Nashville	Mitchell Tenpenny	14.647	+1.844	4503	664	12
12	15	19	GHOST STORY Capitol Nashville	Carrie Underwood	12.839	+1.332	4000	340	14
15	4	51	7500 OBO McGraw/Big Machine	Tim McGraw	12.384	-13.179	3054	-4451	18
16	16	21	DON'T COME LOOKIN' Big Machine	Jackson Dean	12.031	+0.729	3835	111	15
Ð	19	7	SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN ** Airpower/Most Increased	d Audience ★★ Cole Swindell	11.199	+3.235	3300	847	16
18	17	24	EVERYONE SHE KNOWS Blue Chair/Warner Bros./WEA	Kenny Chesney	8.901	-1.261	2748	-498	21
19	21	30	WISHFUL DRINKING Atlantic/Warner Music Nashville/WEA ★★ Airpower ★★ Ingrid	Andress With Sam Hunt	8.770	+1.252	2953	281	20
20	18	32	NO HARD FEELINGS Arista Nashville	Old Dominion	8.484	+0.471	3150	134	17
a	22	10	5 FOOT 9 EMI Nashville	Tyler Hubbard	8.482	+0.965	2980	214	19
22	23	48	COUNTRY'D LOOK GOOD ON YOU Stoney Creek	Frank Ray	6.226	+0.188	2597	61	22
23	24	24	PARTY MODE Broken Bow	Dustin Lynch	6.037	+0.159	2595	40	23
24	25	21	SON OF A SINNER Bailee & Buddy/BMG/Stoney Creek	Jelly Roll	5.990	+0.217	2358	58	24
25	26	25	OUT INTHE MIDDLE Home Grown/Warner Music Nashville/WAR	Zac Brown Band	5.662	+0.325	2028	-11	26
26	29	4	COUNTRY ON Capitol Nashville	Luke Bryan	5.058	+0.920	1620	355	31
2	28	16	SHE LIKES IT Triple Tigers Russell D	Dickerson & Jake Scott	4.806	+0.522	1694	-27	28
28	36	6	YOU PROOF Mercury/Republic/Big Loud ★★ Breaker ★★	Morgan Wallen	4.558	+2.023	1309	588	34
29	27	24	PICK ME UP Warner Music Nashville/WAR	Gabby Barrett	4.540	-0.026	1929	64	27
30	30	8	HALF OF ME Valory/BMLG Thomas Rhett	Featuring Riley Green	4.264	+0.571	1683	347	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 Luminate, formerly MRC Data. Audience totals on the chart are derived, in part, using certain Nielsen Audio- copyrighted Persons 12+ audience estimates (under license © 2022, Nielsen Audio). The list of all Country Airplay chart reporters can be viewed on Luminate, formerly 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 Luminate, formerly MRC Data) for stations that do not report adds.

MOST INCREASED AUDIENCE

Most Increased Audience on Country Airplay lists the songs with the greatest week-to-week increases in total audience.

AIRPOWER

Awarded on Country Airplay to titles ranking inside top 20 in plays and audience rankings for the first time, with increases in both plays and audience.

BREAKER

Awarded on Country Airplay to titles achieving airplay (at least one detection) at 60% of reporting stations for the first time

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billboard Country Airplay

AIRPLAY MONITORED BY

THIS	LAST	WKS ON		AUDIENCE (I	N MILLIONS)		PLAYS	
THIS	WEEK	CHART	TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
<u> </u>	32	6	FALL IN LOVE Elektra/Warner Music Nashville/WEA ★★ Breaker ★★ Bailey Zimmerman	3.815	+0.659	1202	323	36
32	31	34	SOUL Curb Lee Brice	3.479	+0.094	2040	34	25
33	34	19	DOWN HOME Stoney Creek Jimmie Allen	3.137	+0.089	1662	1	30
34	35	16	HEARTFIRST Black River Kelsea Ballerini	2.900	+0.352	1494	40	32
35	37	35	YOU DIDN'T BMLG Brett Young	2.552	+0.160	1371	65	33
36	38	9	WHAT MY WORLD SPINS AROUND MCA Nashville Jordan Davis	2.366	+0.292	1077	241	38
37	39	16	JOY OF MY LIFE Mercury Nashville Chris Stapleton	2.165	+0.173	1126	57	37
33	40	5	WATER UNDER THE BRIDGE MCA Nashville Sam Hunt	2.160	+0.389	749	102	41
39	41	23	MY BAR inDent/Mercury Nashville Priscilla Block	2.106	+0.362	1229	60	35
40	43	10	HEART LIKE ATRUCK Broken Bow Lainey Wilson	1.773	+0.177	1029	57	39
41	44	6	WHISKEY ON YOU Arista Nashville Nate Smith	1.649	+0.066	564	56	46
42	45	7	HUMAN CoJo/Warner Music Nashville/WMN Cody Johnson	1.572	+0.048	578	8	45
43	46	20	HOLY WATER Warner Music Nashville/WEA Michael Ray	1.468	+0.091	826	-11	40
44	47	17	GOOD DAY FOR LIVING Quartz Hill Joe Nichols	1.350	+0.085	688	20	42
45	NE	€W	YOU Warner Music Nashville/WAR ★★ Hot Shot Debut/Breaker ★★ Dan + Shay	1.220	+0.962	480	383	49
46	53	35	GIVING YOU UP Columbia Nashville Kameron Marlowe	1.099	+0.209	434	36	51
47	NE	€W	THAT'S WHATTEQUILA DOES Macon/Broken Bow ★★ Most Added ★★ Jason Aldean	1.097	+0.863	485	390	48
48	RE-E	NTRY	BROWN EYES BABY Hit Red/Capitol Nashville Keith Urban	1.016	+0.526	429	203	53
49	48	21	LOVETALKING Valory Eli Young Band	0.997	-0.016	352	2	60
50	50	17	NOTE TO SELF Magnolia Music Randy House	0.992	+0.039	590	12	44
5 1	51	11	SONGS ABOUTYOU Warner Music Nashville/WMN Brett Eldredge	0.967	+0.065	433	25	52
52	52	25	SON OF A Riser House Dillon Carmichael	0.945	+0.044	605	34	43
53	54	12	EVERYTHING SHE AIN'T Songs & Daughters/Pigasus/Big Loud Hailey Whitters	0.867	+0.088	348	39	-
54	57	14	HELL YEAH Capitol Nashville Little Big Town	0.767	+0.111	411	8	54
55	56	5	WHAT HE DIDN'T DO Big Machine Carly Pearce	0.762	+0.052	503	57	47
56	55	8	KEYS TO THE COUNTRY Warner Music Nashville/WAR ★★ Breaker ★★ Chris Janson	0.683	-0.029	441	-4	50
5	RE-E	NTRY	SALT, LIME & TEQUILA Red Street Ryan Griffin	0.610	+0.091	343	1	-
58	59	3	SOMETHING INTHE ORANGE Belting Bronco/Warner Zach Bryan	0.577	-0.035	164	14	-
59	NE	w	DOING LIFE WITH ME EMI Nashville Eric Church	0.570	+0.149	369	54	58
60	58	5	MAN MADE RECORDS Nashville Matt Stell	0.566	-0.056	400	35	55



GOING FOR ADDS

8/1

CHANCE TOMKE Rock You Country Pine Ridge

CODY JINKS Loud And Heavy Late August

MORGAN WALLEN You Proof

Mercury/Republic/Big Loud
WALKER HAYES

Y'all Life Monument

8/8

JARROD TURNER Love Ain't Got No Time To Waste

SSM Nashville

JASON BROWNIE Pretty Girl On The Passenger Side

Clearwater

TYLER BRADEN Try Losing One Warner/WAR



BERT CHAVER

billboard Country Airplay



MOST ADDE	D®	
TITLE Imprint/Label	Artist	ADDS
THAT'S WHAT TEQUILA DOES Macon/Broken Bow	Jason Aldean	28
YOU Warner Music Nashville/WAR	Dan + Shay	26
WHAT MY WORLD SPINS AROUND MCA Nashville	Jordan Davis	23
SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/W	MN Cole Swindell	22
HALF OF ME BMLG/Valory Thomas Rhett Fe	aturing Riley Green	21
YOU PROOF Mercury/Rep/Big Loud	Morgan Wallen	21
FALL IN LOVE Elektra/Warner Music Nashville/WEA	Bailey Zimmerman	11
COUNTRY ON Capitol Nashville	Luke Bryan	9
BROWN EYES BABY Hit Red/Capitol Nashville	Keith Urban	9
WATER LINDER THE BRIDGE MCA Nashvilla	Sam Hunt	8

SHE HAD INE AT HEADS CAROLINA Warner Music Mashville/WWW	Cole Swindell	1 22
HALF OF ME BMLG/Valory Thomas Rhett Feature	ring Riley Green	21
YOU PROOF Mercury/Rep/Big Loud	Morgan Wallen	21
FALL IN LOVE Elektra/Warner Music Nashville/WEA Ba	iley Zimmerman	11
COUNTRY ON Capitol Nashville	Luke Bryan	9
BROWN EYES BABY Hit Red/Capitol Nashville	Keith Urban	9
WATER UNDER THE BRIDGE MCA Nashville	Sam Hunt	8
MOST INCREASED AU	JDIENC	E
MOST INCREASED AU TITLE Imprint/Label		GAIN (IN MILLIONS)
		GAIN
TITLE Imprint/Label	Artist	GAIN (IN MIILIONS

		GAIN
TITLE Imprint/Label	Artist	(IN MIILIONS)
SHE HAD ME AT HEADS CAROLINA Warner Music Nasl	nville/WMN Cole Swindell	+3.235
BEST THING SINCE BACKROADS Big Loud	Jake Owen	+2.643
YOU PROOF Mercury/Republic/Big Loud	Morgan Wallen	+2.023
TRUTH ABOUT YOU Riser House/Columbia Nashville	Mitchell Tenpenny	+1.844
NEW TRUCK Curb	Dylan Scott	+1.770
DAMN STRAIT Triple Tigers	Scotty McCreery	+1.699
GHOST STORY Capitol Nashville	Carrie Underwood	+1.332
THE KIND OF LOVE WE MAKE River House/Columbi	a Nashville Luke Combs	+1.298
WISHFUL DRINKING Atlantic/Warner Music Nashville/WEA In	grid Andress With Sam Hunt	+1.252
WITH A WOMAN YOU LOVE Valory	Justin Moore	+1.153

MOST INCREASED PLAYS						
TITLE Imprint/Label Artist	GAIN					
SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN Cole Swindell	+847					
TRUTH ABOUT YOU Riser House/Columbia Nashville Mitchell Tenpenny	+664					
BEST THING SINCE BACKROADS Big Loud Jake Owen	+613					
YOU PROOF Mercury/Republic/Big Loud Morgan Wallen	+588					
THAT'S WHAT TEQUILA DOES Macon/Broken Bow Jason Aldean	+390					
YOU Warner Music Nashville/WAR Dan + Shay	+383					
COUNTRY ON Capitol Nashville Luke Bryan	+355					
HALF OF ME Valory/BMLG Thomas Rhett Featuring Riley Green	+347					
GHOST STORY Capitol Nashville Carrie Underwood	+340					
DAMN STRAIT Triple Tigers Scotty McCreery	+328					

NEW AND ACTIVE							
TITLE Imprint/Label Artist	TOTAL Audience	TOTAL STATIONS	ADDS				
STRANGE Vanner/RCA Nashville Miranda Lambert	0.473	11	7				
DOWNTOWN BABY Monument Caitlyn Smith	0.468	41	0				
I CAN'T DECIDE Stone Country Easton Corbin	0.446	19	1				
EASY TONIGHT RCA Nashville Niko Moon	0.415	26	1				
HOW IS SHE Warner Music Nashville/WMN Cole Swindell	0.388	1	0				
WORTH A SHOT RCA/Columbia Nashville Elle King Feat. Dierks Bentley	0.386	18	0				

	RECURRENTS								
THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)							
1	'TIL YOU CAN'T CoJo/Warner Music Nashville/WMN Cody Johnson	16.222							
2	THINKING 'BOUT YOU Broken Bow Dustin Lynch Featuring Lauren Alaina Or MacKenzie Porter	14.108							
3	IF I DIDN'T LOVE YOU Macon/Capitol Nashville/Broken Bow Jason Aldean & Carrie Underwood	10.995							
4	NEVER SAY NEVER Broken Bow/Warner Music Nashville/WMN Cole Swindell / Lainey Wilson	10.702							
5	SAND IN MY BOOTS Republic/Big Loud Morgan Wallen	9.884							
6	23 MCA Nashville Sam Hunt	9.633							
7	FOREVER AFTER ALL River House/Columbia Nashville Luke Combs	8.305							
8	DRUNK (AND I DON'TWANNA GO HOME) RCA/Columbia Nashville Elle King & Miranda Lambert	7.923							
9	ONE OF THEM GIRLS Curb Lee Brice	7.439							
10	BUY DIRT MCA Nashville Jordan Davis Featuring Luke Bryan	7.338							





IDERWOOD: JEFF JOHNSON

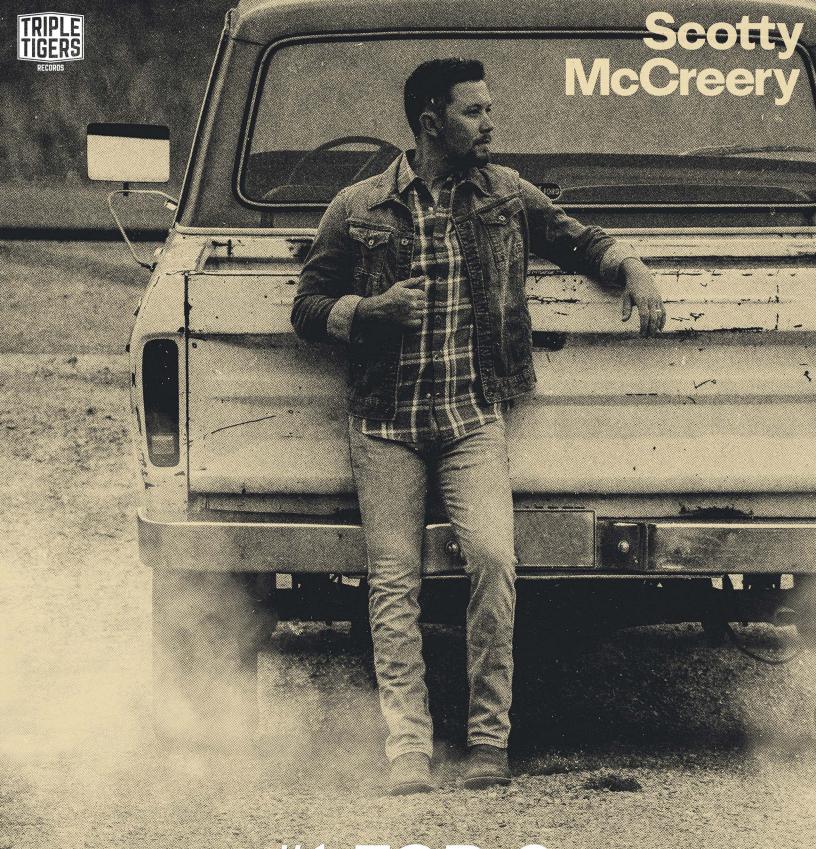
Regional Radio Report

TEXAS REGIONAL RADIO REPORT

WEEK ENDING JULY 24, 2022

THIS WEEK		WKS ON CHART	TITLE (Label) ARTIST	TW SPINS	SPINS +/-	THIS WEEK	LAST WEEK	WKS ON Chart	TITLE (Label) ARTIST	TW SPINS	SPINS +/-
0	2	33	CAUSE HE'S A COWBOY (Independent) ★★ 1 Week at 1 ★★ Matt Castillo	1816	203	11	1	20	A COWGIRL LIKE YOU (Independent) Jon Wolfe	1263	-568
2	3	21	THE HIGHWAY KIND (Independent) Josh Abbott Band	1779	173	1	12	23	LOVES GOT A HOLD ON YOU (Independent) Bart Crow Band	1261	37
3	5	24	WAVE DANCER (Soundly Music) The Wilder Blue	1744	204	13	14	17	LOVESICK DRIFTING COWBOY (Independent) James Robert Webb	1222	35
4	4	20	TRACTOR TOWN (Independent) Jake Bush	1723	117	14	15	13	ONE HONKY TONK TOWN (Independent) David Adam Byrnes	1206	46
6	7	14	TELLING ON MY HEART (Independent) Casey Donahew	1636	160	1 5	17	13	STRANGER TONIGHT (Independent) Micky & The Motorcars	1150	149
6	10	25	COME HOME TO YOU (10X Music Group) Brodie Lane	1427	118	16	19	9	A COWBOY KNOWS HOW (Independent) Flatland Cavalry	1141	166
7	8	26	WATERING HOLE (Independent) Kendall Shaffer f/ Jeffery Allen Imler	1360	-107	17	6	17	PHONES DON'T WORK (Independent) Wade Bowen	982	-503
8	9	25	ANOTHER YOU (Independent) Drew Fish Band	1329	-114	18	18	23	ALL YOU GOT (Independent) William Clark Green	957	-36
9	13	16	WORKING MAN'S WOMAN (Independent) Jesse Raub Jr.	1307	117	19	22	16	THAT WAY (Cielo Azul Ent) Sarah Hobbs	909	59
10	11	23	BEAUTIFUL LOVE SONGS (Independent) George Navarro	1272	18	20	24	14	ALL I NEEDED (Independent) American Aquarium	885	63

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 2022, Texas Regional Radio Report



#1 FOR 2
DAMN STRAIT WEEKS
THANK YOU COUNTRY RADIO!

NASHVILLE & NATIONAL TOM ROLAND



Show Dog Nashville artist Kimberly Kelly performed music from her album I'll Tell You What's Gonna Happen during a July 19 event at Bobby's Idle Hour in Nashville. She's flanked by TKO Artist Management president T.K. Kimbrell (left) and Cumulus/Nashville programming operations manager Charlie Cook.

RADIO & RECORDS

Riser House parted ways with senior vp of promotion Bob Reeves. In conjunction with the move, East Coast regional promotion director Jeff Davis was named national director of promotion and Roger Fregoso was bumped to senior director of West Coast promotion from director... Lauren Alaina signed a recording contract with Big Loud... Cumulus/Johnson City-Bristol-Kingsport, Tenn.-Va., hired **Don Hurley** as PD for **WKOS** and classic rock sister WQUT. He starts Aug. 1, a day after John Patrick retires, ending a 31-year run with the cluster. Hurley arrives from Bicoastal Media/Medford, Ore., where he was operations manager for a four-station group that included country KRWQ... Neuhoff Communications promoted Mike Hulvey to CEO from COO. The chain has 20 stations in five Midwestern markets, including three country outlets: WFMB Springfield, Ill.; WDZQ Decatur, Ill.; and WKOA Lafayette, Ind.... Audacy installed four new promotions executives, three of whom have country stations in their jurisdiction. Emily Pearce started July 18 as New York-based director, with country WGGY Scranton-Wilkes-Barre, Pa., in her territory. She was recently iHeart Media/Philadelphia vp of marketing. Veronica Weisenbach began July 18 as Great Lakes regional promotions manager, upped from Audacy/Detroit promotions coordinator. Her purview includes country WYCD Detroit. Erica Washburn arrives Aug. 1 as Portland, Ore.-based Pacific Northwest promotions director, following a run as Oregon Museum of Science and Industry senior project manager. The new job includes work with country outlets KWJJ Portland and KKWF Seattle... The Museum of Broadcast Communications announced nine new members of the Radio Hall of Fame, including Country Countdown USA host Lon Helton and Emmis Communications president/CEO Jeff Smulyan. The ceremony takes place Nov. 1 at the Radisson Blu Aqua Hotel in Chicago. Countdown USA, meanwhile, will be syndicated by Compass Media beginning Aug. 1... Michael La Crosse added iHeartMedia/Sacramento, Calif., senior vp of programming duties to a similar role in Portland, Ore., RadioInk. com reported. Country signals under his guidance include KYRV-HD2 Sacramento and KFBW-HD3 Portland... Keith James was hired as PD/afternoon drive host for KORA Bryan-College Station, Texas, according to RadioInk. com. He previously was PD/morning host at KRVF Corsicana, Texas... Max Media/Norfolk-Hampton-Virginia Beach, Va., vp of operations and programming Eddie Haskell departed from the company, RadioInsight.com reported. He also was PD/afternoon personality at country WGH... WMFR High Point, N.C., flipped to classic country from sports on July 15, according to RadioInsight.com. The syndicated John Boy & Billy, originating in Charlotte, N.C., was installed in the morning slot on July 25... Country Radio Broadcasters will hold a CRS360 webinar, "How Country Radio Can Save Itself," at 1 p.m. CT July 27. Go here to register.

'ROUND THE ROW

The Country Music Association's CMA Foundation will welcome Franklin Willis on Aug. 8 as community impact director, working on music education initiatives across the United States. Willis previously was a Metro Nashville Public Schools elementary music coach... Spirit Music Nashville promoted two staff members: Brian Bradford rose to GM/vp of administration from vp of administration and operations; Kara Jackson added senior stripes to her creative director position... Business management firm FBMM partnered with accounting agency Withum, expanding the company's tax services, effective Aug. 1... Wortman Works Media & Marketing hired account managers Jayne Hamblin and Ava Evans. Hamblin arrives from SSM Nashville, where she was director of label operations. Evans, who just received an MBA from Nashville's Lipscomb University, previously was a Compass East sales and marketing intern. Reach Hamblin here and Evans here ... PLA Media hired a pair of publicity and social media executives: manager Becky Parsons and coordinator Steven Baird. Parsons earned a master's degree in brand and media strategy in May from East Tennessee State in Johnson City; Baird received a bachelor's degree in journalism and public relations from Middle Tennessee State University in Murfreesboro. Reach Parsons here and Baird here... Shore Fire Media promoted Nashville-based Andrea Evenson to director of publicity from senior account executive... Singer-songwriter Tyler Chambers signed a publishing deal with Warner Chappell Nashville... River House Artists and Sony Music Publishing signed Reid Haughton to a joint venture songwriting agreement... The 58th annual Academy of Country Music Awards will be streamed again by Prime Video in 2023, this time from the Ford Center at The Star in Frisco, Texas, on May 11... The Country Music Association established a Women's Leadership Academy, a 16-week development program assisting 12 potential female music leaders. Among the inaugural class are Lauren Funk of Endurance Music Group, Jessi Vaughn Stevenson of Warner Chappell and Sloane Cavitt Logue of WME. Go here for a full list of participants... The CMA will host a Hero Headshots event on Aug. 7, with participants photographed for new professional headshots. Makeup, hairstyling and champagne are included for \$185, with proceeds benefiting two charities. Go <u>here</u> to register... Backbeat Books will publish *The Jordanaires: The Story of the* World's Greatest Backup Vocal Group in November. The 278-page account of the Country Music Hall of Fame members was authored by late co-founder Gordon Stoker with Michael Kosser and Alan Stoker... Elicity PR director of publicity Avery King will hold a Cystic Fibrosis Foundation benefit on Aug. 2 at Nashville's Whiskey Row with nine acts, including Easton Corbin, Madeline Edwards, Carter Faith and songwriter Tofer Brown ("Night Shift")... An \$80,000 Indie Go Go crowdfunding campaign is underway to establish a **Keith Whitley** memorial at Springhill Cemetery in Madison, Tenn., where the Country Music Hall of Fame member-elect is buried. Go here for info... A \$50,000 GoFundMe campaign was established for former Warner Music Nashville security guard William Patton, who is recuperating from three strokes and a car accident. Go here to participate.



Brian Kelley (left) dedicated his song "American Spirit" to Army National Guard veteran Michael Monk during a July 17 concert in Grayton Beach, Fla.



Fiddler-guitarist Kenny Lovelace (right), a longtime sideman for Jerry Lee Lewis, was interviewed by Country Music Hall of Fame and Museum executive senior director of editorial and interpretation Michael Gray for a Live at the Hall digital event that will premiere Aug. 30.

WALKER HAYES Y'ALL LIFE

OUT NOW!

2.5 MILLION FIRST-WEEK STREAMS

(WALKER'S BIGGEST STREAMING DEBUT TO DATE)

#1 COUNTRY DIGITAL SONGS #3 ALL GENRE DIGITAL SONGS

#32 HOT SHOT DEBUT ON BILLBOARD HOT COUNTRY SONGS CHART

LISTEN NOW

ADD DATE: 8/1





billboard Hot Country Songs

AIRPLAY, STREAMING & SALES DATA COMPILED BY

LUMINATE

		TWO				COUNTRY	
THIS Week	LAST WEEK	WEEKS AGO	WKS ON Chart	TITLE PRODUCER (SONGWRITER)	Artist IMPRINT / PROMOTION LABEL	AIRPLAY Rank	PEAK Position
1	1	1	48	WASTED ON YOU ★★ No. 1 (10 Weeks) ★★ J.MOI.J.DURRETT (M.WALLEN,E.K.SMITH,J.THOMPSON,CHARLIE HANDSOME)	Morgan Wallen REPUBLIC/BIG LOUD	3	1
2	2	2	5	THE KIND OF LOVE WE MAKE CHIP MATTHEWS,J.D.SINGLETON,LCOMBS (L.COMBS,J.DAVIS,D.ISBELL,R.ISBELL)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	12	1
3	3	4	10	YOU PROOF J.MOI,CHARLIE HANDSOME (M.WALLEN,A.G.GORLEY,E.K.SMITH,CHARLIE HANDSOME)	Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	28	1
4	4	5	12	SHE HAD ME AT HEADS CAROLINA Z.CROWELL (A.G.GORLEY,C.SWINDELL,J.FRASURE,M.D. SANDERS,THOMAS RHETT,T.NICHOLS)	Cole Swindell Warner Music Nashville/WMN	17	4
5	6	6	13	SOMETHING IN THE ORANGE R.HADLOCK (Z.L.BRYAN)	Zach Bryan BELTING BRONCO/WARNER	58	3
6	7	10	23	FALL IN LOVE A.R.SHAWN (A.R.SHAWN,B.ZIMMERMAN,G.J.LUCAS)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	31	6
7	5	3	11	LIKE I LOVE COUNTRY MUSIC D.HUFF (K.BROWN,M.J.MCGINN,T.PHILLIPS,J.M.SCHMIDT)	Kane Brown RCA NASHVILLE	6	3
8	8	7	22	DAMN STRAIT F.ROGERS,D.WELLS,A.ESHUIS (J.A.COLLINS,T.TOMLINSON)	Scotty McCreery TRIPLE TIGERS	1	6
9	11	12	6	ROCK AND A HARD PLACE A.R.SHAWN (B.ZIMMERMAN,H.WARREN,J.HACKWORTH,J.HARVEY)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	-	2
10	9	9	44	'TIL YOU CAN'T T.W.WILLMON (B.M.STENNIS,M.ROGERS)	Cody Johnson COJO/WARNER MUSIC NASHVILLE/WMN	RC	1
6	12	13	9	5 FOOT 9 T.HUBBARD,J.M.SCHMIDT (T.R.HUBBARD,J.JOHNSTON,C.MCGILL)	Tyler Hubbard EMI NASHVILLE	21	11
6	14	14	22	LAST NIGHT LONELY J.PARDI,B.BUTLER,R.GORE (J.BELL, J.FOX, D.MARLOWE)	Jon Pardi CAPITOL NASHVILLE	8	12
3	17	15	16	SON OF A SINNER ERNEST K,I.TOSHINSKY (J.DEFORD,E.K.SMITH,D.R.STEVENS) ★★ Sales Gainer ★★	Jelly Roll BAILEE & BUDDY/BMG/STONEY CREEK	24	13
4	16	17	43	WISHFUL DRINKING LANDRESS,J.M.SCHMIDT (LANDRESS,J.P.STARKER SAXE,J.PRICE,D.BROWN,R.WILLIAMSON)	Ingrid Andress With Sam Hunt ATLANTIC/WARNER MUSIC NASHVILLE/WEA	19	14
15	18	16	29	FLOWER SHOPS J.MOI (E.K.SMITH,B.D/BURGESS,M.L.HOLMAN)	ERNEST Featuring Morgan Wallen BIG LOUD	RC	13
16	19	21	23	NEW TRUCK M.ALDERMAN,C.GIBBS,J.E.NORMAN (M.W.HARDY,H.PHELPS,B.JOHNSON,A.G.SORLEY)	Dylan Scott CURB	4	16
1	21	20	11	WHISKEY ON YOU LRIMES (N.SMITH,LRIMES,R.SUTTON)	Nate Smith ARISTA NASHVILLE	41	14
18	20	23	19	WILD AS HER C.FARREN (M.WALLEN, BRETT TYLER, K.ARCHER)	Corey Kent COMBUSTION MASTERS/RCA NASHVILLE	-	18
19	23	25	11	THOUGHT YOU SHOULD KNOW J.MOI (M.WALLEN,N.GALYON,M.LAMBERT)	Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	-	1
8	25	24	18	GHOST STORY D.GARCIA,C.UNDERWOOD (D.A.GARCIA, J.KEAR, H.LINDSEY, H.WADSWORTH LONGFELLOW)	Carrie Underwood CAPITOL NASHVILLE	14	12
21	26	27	35	BEST THING SINCE BACKROADS J.MOI (B.JOHNSON, J.MINTON, H. PHELPS, G. WARBURTON)	Jake Owen BIG LOUD	5	21
22	28	29	51	TRUTH ABOUT YOU J.M.SCHMIDT,M.TENPENNY,M.ALDERMAN,T.ARCHER)	Mitchell Tenpenny RISER HOUSE/COLUMBIA NASHVILLE	13	22
23	22	22	28	CIRCLES AROUND THIS TOWN G.KURSTIN (M.MORRIS,R.J.HURD,JULIA MICHAELS,J.ROBBINS)	Maren Morris COLUMBIA NASHVILLE	11	9
24	24	26	27	SHE LIKES IT J.KERR,J.SCOTT (R.DICKERSON,J.SCOTT,J.KERR)	Russell Dickerson & Jake Scott TRIPLE TIGERS	27	13
25	27	28	30	AT THE END OF A BAR C. DESTEFANO,C.YOUNG (C.YOUNG,C. DESTEFANO,M.TENPENNY)	Chris Young With Mitchell Tenpenny RCA NASHVILLE	9	25

COUNTRY SONGWRITERS™

	1	# 1 7 WKS	ZACH BRYAN
	2	ERI	NEST
	3	МО	RGAN WALLEN
	4	AS	HLEY GORLEY
	5	СН	ARLIE HANDSOME
	6	ВА	ILEY ZIMMERMAN
	7	LUI	KE COMBS
TIE	8	JIM	1 COLLINS
TIE	8	TRI	ENT TOMLINSON
	10	СН	ASE MCGILL



COUNTRY PRODUCERS™

	1	# 1 77 WKS	JOEY MOI
	2	AU	STIN SHAWN
	3	ZA	CH CROWELL
	4	DA	NN HUFF
	5	RY	AN HADLOCK
	6	JO	RDAN SCHMIDT
	7	TR	ENT WILLMON
	8	JA	COB DURRETT
TIE	9	СН	IP MATTHEWS
TIE	9	JO	NATHAN SINGLETON
TIE	9	LUI	KE COMBS

billboard Hot Country Songs

LUMINATE

Artist IMPRINT / PROMOTION LABEL Gabby Barrett WARNER MUSIC NASHVILLE/WAR Justin Moore VALORY Lee Brice CURB Old Dominion ARISTA NASHVILLE Chris Stapleton MERCURY NASHVILLE Jackson Dean BIG MACHINE Walker Hayes MONUMENT Jordan Davis MCA NASHVILLE BRELAND BAD REALM/ATLANTIC Luke Bryan CAPITOL NASHVILLE	COUNTRY AIRPLAY RANK 29 10 32 20 37 16 - 36	PEAK POSITION 25 27 28 29 27 31 32 33 34
WARNER MUSIC NASHVILLE/WAR Justin Moore VALORY Lee Brice CURB Old Dominion ARISTA NASHVILLE Chris Stapleton MERCURY NASHVILLE Jackson Dean BIG MACHINE Walker Hayes MONUMENT Jordan Davis MCA NASHVILLE BRELAND BAD REALM/ATLANTIC Luke Bryan	10 32 20 37 16	27 28 29 27 31 32 33
VALORY Lee Brice CURB Old Dominion ARISTA NASHVILLE Chris Stapleton MERCURY NASHVILLE Jackson Dean BIG MACHINE Walker Hayes MONUMENT Jordan Davis MCA NASHVILLE BRELAND BAD REALM/ATLANTIC Luke Bryan	32 20 37 16	28 29 27 31 32 33
Old Dominion ARISTA NASHVILLE Chris Stapleton MERCURY NASHVILLE Jackson Dean BIG MACHINE Walker Hayes MONUMENT Jordan Davis MCA NASHVILLE BRELAND BAD REALM/ATLANTIC Luke Bryan	20 37 16 -	29 27 31 32 33
ARISTA NASHVILLE Chris Stapleton MERCURY NASHVILLE Jackson Dean BIG MACHINE Walker Hayes MONUMENT Jordan Davis MCA NASHVILLE BRELAND BAD REALMATLANTIC Luke Bryan	37 16	27 31 32 33
MERCURY NASHVILLE Jackson Dean BIG MACHINE Walker Hayes MONUMENT Jordan Davis MCA NASHVILLE BRELAND BAD REALM/ATLANTIC Luke Bryan	16	31 32 33
BIG MACHINE Walker Hayes MONUMENT Jordan Davis MCA NASHVILLE BRELAND BAD REALM/ATLANTIC Luke Bryan	-	32
MONUMENT Jordan Davis MCA NASHVILLE BRELAND BAD REALM/ATLANTIC Luke Bryan	36	33
MCA NASHVILLE BRELAND BAD REALM/ATLANTIC Luke Bryan	36	
BAD REALM/ATLANTIC Luke Bryan	-	34
ON THE TWO THEEL	26	19
Kelsea Ballerini BLACK RIVER	34	25
Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	-	13
Jimmie Allen STONEY CREEK	33	38
Kenny Chesney BLUE CHAIR/WARNER BROS./WEA	18	39
Zach Bryan BELTING BRONCO/WARNER	-	40
Dustin Lynch BROKEN BOW	23	30
Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	RC	1
Zac Brown Band GROWN/WARNER MUSIC NASHVILLE/WAR	25	43
Little Big Town CAPITOL NASHVILLE	54	44
Dax LIVING LEGEND/RECORDS/COLUMBIA	-	28
Drew Green VILLA 40/RCA NASHVILLE	-	41
Dylan Scott CURB	-	46
Zach Bryan BELTING BRONCO/WARNER	-	48
Keith Urban HIT RED/CAPITOL NASHVILLE	48	42
Carly Pearce BIG MACHINE	55	42
	Kelsea Ballerini BLACK RIVER LURE COmbs RIVER HOUSE/COLUMBIA NASHVILLE Jimmie Allen STONEY CREEK Kenny Chesney BLUE CHAIR/WARNER BROS./WEA Zach Bryan BELTING BRONCO/WARNER Dustin Lynch BROKEN BOW MOrgan Wallen MERCURY/REPUBLIC/BIG LOUD Zac Brown Band ROWN/WARNER MUSIC NASHVILLE/WAR LITTLE BIG TOWN CAPITOL NASHVILLE Dax LIVING LEGEND/RECORDS/COLUMBIA Drew Green VILLA 40/RCA NASHVILLE Dylan Scott CURB Zach Bryan BELTING BRONCO/WARNER Keith Urban HIT RED/CAPITOL NASHVILLE Carly Pearce	Kelsea Ballerini BLACK RIVER Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE STONEY CREEK Kenny Chesney BLUE CHAIRWARNER BROS JWEA BELTING BRONCO/WARNER Dustin Lynch BROKEN BOW Morgan Wallen MERCURY/REPUBLIC/BIG LOUD Zac Brown Band CAPITOL NASHVILLE/WAR Little Big Town CAPITOL NASHVILLE Dax LIVING LEGEND/RECORDS/COLUMBIA Drew Green VILLA 40/RCA NASHVILLE CURB Zach Bryan BELTING BRONCO/WARNER - Carly Pearce - SE

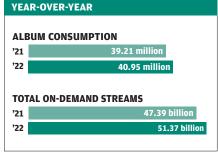
The week's most popular country songs, ranked by radio airplay audience impressions as measured by Luminate, formerly MRC Data, sales data as compiled by Luminate, formerly MRC Data and streaming activity data from online music sources tracked by Luminate, formerly MRC Data. Descending titles below No.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

COUNTRY MARKET WATCH

A Weekly National Music Sales Report

WEEKLY UNIT COUNT									
	ALBUM CONSUMPTION	AUDIO ON-DEMAND	VIDEO ON-DEMAND						
This Week	1,499,000	1,772,249,000	123,026,000						
Last Week	1,502,000	1,897,925,000	126,084,000						
Change	-0.2%	-6.6%	-2.4%						
This Week Last Year	1,375,000	1,554,750,000	128,829,000						
Change	9.0%	14.0%	-4.5%						

YEAR-TO-DA	TE		
	2021	2022	CHANGE
Album Consumption	39,209,000	40,949,000	4.4%
Album Sales	5,056,000	3,892,000	-23.0%
Audio On-Demand	43,399,831,000	47,685,356,000	9.9%
Video On-Demand	3,988,672,000	3,684,267,000	-7.6%



All data measures U.S. activity as of the week ending July 21, 2022. 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.



STREAMING & SALES DATA COMPILED BY LUMINATE

billboard top country albums

THIS	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE	CERT.	PEAK POS.
1	1	1	80	MORGAN WALLEN BIG LOUD 033180*/REPUBLIC DANGEROUS: THE DOUBLE ALBUM	2	1
2	2	3	9	ZACH BRYAN AMERICAN HEARTBREAK BELTING BRONCO 86979/WARNER		1
3	3	2	4	LUKE COMBS GROWIN' UP RIVER HOUSE/COLUMBIA NASHVILLE 997801/SMN		1
4	4	5	216	MORGAN WALLEN BIG LOUD 783*	2	1
5	6	6	141	LUKE COMBS WHAT YOU SEE IS WHAT YOU GET RIVER HOUSE/COLUMBIA NASHVILLE 595687*/SMN	2	1
6	5	7	268	LUKE COMBS THIS ONE'S FOR YOU RIVER HOUSE/COLUMBIA NASHVILLE 538883"/SMN	3	1
0	NE	w	1	ZACH BRYAN BELTING BRONCO DIGITAL EX/WARNER SUMMERTIME BLUES		7
8	8	4	199	ELVIS PRESLEY	6	1
9	9	8	377	CHRIS STAPLETON TRAVELLER MERCURY NASHVILLE 019405*/UMGN	4	1
10	7	9	36	TAYLOR SWIFT RED (TAYLOR'S VERSION) REPUBLIC 034504*		1
11	10	10	88	CHRIS STAPLETON STARTING OVER MERCURY NASHVILLE 032689*/UMGN		1
12	11	14	15	COLE SWINDELL STEREOTYPE WARNER MUSIC NASHVILLE 694948/WMN		6
13	12	12	26	WALKER HAYES COUNTRY STUFF: THE ALBUM MONUMENT 98353	•	2
1	13	15	287	GEORGE STRAIT 50 NUMBER ONES MCA NASHVILLE 000459/UMGN (25.98)	7	1
15	14	13	354	ZAC BROWN BAND GREATEST HITS SO FAR HOME GROWN 546369*/BMG		3
①	15	17	158	TYLER CHILDERS PURGATORY HICKMAN HOLLER 001*/THIRTY TIGERS	•	9
17	16	19	87	LEE BRICE CURB 79537*	•	7
18	18	16	320	TIM MCGRAW NUMBER ONE HITS CURB 79205 (13.98)		6
19	19	23	67	TAYLOR SWIFT FEARLESS (TAYLOR'S VERSION) REPUBLIC 033578*		1
20	17	11	189	TOBY KEITH 35 BIGGEST HITS SHOW DOG-UNIVERSAL 010334/UME (19.98)		1
21	20	20	12	MIRANDA LAMBERT PALOMINO VANNER/RCA NASHVILLE 96572*/SMN		2
22	21	18	41	CODY JOHNSON HUMAN: THE DOUBLE ALBUM COJO/WARNER MUSIC NASHVILLE 666969*/WMN		3
3	25	26	109	GABBY BARRETT GOLDMINE WARNER MUSIC NASHVILLE 629930/WMN		4
24	23	21	290	BROOKS & DUNN THE GREATEST HITS COLLECTION ARISTA NASHVILLE 18852/LEGACY (18.98/12.98)	4	2
25	24	22	95	HARDY A ROCK BIG LOUD 836*	•	4

Top Country Albums ranks the most popular country albums of the week, as compiled by Luminate, formerly MRC Data, based on multi-metric consumption (blending traditional album sales, track equivalent albums, and streaming equivalent albums). Copyright 2022, Billboard Media, LLC and Luminate, formerly MRC Data. All rights reserved.

billboard AMERICANA/ FOLK ALBUMS

REAMING & SALES TA COMPILED BY
LUMINATE

THIS	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE IMPRINT & NUMBER / DISTRIBUTING LABEL	CERT.	PEAK POS.
1	1	1	9	ZACH BRYAN AMERICAN HEARTBREAK BELTING BRONCO 86979/WARNER		1
2	NE	w	1	ZACH BRYAN SUMMERTIME BLUES BELTING BRONCO DIGITAL EX/WARNER		2
3	2	2	323	CHRIS STAPLETON TRAVELLER MERCURY NASHVILLE 019405*/UMGN	4	1
4	3	3	88	CHRIS STAPLETON STARTING OVER MERCURY NASHVILLE 032689*/UMGN		1
5	4	4	175	TYLER CHILDERS PURGATORY HICKMAN HOLLER 001*/THIRTY TIGERS	•	2
6	6	7	369	HOZIER RUBYWORKS/COLUMBIA 309996*/LEGACY	3	1
Ø	7	8	328	THE LUMINEERS CLEOPATRA DUALTONE 1738*		1
8	8	6	285	SIMON & GARFUNKEL SIMON AND GARFUNKEL'S GREATEST HITS COLUMBIA 31350/LEGACY		3
9	10	14	379	THE LUMINEERS DUALTONE 1608*	3	1
10	9	5	183	JOHN MELLENCAMP MERCURY 536738*/UME THE BEST THAT I COULD DO 1978 - 1988	3	4

Americana/Folk Albums ranks the most popular Americana/folk albums of the week, as compiled by Luminate, formerly MRC Data, based on multi-metric consumption (blending traditional album sales, track equivalent albums, and streaming equivalent albums). Copyright 2022, Billboard Media, LLC and Luminate, formerly MRC Data. All rights reserved.

billboard bi

COUNTRY STREAMING SONGS

billboard

STREAMING & SALES DATA COMPILED BY

COUNTRY DIGITAL SONG SALES

THIS	LAST WEEK	WKS ON CHART	TITLE ARTIST	THIS	WEEK	WEEK	WKS ON CHART	TITLE ARTIST
0	4	5	THE KIND OF LOVE WE MAKE LUKE COMBS	•		NE	w	Y'ALL LIFE WALKER HAYES
2	1	10	YOU PROOF MORGAN WALLEN	2	2	1	5	THE KIND OF LOVE WE MAKE LUKE COMBS
3	2	13	SOMETHING IN THE ORANGE ZACH BRYAN	3	3	4	6	ROCK AND A HARD PLACE BAILEY ZIMMERMAN
4	3	79	WASTED ON YOU MORGAN WALLEN	4	ı	3	13	SHE HAD ME AT HEADS CAROLINA COLE SWINDELL
6	5	13	FALL IN LOVE BAILEY ZIMMERMAN	5	5	5	30	WASTED ON YOU MORGAN WALLEN
6	7	6	ROCK AND A HARD PLACE BAILEY ZIMMERMAN	e	5	8	10	YOU PROOF MORGAN WALLEN
7	6	8	SHE HAD ME AT HEADS CAROLINA COLE SWINDELL	7	,	6	11	LIKE I LOVE COUNTRY MUSIC KANE BROWN
8	8	275	TENNESSEE WHISKEY CHRIS STAPLETON	•	•	NE	w	YOU CAN HAVE HIM JOLENE CHAPEL HART
9	9	174	WHISKEY GLASSES MORGAN WALLEN	e	R	E-EI	ITRY	NEVER TIL NOW ASHLEY COOKE + BRETT YOUNG
0	12	56	FANCY LIKE WALKER HAYES	10	0 1	14	7	SON OF A SINNER JELLY ROLL
11	10	4	5 FOOT 9 TYLER HUBBARD	1	1 1	10	15	FALL IN LOVE BAILEY ZIMMERMAN
12	13	5	WILD AS HER COREY KENT	1:	2	9	35	AA WALKER HAYES
ß	15	6	WHISKEY ON YOU NATE SMITH	1:	3 1	12	58	FANCY LIKE WALKER HAYES
1	16	39	'TIL YOU CAN'T CODY JOHNSON	1	4 1	16	8	5 FOOT 9 TYLER HUBBARD
Œ	20	57	YOU SHOULD PROBABLY LEAVE CHRIS STAPLETON	1	5 1	13	42	'TIL YOU CAN'T CODY JOHNSON
Œ	17	11	THOUGHT YOU SHOULD KNOW MORGAN WALLEN	1	6 1	11	12	SOMETHING IN THE ORANGE ZACH BRYAN
Ø	19	50	BUY DIRT JORDAN DAVIS FEAT. LUKE BRYAN	1	7 1	15	5	DON'T COME LOOKIN' JACKSON DEAN
B	18	55	SAND IN MY BOOTS MORGAN WALLEN	1	8 1	18	17	DAMN STRAIT SCOTTY MCCREERY
19	14	26	AA WALKER HAYES	1	9 1	17	329	TENNESSEE WHISKEY CHRIS STAPLETON
20	21	3	WISHFUL DRINKING INGRID ANDRESS WITH SAM HUNT	2	2	25	7	SHE LIKES IT RUSSELL DICKERSON & JAKE SCOTT
4	22	210	BEAUTIFUL CRAZY LUKE COMBS	2	1 2	21	6	JOY OF MY LIFE CHRIS STAPLETON
2	23	20	FLOWER SHOPS ERNEST FEAT. MORGAN WALLEN	2	2 2	23	7	SOUL LEE BRICE
23	11	6	LIKE I LOVE COUNTRY MUSIC KANE BROWN	2	3 1	19	13	TAKE MY NAME PARMALEE
2	24	65	CHASIN' YOU MORGAN WALLEN	2	4 2	22	48	SAND IN MY BOOTS MORGAN WALLEN
25	RE-EI	NTRY	FOREVER AFTER ALL LUKE COMBS	2	5 2	20	4	PROJECT CHASE MCDANIEL
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The week's top-streamed and top-selling paid download country songs, respectively, from sales reports collected and provided by Luminate, formerly MRC Data. Charts update weekly on Tuesdays at www.Billboard.Biz/charts. Copyright 2022, Billboard Media, LLC and Luminate, formerly MRC Data. All rights reserved.

billboard BLUEGRASS ALBUMS

SALES DATA COMPILED BY

THIS	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST IMPRINT & NUMBER / DISTRIBUTING LABEL	TITLE	CERT.	PEAK POS.
1	1	1	35	ROBERT PLANT / ALISON KRAUSS ROUNDER 610127*/CONCORD	RAISE THE ROOF		1
2	2	2	20	DOLLY PARTON BUTTERFLY RECORDS 001*	RUN, ROSE, RUN		1
3	3	3	43	BILLY STRINGS ROUNDER 610142*/CONCORD	RENEWAL		1
4	7	6	13	OLD CROW MEDICINE SHOW ATO 0602*	PAINT THIS TOWN		1
5	4	5	48	STURGILL SIMPSON THE BA	ALLAD OF DOOD & JUANITA		1
6	9	7	37	BELA FLECK RENEW RECORDS 538689220/BMG	MY BLUEGRASS HEART		1
7	6	4	16	MOLLY TUTTLE & GOLDEN HIGHWAY NONESUCH 677309*/WARNER	CROOKED TREE		2
8	5	9	3	THE HILLBILLY THOMISTS DOMINICANA 1771	HOLY GHOST POWER		5
9	RE-EI	NTRY	19	PUNCH BROTHERS NONESUCH 671077*/WARNER	HELL ON CHURCH STREET		1
1	NE	w	1	WE BANJO 3 OPEN THE ROAD WE BANJO 3 DIGITAL EX			10

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2022 MUSIC INNOVATION

For the first time ever, Billboard is publishing its inaugural Music Innovation Issue on August 6th. The issue will explore the seismic shifts in innovation and technology that keep the music industry unsettled yet cutting-edge.

The issue will also be distributed at the 4th Annual Music Tectonics Conference on October 25-27 in Santa Monica! Please contact your Billboard rep to learn more about this exciting opportunity.

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Kylie Morgan Gets What She 'Wanted': A First Single With Uplifting Potential

"Quit lying to yourself."

The setup line to the hook in Kylie Morgan's first radio single, "If He Wanted To He Would," is a lesson in itself. It's a colloquialism that hits at one of the keys to a successful emotional life - people who are the most objective in their self-evaluations are better equipped to deal with surprises and generally easier to be around. They're also the most likely to make real progress in therapy, which Morgan has discovered in counselors' offices and in Music Row rooms.

"Songwriting has always been my therapy," she says. "It's also cheaper therapy. It definitely is one of those things that has gotten me through sorting my emotions in a way that has been really healthy."

Emotions were difficult for many Americans when COVID-19 forced them to isolate in 2020, but one constructive way to address the time was to explore new hobbies and habits. Morgan did that by taking a chance on a platform that had previously made her skeptical: TikTok.

"What else were we doing?" she says. "I thought it was just a bunch of girls in bikinis - like, 'I'm not going to be on this app' - and then my manager was like, 'Just trust me. Just post songs you want to post.' And so I started posting the songs that I thought were kind of too personal for me."

Morgan soon found that the most revealing material got the biggest response. She also began discovering other young artists and songwriters she found intriguing, including singersongwriter Zandi Holup. Morgan sent a direct message asking if Holup would be interested in

co-writing, and they met up at Holup's house around March 2021.

One of the ideas that Holup brought to the appointment also had TikTok roots. Numerous women had posted short examples of guys letting them down with the simple phrase "If he wanted to he would." It seemed like a strong song title with empowering possibilities, and Morgan agreed.

MORGAN

'I think people love to make excuses for why somebody is the way that they are," Holup says. "They want to see the best in them, and sometimes it's to a fault. I just kind of felt like this needed to be said, because there are so many songs that are about the other side of heartbreaks. It's super damsel-in-distress and painful and miserable."

Knowing the hook they were writing to, they started with the opening line, offering specific actions - Facebook likes and late-night phone calls, for example — that can be misread as romantic signals when they may simply be acts of convenience or loneliness.

'If He Wanted To He Would' was truly a very brutal, honest song," Morgan recalls. "I needed to hear this at 16, and I feel like a lot of girls and women do, but no one else knows how to say it to them. And so I'm like, 'I just did all the work for you, and hopefully this will jog your brain."

The chorus continued the list, though it introduced a new sentence struc $ture, beginning\ each\ of\ the\ first\ three\ lines\ with\ similar\ phrases-"If\ he\ loved$ you...," "If he missed you..." and "If he wants you..." — on the way to the key 'quit lying to yourself" advice.

"That's a part of maturing," Holup says. "It's growth, once you've really gotten to that point of self-worth, where you're ready to just tell yourself the truth and not sugarcoat."

Verse two became even more direct, warning listeners that they can't change other people, even sliding in a therapy reference: "Don't psychoanalyze him/ Make it more than what it is.'

And an additional bridge put it in street terms: "He might have set the bar low/But keep your standards high."

The whole exercise took about an hour, though they weren't convinced it was done. It was darker musically than they intended, but too good to let go. When Morgan had breakfast at a later date with songwriter-producer Ben Johnson ("Give Heaven Some Hell," "Best Thing Since Backroads"), she suggested he take a look at it.

> So in August, they held a second writing session. To avoid influencing him, they showed him the lyrics without any music, and he found the key, linking the first and third lines of the chorus to a hill of a melody. It was fashioned in part on Weezer's Grammy Award-nominated "All My Favorite Songs," which Johnson co-wrote ("I was kind of stealing from another song of mine," he says), with the sound approximating the circular nature of the words.

> 'The lyric is kind of like a girl who's overthinking and spinning around in her head,' Johnson says. "You're like, 'Hey, stop going in circles. You're overthinking this. Don't try to make a guy better than he is or make a situation something that it's not."

> Paired with a pulsing, descending bassline —one that echoes the driving simplicity of **Tom** Petty and The Traveling Wilburys—the chorus transformed into a more anthemic refrain. The verses received conversational phrasing, and they tweaked a few lyrics, too, with one section of the chorus getting an inadvertent Eric Church reference.

"We were talking about being misunderstood," Holup remembers. "I said something about, 'Oh, yeah, he ain't misunderstood.' And I think we just started to say the word 'misunderstood' and get twisted up. And then we're like, 'Oh, Mr. Misunderstood.' We were like, yeah, 'He ain't Mr. Misunderstood.'

Johnson's demo emphasized that pulsing tone, with Morgan and the compatibly voiced Holup trading verses.

Johnson also oversaw the master recording in tandem with co-producer Shane McAnally (Old Dominion, Carly Pearce), holding the tracking session at Sound Stage. They used the demo to set the tempo and the feel with musicians playing on top of the programmed previous version, which was ultimately muted. Drummer Evan Hutchings and bassist Tony Lucido handled the Petty-like foundation, with Danny Rader and Sol Philcox-Littlefield on guitars and David Dorn adding keyboards. Philcox-Littlefield rejiggered the opening riff, infusing a clean tone with little or no pedal effects. Johnson dropped steel guitar on it at a later date, handling the instrument on a recording for the first time, and he overdubbed background vocals along with his sister and Track45 bandmate, Jenna Johnson.

"I was very much all about grounding the lyric, making [the production] not seem too flashy," he says. "I tried to be pretty intentional of not distracting from the story."

EMI Nashville released "If He Wanted To He Would" to AM/FM radio on July 1, bringing an uplifting message to anyone who needs it, which is pretty much everyone.

"Music is a language that everyone speaks," Morgan says. "It doesn't matter what the language is physically, you can feel certain things musically. I want my music to relate to the 3-year-old and the 93-year-old because I want them to feel something.'

No lie.

billboard



2022

CLEOPATRA RECORDS 30TH ANNIVERSARY ISSUE

One of the largest and longest lasting independent record labels in existence, Cleopatra Records, are celebrating their 30th anniversary this year. What began in 1992 as a small operation out of the garage of founder Brian Perera has since grown into a family of labels representing one of the most diverse catalogs that encompasses a variety of genres with an emphasis on unique and experimental artists. In a time when most small record labels either die out or get bought by a major, Cleopatra Records has managed to survive and thrive as a privately owned entity deftly navigating the seismic shifts in the industry that have caused so many labels to founder. Please join us in celebrating this monumental milestone.

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billboard Country Airplay Index

TITLE Publishing-Licensing Org.

5 FOOT 9 T Tree Music, BMI/Warner-Tamerlane Publishing Corp., BMI/Sony Cross Keys Publishing, ASCAP/Songs For Buddy-ASCAP/Songs of Universal, Inc., BMI/Eamily Farm Music, BMI (T.R.Hubbard, J.Johnston,

7500 OBO Smackworks Music, SESAC/Smack Blue, LLC, SESAC/Kobalt Music Publishing America, SESAC/ Red Like The Sunset Music, ASCAP/Spicer And Everyting Nicer, ASCAP/Anthem Entertainment, ASCAP (*M.J.McGim*, *J.Schott*, N.Spicer) **15**

AT THE END OF A BAR Songs Of Universal, Inc., BMI/They've Gone To Plaid Publishing, BMI/Sony cross Keys Publishing, ASCAP/Monsters Halle Pubpies Publishing, ASCAP/Sony Countryside, BMI/Riser Ten Music, BMI (CYoung, C. DeStefano, M.Tenpenny) 9

BEST THING SINCE BACKROADS Hits From The Tane Room, BM/Ben There Wrote That Publishing, BM/Artist for Publishing Group, BM/Prost for List The Deepest Inc. BM/Here Comes The Boom Missic, BM/Nontrypical Music, ASCAP/Win Wants to Buy My Publishing, ASCAP/Win Wants to Buy My Publishing, ASCAP/Win Wowarts to Buy My Publishing, ASCAP/Win Win Corp., ASCAP/Songs of Kobalt Music Publishing America, Inc., BM/Sony Ballad, BM/ (B.Johnson, J.Minton, H.Phelps, G.Warburton) 5

BROWN EYES BABY W. Music Corp., ASCAP/ Music Of The Corp. ASCAP/Warner-Jamerlane Publishing Corp., BMI/Speakers Go Boom Music, SOCAN/Gulvira Road Songs, BMI/Sorn/ Iree Publishing, BMI/MIV Music, BMI/Red Bandana Publishing, BMI/Big Loud Mountain, BMI/Bo Wallace Publishing, BMI (W.Bundy, R.Clawson, J.Thompson, M.Wallen) 48

CIRCLES AROUND THIS TOWN Songs Of Universal, Inc., BM/Heroes And Halos Music, BM/Big Music Machine, BM/The Buffalo Catalogue, BM/I've Got Issues Music, ASCAP/WC Music Corp., ASCAP/Round Hill Songs II, ASCAP/RMS, ASCAP/Muse Magic, ASCAP (M. Morris, R.J.Hurd, Julia Michaels, J.Robbins) 11

Spirit Iwo Nashville, ASCAP/Fluid Lunes, ASCAP/Flickin Padre Music, ASCAP/Spirit of Nashville One, BM/I/unes of Fluid, BM/I/Rust And Chrome Music, BM/I/unes Tamerlane Publishing Corp., BM/I/inversal Music Corp., ASCAP/No Bridge Publishing, ASCAP (Digeorge, Mcriswell, T.Phillips, C.Taylor) 22

COUNTRY ON Sony Tree Publishing, BMJ/MV2 Music, BMI/Beer can Hill Music, BMI/Warner-lamerlane Publishing Corp., BMI/Getyasorne Music, BMI/WC Music Corp., AS-AP/KIM Music, Eublishing, AS-CAP/Mitchell, Mariow Music, ASCAP (D.Frasier, S.Haury, M.Nesier, Mitch Conschul 28

DAMN STRAIT Naconowhere Music, BMI/Big Mosquito Music, BMI/Kirbfinder's Mucho Love Music, BMI/Sony Tree Publishing, BMI (J.A.Collins, T.Tomlinson) 1

DOING LIFE WITH ME Sony Tree Publishing, BMI/Longer And Louder Music, BMI/Seven Ring Circus Songs, BMI/Little Louder Songs, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/Ediffey Steele Music, BMI (EChurch, C.Beathard, Jeffrey Steele) 59

DON'T COME LOOKIN' Little Louder Songs, BMI/Emileon Songs, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI (*J.Dean*, C.L.Dick) **16**

DOWN HOME Endurance Juliet SESA(/Sony Lakeview, SESA(/Rian Ball Music, ASCAP)/Shut The Red Door, ASCAP/C Music Corp. ASCAP/Cameron Bedell Music, BM/Warper-Jamerane Publishing Corp. BMI/Sony Timber Publishing, SESAC/Bettle James Music, SESAC (J.Allen, R.Ball, C.Bedell, T.Howell) 33

EVERYONE SHE KNOWS EMI Blackwood Music Inc., BMJ/Iris In, The Sky. With Diamopds, BMJ/Influence Media Music SPV, LCC, SMR/Warner Geo Met Ric Music, GMR/Sony Accent, &SCAP/Smackborne Music, &SCAP/ Smackstreet Music, GMR/Tempo, Investments-Smack Hits, GMR (R.Copperman, S.McAnally, J.Osborne) 18

EVERYTHING SHE AIN'T WC Music Corp. ASCAP/Pigasus, ASCAP/Cockeved Hat Music, BM/Harolds Purple Heart Music, BM/Little Louder Songs, BM/I/Songs Of Kobalt Music Publishing America, Inc., BMI (HWhitters, B.Simpson, R.Tyndell) **33**

FALL IN LOYE Gavin J. Lucas Publishing, ASCAP/WC Music Corp., ASCAP/Bailey Zimmerman Publishing, BMI/ Fart Creations, BMI/Warner-lamerlane Publishing Corp., BMI (A.R.Shawn, B.Zimmerman, G.J.Lucas) 31

GHOST STORY Spirit Two Music Inc. ASCAP/ATheKldz Music, ASCAP/Spirit Vault Songs, ASCAP/Sony Cross Kers Publishing, ASCAP/Nisgai Music, ASCAP/Concord Sounds, ASCAP/410 Music, ASCAP/ Public Domain (D.A.Garcia, J.Kear, H.Lindsey, H.Wadsworth Longfellow) 14

GOOD DAY FOR LIVING Spirit Two Nashville ASCAP/Spirit Vault Songs, ASCAP/YesYesYall, BMI/Mason Gannon Music, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/Revelry Music, BMI (D.Cohen, B.Hamrick, N.Mason) 44

HALF OF ME Warner-Tamerlane Publishing Corp. BMI/Ritten By Rhettro. BMI/Circket On The Line, BMI/WO Music Corp., ASCAP/EM Blackwood Music Inc., BMI/Bia Music, Machine, BMI/MV2 Music, BMI/Music Of MAM, BMI/Sopry Tree Publishing, BMI (Thomas Rhett, R.Akins, W.Bundy, J.Thompson) 30

HEARTFIRST Feel Your Way Ihrough Publishing, ASCAP/Roc Nation US Music, SESAC/Self Made Entertanment, BM/Songs Of Rhythm House Black, ESAC/Song (Foss Keys Publishing, ASCAP/Vandeezy Songs, SESAC/W. Cm. Music Corp., SESAC/Warner-lamerlane Publishing Corp., BMI (K.Ballerin, K.Fairchild, AVanderheym) 34

HEART LIKE A TRUCK Sony Accent, ASCAP/ Sony Countryside, BMI/Songs Of Riser House, BMI/ Songs Of Wild Cat Well Music, BMI (L.Wilson, D.Wilson, 1.Anderson) 40

HELL YEAH. Warner-Tamerlane Publishing Corp., BMJ/Self Made Entertainment, BMJ/WC Music Corp., ASCAP/Big Crowd Publishing, ASCAP/T Hubb Publishing, BMJ/Big Loud Mountain, BMJ/Round Hill Works, BMI (J. Westbrook, P.Sweet, C.Crowder, T.R.Hubbard) 54

HOLY WATER Relative Music Group, BMI/Rednecker Music, BMI/Sony Tree Publishing, BMI/Nontypical Music, ASCAP/Who Wants lo Buy My Publishing, ASCAP/WC Music Corp., ASCAP/Laleb S College Fund, ASCAP/Round Hill Songs II, ASCAP/Hits From The Fage Room, BMI/ Artist IOI Publishing Group, BMI/Ben There Wrote That Publishing, BMI/Sony Cross Keys Publishing, ASCAP/ Master Of My Own Domain Music, ASCAP (AGGorley, BJohnson, MW.Hardy, H.Phelps) 43

HUMAN BMG Gold Songs, ASCAP/Heytone Music, ASCAP/She And I. LLC, BM/Songs Of Mighty Isis Music, BM//Its Killer Music, BM/, Songs Of Kobalt Music, Publishing America, inc., BMI (7.Lane, J. Meadows) 42

KEYS TO THE COUNTRY Anthem Red Vinyl Music BMI/Buckkilla Music BMI/Anthem Music Publishing I, BMI/Caleb's College Fund, ASCAP/Round Hill Songs II, ASCAP/Riper's Kinda Night, ASCAP/Spirit IWO NaShville, ASCAP/Hiller Crow Music, ASCAP/Natalia's Music Money, BMI/Round Hill Compositions, BMI/ Sony Cross Keys Publishing, ASCAP/Master Of My Own Domain Music, ASCAP (Actionley, C.Janson, D.Davidson, Z.Crowell) 56

LAST NIGHT LONELY Warner-Tamerlane Publishing (Lorp., BM) W.C.M., Music Corp., SESAC, situation Songs, SESAC/PIA Entertainment Publishinge Designee, BMI (J.Bell, J.Fox, D.Marlowe) 8

LIKE I LOVE COUNTRY MUSIC Songs Of Universal, Inc., BMI/Kane Brown Music, BMI/Kobalt Music Publishing America, SESAC/McGinndependence Day, SESAC/Smackworks Music, SESAC/Warner-Jamerlane Publishing Corp., BMI/TDP Publishing, BMI/WC Music Corp., ASCAP/We-Volve Music, ASCAP/Georgia Song Vibez, ASCAP (K.Brown, M.JMcGinn, T.Phillips, J.M.Schmidt) 6

LOVE TALKING Big Music Machine, BMI/Guinevere Publishing, BMI/Round Hill Works, BMI/Jimmy Robbins Publishing Designee, BMI/Panted Man Publishing, BMI/ BMG Plathium Songs US, BMI/Area 83 Music, BMI (M.Eli, E.Arjes, J.East) 49

MAN MADE Melodies Of Sea Gayle Music, SESAC/ Brett Sheroky Publishing, SESAC/Still Working For The Woman, ASAP/Kobalt Songs Music Publishing LLC, ASCAP (B.Sheroky, Connstan) 60

MY BAR Scilla's Song Shop Publising, BMI/Warner-lamerlane Publishing Corp., BMI/Virginia Boy Music, BMI/Lexie Hayden Publishing, BMI (*P.Block, S.Aielli,* L.Hayden) **39**

NEW TRUCK Round Hill Songs II, ASCAP/Caleb's College Fund. ASCAP/Hits From The Tape Room, BMI/Round Hill Compositions, BMI/Nontypical Music, ASCAP/Who Wants To Buy My Publishing, ASCAP/W Music Corp., ASCAP/Sony Tree Publishing, BMI/Rednecker Music, BMI/Ben There Wrote That Publishing, BMI/Artist Till Publishing Group, BMI/Songs Of Kobalt Music Publishing and America. Inc., BMI/Relative Music Group, BMI/Song Cross Keys Publishing. ASCAP/Master Of My Own Domain Music, ASCAP (M.W.Hardy, H.Phelps, B.Johnson, A.G.Gonley) 4

NO HARD FEELINGS WC Music Corp., ASCAP/ Bird And Bean Music, ASCAP/Trevor's Advocate Publishing, ASCAP/Downtown DLI Songs, ASCAP/Tiny Handsland, ASCAP/Meusta Music, ASCAP/Marrer Geo Met Ric Music, GMR/Smackwood Music, GMR/ Tempo Investments-Smack Hits, GMR (M. Ramsey, T. Rosen, WSellers, G. Sprung, B. F. Tursi, S. McAnally) 20

NOTE TO SELF EMI Blackwood Music Inc., BMI/Iris In The Sky With Diamonds, BMI/Little Britches Music, BMI/Little Louder Songs, BMI/Seven Ring Circus Songs, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI (R.Houser, R.Copperman, C.Beathard, B.Pinson) 50

OUT IN THE MIDDLE Bootleg Lyrics, BMI/
Prestige Countrywide, ASCAP/Simonfetti Music,
Publishing, ESSAC/Kobalt Music Publishing America,
SEJAC/Songs of Universal, inc., BMI/Sprit Music Group,
ASCAP/Weimerhound Music, SEJAC/Day For The Dead
Publishing, SEJAC/Reach Music Tunes, SESAC (B.Simonetti,
Z.Brown, L.Combs, J.D.Singleton) 25

PARTY MODE Twelve6 Dogwood, ASCAP/JFlow Records & Tabes, ASCAP/Downfown DLJ Songs, ASCAP/ Songs Of Smack, BM/Songs Of Kobalt Music Publishing America, Inc., BM/Twelve6 Red Oak Songs, BM/ Downtown DMP Songs, BM/Twelve6 Sequoia, SESAC/ Songs Of Downtown, SEAD/WcGinntellectual Property, SESAC/Time Blue Works, SESAC/Kobalt Music Publishing America, SESAC (JFlowers, R.Beaver, R.Alexander, J.Keim, McGinn JE

PICK ME UP Iris In The Sky, With Diamonds, BMI/ EMI Blackwood Music Inc., BMI/GBF Music Global, BMI/ Sony Iree Publishing, BMI/Sony Timber Publishing, SESAC/Cuts Like A Nite Music, SESAC (G.Barrett, J.M.Nite, R.Copperman) 29

SALT, LIME & TEQUILA Studio Apartment Studio, ASCAP/Warner-Jamerlane Publishing Corp. BMI/ W. Music Corp. ASCAP/Tunes O'r King Pen. BMI/BMG Gold Songs, ASCAP/For The Kids Gold, ASCAP (R.R.Griffin, J.P.Massey, A.A.Suppelsa) 57

ASHLEY GORLEY PUBLISHING DESIGNER, ASCAPOLLINA
ASHLEY GORLEY PUBLISHING DESIGNER, ASCAP/Be A
Light Publishing, BMI/Coden Rainey Music, BMI/EMI
Blackwood Music Inc., BMI/Songs Of Roc Nation Music,
BMI/Song Tee Publishing, BMI/I-elemitry Rhythm House
Music, BMI/Liniversal Music Corp., ASCAP/WC Music
corp., ASCAP/WSTerr-Lamerlane Publishing Corp., BMI
(A.G.Gorley, C. Wundell, J. Frasure, M.D. Sanders, Thomas Rhett,
T. Nichols) 17

SHE LIKES IT Big Hits N Gravy, BMI/Torches And Pitchforks Music, BMI/Angry Mob Music LLC, BMI/ BNA Bangers, BMI/Tunes Of Black River, BMI/Warner-ameriane Publishing Corp., BMI (R.Dickerson, J.Scott, J.Kerr) 27

SOMETHING IN THE ORANGE Zach Lane Bryan Publishing Designee, BM/Warner-Tamerlane Publishing Corp., BMI (Z.L.Bryan) **58**

SONGS ABOUT YOU One O'Clock Road. Inc. BMI/Warner-lamerlane Publishing Corp., BMI/Big Music Machine, BMI/Big Ass Pile of Dirmes Music, BMI/Altadena Songs Of Woodbury. BMI/Active Noun Music, BMI (B. Elaredge, J.Jbillon, B.West) 51

SON OF A Riser House Tunes, SESAC/Sony Lakeview, SESAC/Pambilly Music, BMI/Warner-Jamerlane, Publishing Corp., BMI/Little Louder Songs, BMI/Seyen Ring (ricus Songs, BMI (D.Carmichael, P.O'Donnell, C.Beathard) 52

SON OF A SINNER Bailee's Ballads, BMI/BMG Platinum Songs US, BMI/Songs Of Universal, Inc., BMI/ Big Loud Mountain, BMI/Ern Dog Music, BMI/Melody Market, BMI (*LDeFord, EkSmith, D.R. Sicevens*) **24**

SOUL Sony Cross Keys Publishing, ASCAP/A Forest Of Evergreens, ASCAP/Seven Summits Music BMI/Tony Ferrari Publishing, BMI (K.Kadish, T.Ferrari) 32

TAKE MY NAME Sony Countryside, BMJ/JM Thomas Music, BMJ/Round Hill Songs II, ASCAP/Caleb's College Lund, ASCAP/33 Creative, BMJ/Hils From The Tape Room, BMJ/Ben There Wrote Inab Publishing, BMJ/Artist 10 Publishing Group, BMJ/Songs Of Kobalt Music Publishing America, Inc., BMJ/Sony Cross Keys Publishing, ASCAP/Master Off My Own Domain Music, ASCAP (M.Thomas, A.G.Gorley, D.Fanning, B.Johnson) 2

TROUBLE WITH A HEARTBREAK BMG Platinum Songs US, BMI/Stalefish Music, BMI/BMG Gold Songs, ASCAP/Makena Cove Music, ASCAP/Inshsonmusic, BMI/Triple Play Music, BMI/Warner-Iamediane Publishing Corp., BMI/Songs Of Double Down Music, BMI (B.Beavers, K.M.Allison, T.Kennedy, J.Morgan) 7

TRUTH ABOUT YOU Sony (ountryside, BMI/ Riser Ien Music, BMI/Curb Congregation Songs, SESAC/ Good Vibes, Good Times Music, SESAC/Music Of MAM, BMI/HIS Like Hurriane, BMI/MY ZMusic, BMI/Sony Tree Publishing, BMI (M.Tenpenny, M.Alderman, T.Archer) IS

WATER UNDER THE BRIDGE Universal Music (orp., ASCAP/Between the Pines, LLC, ASCAP/Concord lunes, SESAC/Card Jables Music, ESEAC/Hand Your Hat Hits, SEAC/Miller (row Music, ASCAP/Round Hill Songs III, ASCAP/Tempo Investments-Smack Hits, GMR/ Songs III, ASCAP/Tempo (ascaped Hits, GMR/ GMR/Sony Accent, ASCAP/Smackborne Music, ASCAP (S.L.Hunt, C.La Corte, S.McAnally, JOsborne) 38

WHAT HE DIDN'T DO Caleb's College Fund, ASCAP/Round Hill Songs II, ASCAP/Songs Of Yellow Boom Music, BM/For The Kids Platinum, BM/BMG Platinum Songs US, BM/Redfeather Publishing, ASCAP/ For The Kids Gold, ASCAP/BMG Gold Songs, ASCAP/ Sony Cross Keys Publishing, ASCAP/Master Of My Dwn Domain Music, ASCAP (C.Pearce, A.G.Gorley, E.M.Shackelton) 55

WHAT MY WORLD SPINS AROUND Anthem Music Publishing II, ASI AP/Jordan Davis Music ASI (AP/Mat Drag Music, ASI AP/Roind Hill Songs BLS IV, ASI (AP/Big Loud Proud Songs, ASI AP/Big Music Machine, BWI/The Butfalo Catalogue, BMI (J.Davis, M.Dragstrem, R.J.Huro) 36

WHISKEY ON YOU Sony (ross Keys Publishing, ASLAP/Coreent Music, ASCAP/EMI Blackwood Music Inc., BMI/Koala T Junes, BMI/Sony Tree Publishing, BMI/ Droptime Music, BMI (N.Smith, L.Rimes, R.Sutton) 41

WISHFUL DRINKING Jonny Price Music, ASCAP/ Modern Arts Songs, BMI/Sony Ballad, BMI/Music By Lucky Daye Publishing, BMI/Music By Work Of Art, BMI/ Rykeyz Next Level Music, Cas Ard Yongs Of Starker Saxe, BMI/Songs Of Universal, Inc., BMI/Sony Allegro, ASCAP/ Sony Lunes, ASCAP/Straight From The Art Music, BMI/ What Is An Ingrid, BMI (Andress, J.P.Starker Saxe, J.Price, D.Brown, R.Williamson) 19

WITH A WOMAN YOU LOYE, Double Barrel Ace Music, BMI/Big Music Machine, BMI/Anthem Music Publishing II, ASCAP/I Junes From The Red White And Blue School, ASCAP/I Junes Homer Corp., ASCAP/ Ballywood Music, ASCAP/Songs of Universal, Inc., BMI/Family Farm Music, BMI (J.Moore, P.DiGiovanni, C.McGill, J.S.Stover) 10

YOU BMG Gold Songs, ASCAP/Beats And Banjos, ASCAP/ Buckeye E. ASCAP/WC Music Corp., ASCAP/Ireynmusic, ASCAP/Lawnwranglers, ASCAP (D.Smyers, D.M.Barnes, J.Reynolos) 45

YOU DIDN'T Super Big Music, ASCAP/Cajivjile Publishing, ASCAP/Round Hill Songs II, ASCAP/Cajeb's College Fund, ASCAP/IMS ASCAP/Muse Magic, ASCAP/ EM L Foray Music, SESAC Sony Cross Keys Publishing, ASCAP/Master Off My Own Domain Music, ASCAP (B. Young, AG.Gorley, JM.Nite, J.Robbins) 35

YOU PROOF BIG Loud Mountain, BM/Bo Wallace Publishing, BM/Round Hill Songs II, ASCAP/Caled S College Fund, ASCAP/Songs Of Universal, Inc., BM/Ern Dog Music, BM/Sony Songs Ltc, BM/ (M.Wallen, AG.Gorley, EK.Smith, Charlie Handsome) 28

billboard Hot Country Songs Index

TITLE Publishing-Licensing Org. (Songwriter) Chart Position

5 FOOT 9 T Tree Music, BMI/Warner-Tamerlane Publishing Corp., BMI/Sony Cross Keys Publishing, ASCAP/Songs For Buddy.ASCAP/Songs Of Universal, Inc., BMI/Family Farm Music, BMI (T.R.Hubbard, J.Johnston, C.McGill) 11

Α

AT THE END OF A BAR Songs Of Universal, Inc., BMI/They've Gone To Plaid Publishing, BMI/Sony Cross Keys Publishing, ASCAP/Monsters Hate Puppies Publishing, ASCAP/Sony Countryside, BMI/Riser Ten Music, BMI (CYOung, C. DeStefano, M.Tenpenny) 25

- 12

BEST THING SINCE BACKROADS Hits From The Tape Room, BMI/Ben There Wrote That Publishing, BMI/Artist 101 Publishing Group, BMI/Round Hill Works, BMI/First Cut Is The Deepest Inc, BMI/Here Comes The Boom Music, BMI/Nontypical Music, ASCAP/ Who Wants To Buy My Publishing, ASCAP/WC Music Corp., ASCAP/Songs Of Kobalt Music Publishing America, Inc., BMI/Sony Ballad, BMI (B.Johnson, J.Minton, H.Phelps, GWarburton 17

BROWN EYES BABY WC Music Corp., ASCAP/ Music Of The Corn, ASCAP/Warner-Tamerlane Publishing corp., BMI/Speakers Go Boom Music, SOCAN/Quivira Road Songs, BMI/Sony Tree Publishing, BMI/MV2 Music, BMI/Red Bandana Publishing, BMI/Big Loud Mountain, BMI/Bo Wallace Publishing, BMI (W.Bundy, R.Clawson, J.Thomoson, M.Wallen) 49

C

CAN'T HAVE MINE Curb Songs, ASCAP/ Curb Congregation Songs, SESAC/Good Vibes, Good Times Music, SESAC/Songs Of Universal, Inc., BM/ EbachEntertainmentFam, BM/Songs Of Riser House, BMI/Sony Countryside, BMI (D.Scott, M.Alderman, J.Melton, D.Wilson) 47

CIRCLES AROUND THIS TOWN Songs Of Universal, Inc., BMI/Heroes And Halos Music, BMI/Big Music Machine, BMI/The Buffalo Catalogue, BMI/I've Got Issues Music, ASCAP/WC Music Corp., ASCAP/Round Hill Songs II, ASCAP/JRM3, ASCAP/Muse Magic, ASCAP (M. Morris, R.J.Hurd, Julia Michaels, J.Robbins) 23

COUNTRY ON Sony Tree Publishing, BMI/MV2
Music, BMI/Beer Can Hill Music, BMI/Warner-Tamerlane
Publishing Corp., BMI/Getyasome Music, BMI/WC Music
Corp., ASCAP/KJM Music Publishing, ASCAP/Mitchell
Marlow Music, ASCAP (D.Frasier, S.Haury, M.Nesler, Mitch
Oglesby) 35

D

DAMN STRAIT Naconowhere Music, BMI/Big Mosquito Music, BMI/Kirbfinder's Mucho Love Music, BMI/Sony Tree Publishing, BMI (J.A.Collins, T.Tomlinson) **8**

DEAR ALCOHOL Daniel Dax Entertainment, BMI (D.Nwosu Jr.) 45

DON'T COME LOOKIN' Little Louder Songs, BMI/Emileon Songs, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI (*J.Dean, C.L.Dick*) **31**

PON'T THINK JESUS here I Started Music Publishing, ASCAP/WC Music Corp., ASCAP/Jett Wilde Songs, BMI/Big Loud Mountain, BMI/Warner-Tamerlane Publishing Corp., BMI/Songs Of Universal, Inc., BMI/ Farmily Farm Music, BMI (J.L.Alexander, M.L.Holman, C.McGill) 42

DOWN HOME Endurance Juliet, SESAC/Sony Lakeview, SESAC/Rian Ball Music, ASCAP/Shut The Red Door, ASCAP/WC Music Corp., ASCAP/Cameron Bedell Music, BMI/Better Boat Music, BMI/Warner-Tamerlane Publishing Corp., BMI/Sony Timber Publishing, SESAC/ Bettie James Music, SESAC (JAllen, R.Ball, C.Bedell, THOWEIL 38

Е

EVERYONE SHE KNOWS EMI Blackwood Music Inc., BMI/Iris In The Sky With Diamonds, BMI/Influence Media Music SPV, LCC, GMR/Warner Geo Met Ric Music, GMR/Sony Accent, ASCAP/Smackborne Music, ASCAP/Smackstreet Music, GMR/Tempo Investments-Smack Hits, GMR (RCopperman, S.McAnally, J.Osborne) 39

FALL IN LOVE Gavin J. Lucas Publishing, ASCAP/WC Music Corp., ASCAP/Bailey Zimmerman Publishing, BM/I Fart Creations, BMI/Warner-Tameriane Publishing Corp., BMI (A.R.Shawn, B.Zimmerman, G.J.Lucay) 6

FLOWER SHOPS Songs Of Universal, Inc., BMI/Big Loud Mountain, BMI/Ern Dog Music, BMI/Warner-Tamerlane Publishing Corp., BMI/This Songs For You Pops, BMI/Jett Wilde Songs, BMI (E.K.Smith, B.D/Burgess, MI, Lablang) 15.

G

GHOST STORY Spirit Two Music Inc., ASCAP/4TheKidz Music, ASCAP/Spirit Vault Songs, ASCAP/Sony Cross Keys Publishing, ASCAP/Rigai Music, ASCAP/Concord Sounds, ASCAP/410 Music, ASCAP/ Public Domain (D.A.Garcia, J.Kear, H.Lindsey, H.Wadsworth Londfellow) 20

GOOD OL' MAN WC Music Corp., ASCAP/Warmer-Tamerlane Publishing Corp., BM/Jack 10 Publishing, BM/Sony Tree Publishing, BM/Block Of Marble Music, BM/Mark Trussell Music, ASCAP/Future Heartbeat Publishing, ASCAP (D.Green, J.Miller, L.Starr, M.Trussell) 46

10

HEARTFIRST Feel Your Way Through Publishing, ASCAP/Roc Nation US Music, SESAC/Self Made Entertainment, BM/Songs Of Rhythm House Black, SESAC/Sony Cross Keys Publishing, ASCAP/Vandeezy Songs, SESAC/W.C.M. Music Corp., SESAC/Warner-Tamerlane Publishing Corp., BMI (K.Ballerini, K.Fairchild, AVanderhewn) 36

HELL YEAH Warner-Tamerlane Publishing Corp., BMI/Self Made Entertainment, BMI/WC Music Corp., ASCAP/Big Crowd Publishing, ASCAP/T Hubb Publishing, BMI/Big Loud Mountain, BMI/Round Hill Works, BMI (J. Westbrook, P.Sweet, C.Crowder, T.R.Hubbard) 44

JOY OF MY LIFE (ody River Music Company, ASCAP/BMG Rights Management (UK) Ltd., PRS (J.C.Fogerty) 30

K

THE KIND OF LOVE WE MAKE Songs of Universal, Inc., BMI/Bootleg Lyrics, BMI/Sony free Publishing, BMI/Songs of Ten Point Publishing, BMI/Big Music, BMI/Big M

L

LAST NIGHT LONELY Warner-Tamerlane Publishing Corp., BMI/W.C.M. Music Corp., SESAC/ Situation Songs, SESAC/PIA Entertainment Publishinge Designee, BMI (JBell, J.Fox, D.Marlow) 12

LIKE I LOVE COUNTRY MUSIC Songs Of Universal, Inc., BMJ/Kane Brown Music, BMJ/Kobalt Music Publishing America, SESAC/McGinndependence Day, SESAC/Smackworks Music, SESAC/Warner-Tamerlane Publishing corp., BMJ/TDP Publishing, BMJ/WC Music Corp., ASCAP/We-Volve Music, ASCAP/Georgia Song Vibez, ASCAP (K.Brown, M.J.McGinn, I.Phillips, J.M.Schmidt) 7

N

NATURAL Pen Point Guard Music, BMI/Reservoir 416, BMI/Wikisongz, BMI/Sean Small Music, ASCAP/ Prescription Music, ASCAP/Kobalt Songs Music Publishing LLC, ASCAP/Cameron Bartolini Music, ASCAP/ WC Music Corp., ASCAP/Loon Echo Inc., BMI/Songs Of Universal, Inc., BMI (D.Breland, S.Sumser, S.Small, C.Bartolini, R.J.Lange, S.Twain) 34

NEW TRUCK Round Hill Songs II, ASCAP/Caleb's College Fund, ASCAP/Hits From The Tape Room, BMI/Round Hill Compositions, BMI/Nontypical Music, ASCAP/Who Wants To Buy My Publishing, ASCAP/W Music Corp., ASCAP/Sony Tree Publishing, BMI/Rednecker Music, BMI/Ben There Wrote That Publishing, BMI/Artist 101 Publishing Group, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/Relative Music Group, BMI/Sony Cross Keys Publishing, ASCAP/Master Of My Own Domain Music, ASCAP (MW.Hardy, H.Phelps, B.Johnson, AG.Gorley) 16

NO HARD FEELINGS WC Music Corp., ASCAP/ Bird And Bean Music, ASCAP/Tevor's Advocate Publishing, ASCAP/Downtown DLJ Songs, ASCAP/Tiny Handstand, ASCAP/MeGusta Music, ASCAP/Universal Music Corp., ASCAP/Turs And Chorus, ASCAP/Warner Geo Met Ric Music, GMR/Smackwood Music, GMR/ Tempo Investments-Smack Hits, GMR (M.Ramsey, T. Rosen, W.Sellers, G.Sprung, B.F.Tursi, S.McAnally) 29

_

OUT IN THE MIDDLE Bootleg Lyrics, BMI/
Prestige Countrywide, ASCAP/Simonetti Music
Publishing, SESAC/Kobalt Music Publishing America,
SESAC/Songs of Universal, Inc., BMI/Spirit Music Group,
ASCAP/Weimerhound Music, SESAC/Day For The Dead
Publishing, SESAC/Reach Music Tunes, SESAC (B.Simonetti,
ZBrown, LCombs, JD.Singleton) 45

- 1

PARTY MODE Twelve6 Dogwood, ASCAP/JFlow Records & Tapes, ASCAP/Downtown DLI Songs, ASCAP/ Songs Of Smack, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/Twelve6 Red Oak Songs, BMI/ Downtown DMP Songs, BMI/Twelve6 Sequoia, SESAC/ Songs Of Downtown, SESAC/McGintellectual Property, SESAC/True Blue Works, SESAC/Kobalt Music Publishing America, SESAC (J.Flowers, R.Beaver, R.Alexander, J.Keim, M.M.Gini JL.

PICK ME UP Iris In The Sky With Diamonds, BMI/ EMI Blackwood Music Inc., BMI/GBF Music Global, BMI/ Sony Tree Publishing, BMI/Sony Timber Publishing, SESAC/Cuts Like A Nite Music, SESAC (G.Barrett, J.M.Nite, R.Cooperman) 26

C

QUITTIN' TIME Zach Lane Bryan Publishing Designee, BMI/Warner-Tamerlane Publishing Corp., BMI (Z.L.Bryan) **40**

R

ROCK AND A HARD PLACE Bailey Zimmerman Publishing, BMI/Warner-Tamerlane Publishing Corp., BMI/Songs In The Key Of Black, BMI/Tvill Music, BMI/Vacant Heart Publishing, BMI (8. Zimmerman, HWarren, J.Hackworth, J.Harvey) 9

S SHE HAD ME AT HEADS CAROLINA

Ashley Gorley Publishing Designee, ASCAP/Be A Light Publishing, BMI/Colden Rainey Music, BMI/EM Blackwood Music Inc., BMI/Songs Of Roc Nation Music, BMI/Songs Of Roc Nation Music, BMI/Songs Of Roc Mation Music, BMI/Songs The Publishing, BMI/Telemitry Rhythm House Music, BMI/Universal Music Corp., ASCAP/Warner-Tamerlane Publishing Corp., BMI (A.G.Gorley, C. Swindell, J.Frasure, M.D. Sanders, Thomas Rhett,

SHE LIKES IT Big Hits N Gravy, BMI/Torches And Pitchforks Music, BMI/Angry Mob Music LLC, BMI/BNA Bangers, BMI/Tunes Of Black River, BMI/Warner-Tamerlane Publishing Corp., BMI (R.Dickerson, J.Scott, Ilker) 24.

T.Nichols) 4

SOMETHING IN THE ORANGE Zach Lane Bryan Publishing Designee, BMI/Warner-Tamerlane Publishing Corp., BMI (Z.L.Bryan) **5**

SON OF A SINNER Bailee's Ballads, BMI/BMG Platinum Songs US, BMI/Songs Of Universal, Inc., BMI/ Big Loud Mountain, BMI/Ern Dog Music, BMI/Melody Market, BMI (J.DeFord, E.K.Smith, D.R.Stevens) 13

SOUL Sony Cross Keys Publishing, ASCAP/A Forest Of Evergreens, ASCAP/Seven Summits Music, BMI/Tony Ferrari Publishing, BMI *(K.Kadish, T.Ferrari)* **28**

SUMMERTIME BLUES Zach Lane Bryan Publishing Designee, BMI/Warner-Tamerlane Publishing Corp., BMI (ZL.Bryan) 48

THOUGHT YOU SHOULD KNOW BIG

Loud Mountain, BMI/Bo Wallace Publishing, BMI/A Boy Named Ford, BMI/Warner-Tamerlane Publishing Corp., BMI/Sony Tree Publishing, BMI/Pink Dog Publishing, BMI (MWallen, NGalyon, M.Lambert) 19 TIL YOU CAN'T Anthem Canalco Publishing, ASCAP/Dead Aim Music, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI/The Stennis Mightier Music, BMI (B.M.Stennis, M.Rogers) 10

TOMORROW ME Big Music Machine, BMI/50 Egg Music, BMI/Straight Dimes Publishing, BMI/9 Dean's Cabin Publishing, LLC, BMI/Warner-Tamerlane Publishing Corp., BMI/Larkin Hill Publishing, BMI/Works of RHA, BMI/Sony Tree Publishing, BMI (L'Combs, D.Dillon, R.Fulcher) 37

TRUTH ABOUT YOU Sony Countryside, BMI/ Riser Ten Music, BMI/Curb Congregation Songs, SESAC/ Good Vibes, Good Times Music, SESAC/Music Of MAM, BMI/Hits Like Hurricane, BMI/MVZ Music, BMI/Sony Tree Publishing, BMI (M.Tenpenny, M.Alderman, T.Archer) 22

W

WASTED ON YOU Big Loud Mountain, BMI/Bo Wallace Publishing, BMI/Songs Of Universal, Inc., BMI/Em Dog Music, BMI/Red Bandana Publishing, BMI/MV2 Music, BMI/Sony Songs LLC, BMI/Sony Tree Publishing, BMI (M.Wallen, E.K.Smith, J.Thompson, Charlie Handsome) 1

WHAT HE DIDN'T DO Caleb's College Fund, ASCAP/Round Hill Songs II, ASCAP/Songs Of Yellow Room Music, BMI/For The Kids Platinum, BMI/BMG Platinum Songs US, BMI/Redfeather Publishing, ASCAP/ For The Kids Gold, ASCAP/BMG Gold Songs, ASCAP/ Sony Cross Keys Publishing, ASCAP/Master Of My Own Domain Music, ASCAP (C.Pearce, A.G.Gorley, E.M.Shackelton) 50

WHAT MY WORLD SPINS AROUND

Anthem Music Publishing II, ASCAP/Jordan Davis Music, ASCAP/Matt Drag Music, ASCAP/Round Hill Songs BLS JV, ASCAP/Big toud Proud Songs, ASCAP/Big Music Machine, BMI/The Buffalo Catalogue, BMI (JDavis, M.Dragstrem, P. J.Hurrt) 37

WHISKEY ON YOU Sony Cross Keys Publishing, ASCAP/Coreent Music, ASCAP/EMI Blackwood Music Inc., BMI/Koala T Tunes, BMI/Sony Tree Publishing, BMI/ Droptime Music, BMI (N.Smith, L.Rimes, R.Sutton) 17

WILD AS HER Combustion Music, BMI/Anthem Music Publishing I, BMI/Warner-Tamerlane Publishing Corp., BMI/Red Creative, BMI/Downtown DMP Songs, BMI/Big Loud Brett Songs, BMI/Round Hill Compositions, BMI (MWallen, Brett Tyler, KArcher) 18

WISHFUL DRINKING Jonny Price Music, ASCAP/ Modern Arts Songs, BMI/Sony Ballad, BMI/Music By Lucky Daye Publishing, BMI/Music By Work Of Art, BMI/ RyKeyz Next Level Music, ASCAP/Songs Of Starker Saxe, BMI/Songs Of Universal, Inc., BMI/Sony Allegro, ASCAP/ Sony Tunes, ASCAP/Straight From The Art Music, BMI/ What Is An Ingrid, BMI (I.Andress, J.P.Starker Saxe, J.Price, D.Brown, R.Williamson) 14

WITH A WOMAN YOU LOVE Double Barrel Ace Music, BMI/Big Music Machine, BMI/Anthern Music Publishing II, ASCAP/Tunes From The Red White And Blue School, ASCAP/Universal Music Corp., ASCAP/ Paulywood Music, ASCAP/Songs Of Universal, Inc., BMI/Family Farm Music, BMI (J.Moore, P.DiGiovanni, C.McGill, J.S.Stove) 27

Υ

Y'ALL LIFE Songs Of Smack, BMI/Spark In Your Pocket, BMI/Me Gusta Music, BMI/Smackworks Music, SESAC/Follow Me Where I Go, SESAC/Kobalt Music Publishing America, SESAC/Universal Music Corp., ASCAP/Universal Music - MGB Songs, ASCAP/D2 Pro Publishing, ASCAP (W.Hayes, P.Good, J.Jenkins, C.Haynes, Jr., J.Eoperson) 32

YOU PROOF Big Loud Mountain, BMI/Bo Wallace Publishing, BMI/Round Hill Songs II, ASCAP/Caleb's College Fund, ASCAP/Songs Of Universal, Inc., BMI/Ern Dog Music, BMI/Sony Songs LLC, BMI (M.Wallen, A.G.Gorley, E.K.Smith, Charlie Handsome) 3



10 Years Ago

Eli Young Band's 'Breaks' Broke Through To No. 1

In 2012, the track became the quartet's second of two Hot Country Songs leaders

On July 28, 2012, the Eli Young Band's "Even If It Breaks Your Heart" reached the summit of *Billboard*'s Hot Country Songs chart. Will Hoge wrote it — and initially recorded it — with Eric Paslay.

Eli Young Band comprises Mike Eli (lead vocalist), James Young (guitar), Jon Jones (bass) and Chris Thompson (drums). The foursome met while attending the University of North Texas in the early 2000s.

"Breaks" was released as the second single from the group's 2011 album, *Life at Best.* The set produced the band's other Hot Country Songs No. 1: lead single "Crazy Girl," which reigned for a week in November 2011.

The Eli Young Band has earned two additional top 10s on Hot Country Songs since first appearing on the chart in

2007: "Drunk Last Night" and "Love Ain't" peaked at Nos. 3 and 8 in 2013 and 2019, respectively.

In November 2020, the group took to radio airwaves in between songs, hosting middays all that month at Country Airplay reporter KKGO Los Angeles. The act's latest single, "Love Talking," ranks at No. 49 on the survey.

-JIM ASKER

