# bilboard Country Update

BILLBOARD.COM/NEWSLETTERS

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**BILLBOARD COUNTRY UPDATE** 

Tom.Roland@billboard.com

## What's New In The New Year: Over A Dozen Artists Prep First Country Albums, EPs

GOSSIN



The last thing the world needs is a new artist.

An influential executive said that around eight years ago, and she had a point—there's already so much music in circulation that most acts are swimming against the current in their attempts to cement widespread recognition.

But the industry doesn't always know what it needs until it shows up, either. And all of country's star acts — people such as Luke Combs, Carrie Underwood or Chris Stapleton — were unknown new artists before the genre eventually discovered they were essential for its audio life.

Over a dozen newbies are hoping events in the next six months will help them become the exception, eventually emerging as household names after releasing their first country album or EP during the period. The contenders include

two acts, **Tyler Hubbard** and **Mike Gossin**, issuing their first solo projects after previously earning hits as members of **Florida Georgia Line** and **Gloriana**, respectively.

The list also features three duos: recent 8 Track Entertainment signees **BoomTown Saints**, longtime Warner Music Nashville project **Walker County** and Americana husband-and-wife team **The War and Treaty**, optimistic that their sound can translate to country.

Following is an overview of 14 acts whose first album or EP, either in the genre or at a label of consequence, are due during the first six months of 2023:

• BoomTown Saints (8 Track Entertainment/ADA/Warner Music Group) — Not to be confused with '70s rockers

The Boomtown Rats, Chris Ramos and Ben Chism frame distinctly country voices and harmonies with contemporary programming elements. Current single "All Trucks Go to Heaven" and next release "Dive Bar Heart" will likely appear on their first EP, tentatively targeted for April release.

- Jordana Bryant (Riser House) Bryant was in a big hurry to get started on a music career. Having graduated high school a year early in June and parlayed TikTok success into a recording deal just a few months later at Riser House, she is primed to issue her first EP for the label in April.
- Liddy Clark (Crimson Rose) She definitely has "Potential" that's the title of one of her existing tracks. A graduate of USC's Thornton School of Music, Clark's fragile, vulnerable tone has caught the fancy of 222,000 followers

on Tik Tok. She applies her youthful sound to her debut album, *Maybe*, expected to arrive March 3.

- Mike Gossin (Gossin Records) The former member of Gloriana steps out on his own with a guy-next-door resonance and a set of pop-country songs that rifle through multiple shades of boy-meets-girl vulnerabilities. His first self-released EP, Coming Home, arrives this spring; one song, "Let's Ride," reunites him with former Gloriana bandmate Cheyenne Kimball.
- Tyler Hubbard (EMI Nashville) Ever since he sang lead on Florida Georgia Line's "Cruise," Hubbard has maintained one of the genre's most identifiable voices. He mixes his country, hip-hop and Southern rock influences in 18 songs that sound a touch more raw than his FGL roots on his self-titled debut album, due Jan. 27.



# billboard DEEP IDIVE

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- Greylan James (Greylan James Music) A writer on Kenny Chesney's "Happy Does" and BRELAND's "For What It's Worth," James' sensitive, grainy drawl is an ideal transport for blue-collar romantic dramas. Expect a bundle of them on his debut album, on the way March 24, including the cleverly titled "Southern Discomfort," a bluesy unspooling of broken dreams.
- Ella Langley (Columbia) Langley's twang fits snugly alongside Miranda Lambert and Lainey Wilson, and she delivers her material with an expressive clarity that honors every single phrase. Meanwhile, her songwriting is strong enough that she landed five cuts on Elle King's imminent Come Get Your Wife. Langley's first EP arrives in early 2023.
- Shane Profitt (Harpeth 60/Big Machine Label Group) The anthemic chorus of his first radio single, "How It Oughta Be," hails "cold beer" and "Mama's fried chicken," emphasizing his country cred. A protégé of Chris Janson, Tennessee-born Profitt released his first EP in August and has his Southern-soaked debut album prepped for early 2023.
- **Brandon Ratcliff** (Monument) Most of Nashville's music industry consists of relocated folks with small-town roots. Louisiana-bred Ratcliff explores the complex dichotomy between those water-tower legacies and big-city dreams with his debut album, *Tale of Two Towns*, a folk-soul-pop-country pastiche that arrives Jan. 6. The artsy, melancholy title track is not to be missed.
- Jordyn Shellhart (Warner Music Nashville) Once signed in her early teens to Columbia, the grown-up Shellhart has a dreamy, gauzy tone, evident in her languid remake of Fatboy Slim's "Praise You." Now signed to WMN, the Wyoming native is plotting a May release for her debut album, made by smartly channeling her creativity during pandemic isolation.
- Nate Smith (Arista Nashville) His resolve was tested by the 2018 Camp Fire that destroyed Paradise, Calif. and everything he owned. But Smith maintains his best possession: a strong voice that grips a lyric with ferocity. With a gold single for "Whiskey on You" in his pocket, his self-titled debut album will arrive Feb. 17.
- Alana Springsteen (Columbia New York/Sony Music Nashville) The Virginia Beach, Va., native used her Oct. 18 Grand Ole Opry debut to announce her new record deal, which yielded *Messing It Up* the first installment in a three-part album, *Twenty Something* announced Jan. 5. Springsteen possesses a classic female voice packed with angst and determination.
- Walker County (WMN) Hailing from rural Sulphur Springs, Ind., the sibling duo of **Ivy Dene** and **Sophie Dawn Walker** has been developing on the WMN roster since 2014; it is set to announce its first EP in the coming weeks. The sisters, who play drums and guitar, embed ultra-country enunciations within well-crafted, two-part harmonies.
- The War and Treaty (Mercury Nashville) **Michael Trotter Jr.** and his wife, **Tanya**, have been tearing through Americana circles for several years. But their rootsy vocals and chameleon-like arrangements could help them develop a country base, too. Featured in stellar awards performances with **Dierks Bentley** and **Brothers Osborne**, their first country album should arrive before July. •



Tyler Braden (center) met with Arizona broadcasters during a Dec. 8 appearance at The Maverick in Tucson. With him are KIIM Tucson PD Buzz Jackson and Track45 member Jenna Johnson.



Luke Bryan (center) hosted United Stations' Backstage Country during the week of Dec. 5. He's flanked by Backstage executive producer Adrian Kulp (left) and talent consultant John Shomby.



LHKIS HOLL

Warner Music Nashville celebrated when Ashley McBryde was officially inducted into the Grand Ole Opry on Dec. 10. From left: WMN executive vp of artist development Shane Tarleton, McBryde and WMN co-president Ben Kline, senior vp of streaming Tim Foisset and co-president Cris Lacy.

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Expert insight and commentary by Tom Roland and Jim Asker



There is no greater reward for a singer and songwriter in Nashville, Tennessee than to have the #1 song on country radio. Now, imagine that happening to a guy that grew up in this town... a guy that, at every turn the first 25 years of his life, made the wrong decision. Imagine everyone telling that guy he had no chance at country radio. "You're too overweight, you have too many tattoos, they will never let another convicted criminal on country radio" - now imagine country radio proving everyone wrong and taking the chance on the song, the message and the man. If you can imagine that, then you can understand why I'm so filled with gratitude as tears stream down my face while I type this: I currently have the number 1 song on country radio. Thank you Country Radio and all the Streaming Partners for making Son of a Sinner my first #1 at country radio. I vow to never let you down or forget the chance you gave me me when everyone told you not to! I want to take a second to thank my label STONEY CREEK AND BMG — Loba and his misfits y'all took the biggest chance. Every label in town told me I had a better chance signing with a label in LA than to ever have a chance in this town with my history — not only did that not scare BMG, it made them want to double down and go all in!

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

### Jelly Roll Scores First Airplay Leader: 'There Is No Greater Reward ... Than To Have The No. 1 Song On Country Radio'





**Jelly Roll** (aka **Jason DeFord**) achieves his first No. 1 on *Billboard*'s Country Airplay chart (dated Jan. 14) with his debut entry, "Son of a Sinner" (Bailee & Buddy/BMG/Stoney Creek).

In the tracking week ending Jan. 5, the song increased by 18% to 26.4 million audience impressions, according to Luminate.

"There is no greater reward for a singer and songwriter in Nashville, Tenn., than to have the No. 1 song on country radio," Jelly Roll, 38, says. "Now imagine that happening to a guy who grew up in this town ... a guy who, at every turn for the first 25 years of his life, made the wrong decision. Imagine everyone telling that guy he had no chance at country radio. If you can imagine that, then you can understand why I'm so filled with gratitude as tears stream down my face while I type this ... I currently have the No. 1 song on country radio.

Thank you to [BBR Music Group/BMG Nashville president] **Jon Loba**, BMG and every single person who helped make this dream come true."

Jelly Roll, who grew up in the Nashville suburb of Antioch, co-authored "Sinner" with **Ernest K. Smith** and **David Ray Stevens**. It's from his 2021 album, *Ballads of the Broken*.

While "Sinner" is Jelly Roll's initial Country Airplay appearance, he has had success in other genres. In May 2022, "Dead Man Walking" led Mainstream Rock Airplay for one week. His highest-charting set on Top R&B/Hip-Hop Albums, *No Filter*, with **Lil Wyte**, peaked at No. 33 in 2013.

As "Sinner" reaches the Country Airplay pinnacle, it dethrones **Morgan Wallen**'s "You Proof" (Mercury/Republic/Big Loud), which rang up a <u>record</u> 10 nonconsecutive frames at No. 1. ●

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### billboard Country Airplay

AIRPLAY MONITORED BY

TILLE	LAST	WKS ON			AUDIENCE (IN MILLIONS)		PLAYS		
THIS WEEK	WEEK	CHART	TITLE Imprint/Label	Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
0	2	45	SON OF A SINNER Bailee & Buddy/BMG/Stoney Creek ★★ No. 1 (1 Week)/	Most Increased Audience ★★ Jelly Roll	26.430	+3.970	7164	1052	1
2	1	30	YOU PROOF Mercury/Republic/Big Loud	Morgan Wallen	25.642	+2.717	5783	765	6
3	4	33	WHAT MY WORLD SPINS AROUND MCA Nashville	Jordan Davis	25.003	+2.587	6600	701	2
4	3	43	DOWN HOME Stoney Creek	Jimmie Allen	24.486	+1.954	6460	354	3
5	5	31	SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/W	MN Cole Swindell	24.393	+2.916	5460	624	7
6	6	30	WHISKEY ON YOU Arista Nashville	Nate Smith	24.167	+3.164	6350	820	4
0	7	18	THANK GOD Zone 4/RCA Nashville	Kane Brown With Katelyn Brown	22.536	+2.919	5941	775	5
8	8	48	PICK ME UP Warner Music Nashville/WAR	Gabby Barrett	18.888	+2.102	5321	657	8
9	9	25	THAT'S WHAT TEQUILA DOES Macon/Broken Bow	Jason Aldean	18.141	+2.513	5068	695	9
1	10	10	THOUGHT YOU SHOULD KNOW Mercury/Republic/Big Loud	Morgan Wallen	17.462	+2.486	4596	505	10
0	11	12	GOING, GOING, GONE River House/Columbia Nashville	Luke Combs	15.845	+1.808	4265	481	11
<b>1</b>	12	49	OUT INTHE MIDDLE Home Grown/Warner Music Nashville/WAR	Zac Brown Band	13.873	+1.748	4040	488	12
ß	13	34	HEART LIKE A TRUCK Broken Bow	Lainey Wilson	13.809	+1.870	3977	490	13
1	15	20	WAIT INTHETRUCK Broken Bow/Big Loud	HARDY Featuring Lainey Wilson	13.269	+2.110	3662	440	14
<b>1</b>	14	59	YOU DIDN'T BMLG	Brett Young	12.555	+1.532	3646	507	16
16	16	29	WHAT HE DIDN'T DO Big Machine	Carly Pearce	12.400	+1.450	3661	411	15
Ð	17	22	HANDLE ON YOU MCA Nashville	Parker McCollum	11.241	+1.761	3226	435	17
B	18	24	GOLD Capitol Nashville	Dierks Bentley	10.740	+1.246	3067	253	18
19	19	13	ROCK AND A HARD PLACE Elektra/Warner Music Nashville/WEA	k Airpower ★★ Bailey Zimmerman	9.835	+1.483	2563	344	20
20	20	23	WILD AS HER Combustion Masters/RCA Nashville	Corey Kent	9.428	+1.121	3011	352	19
<b>a</b>	21	21	NO BODY Warner Music Nashville/WMN	Blake Shelton	7.977	+1.113	2541	268	21
22	22	29	WATER UNDER THE BRIDGE MCA Nashville	Sam Hunt	7.435	+0.924	2309	241	22
23	23	26	BROWN EYES BABY Hit Red/Capitol Nashville	Keith Urban	7.048	+0.967	2182	270	24
24	24	31	HUMAN CoJo/Warner Music Nashville/WMN	Cody Johnson	6.684	+0.945	2255	339	23
25	25	18	HOW IT OUGHTA BE Harpeth 60/BMLG	Shane Profitt	6.072	+0.941	2146	335	25
26	27	25	YOU Warner Music Nashville/WAR	Dan + Shay	4.271	+0.577	1658	230	27
<b>3</b>	26	41	GOOD DAY FOR LIVING Quartz Hill	Joe Nichols	4.228	+0.699	1903	246	26
28	28	20	BEER WITH MY FRIENDS Blue Chair/Warner Music Nashville/WEA	Kenny Chesney & Old Dominion	3.735	+0.641	1425	269	30
29	29	24	Y'ALL LIFE Monument	Walker Hayes	3.077	+0.474	1441	191	29
30	30	17	IT MATTERS TO HER Triple Tigers	Scotty McCreery	3.070	+0.545	1378	218	31

### **COUNTRY AIRPLAY CHART LEGEND**

#### **RANKINGS**

Country Airplay is ranked by total audience impressions for the week ending Sunday based on monitored airplay by Mediabase of 145 stations by Luminate. Audience totals on the chart are derived, in part, using certain Nielsen Audio-copyrighted Persons 12+ audience estimates (under license © 2023, Nielsen Audio). The list of all Country Airplay chart reporters can be viewed in Luminate's online platform.

#### **TIES**

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

#### **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%.

#### **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. Plus, songs that ascend to a peak between Nos. 1 and 5 will remain on the chart for one additional week even if dropping below No. 10.

#### **HOT SHOT DEBUT**

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

#### **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

		WKS							
THIS WEEK	LAST WEEK	ON CHART	TITLE Imprint/Label	Artist	AUDIENCE (IN MILLIONS)  THIS WEEK +/-		PLAYS THIS WEEK +/- RANK		
31	31	27		ach Bryan	3.010	+0.479	1237	191	34
32	37	10	HATE MY HEART Capitol Nashville Carrie U	nderwood	3.007	+0.651	942	151	38
33	34	41	NOTETO SELF Magnolia Music Ran	dy Houser	2.967	+0.749	1493	394	28
34	35	36	EVERYTHING SHE AIN'T Songs & Daughters/Pigasus/Big Loud Haile	y Whitters	2.876	+0.628	1150	248	36
35	32	19	GIRL IN MINE Stoney Creek	Parmalee	2.712	+0.221	1163	115	35
36	36	29	MAN MADE RECORDS Nashville	Matt Stell	2.605	+0.444	1291	179	33
37	33	49	SON OF A Riser House Dillon C	Carmichael	2.570	+0.295	1327	164	32
33	NE	EW	MEMORY LANE Arista Nashville ★★ Hot Shot Debut ★★ Old	Dominion	2.392	+2.392	558	558	46
39	38	25	DOING LIFE WITH ME EMI Nashville	ric Church	2.240	+0.239	1046	47	37
40	40	6	DANCIN' INTHE COUNTRY Hubbard House/EMI Nashville Tyle	r Hubbard	2.132	+0.422	734	167	42
41	41	16	EXCUSES Combustion/Wheelhouse Kol	by Cooper	2.026	+0.349	886	139	39
42	42	14	YOUR HEART OR MINE Capitol Nashville	Jon Pardi	2.012	+0.287	750	116	41
<b>43</b>	39	7	TENNESSEE ORANGE Megan Moroney/Arista Nashville Megan	n Moroney	1.816	+0.105	642	24	43
44	43	16	CAN'T HAVE MINE Curb	ylan Scott	1.674	+0.318	852	126	40
45	44	14	SOUNDS LIKE SOMETHING I'D DO Stoney Creek Draft	ke Milligan	1.451	+0.218	570	21	45
46	45	11	OVER FOR YOU Warner Music Nashville/WEA Mor	gan Evans	1.398	+0.201	471	40	50
<b>4</b> 7	47	9	HEAVEN BYTHEN Valory Brantley Gilbert And Blake Shelton Featuring	Vince Gill	1.331	+0.197	556	24	47
48	46	9	YOU, ME, & WHISKEY Valory Justin Moore & Pris	scilla Block	1.322	+0.207	577	84	44
49	48	19	WORTH A SHOT RCA/Columbia Nashville Elle King Featuring Dier	ks Bentley	1.075	+0.140	534	50	48
50	51	11	I CAN'T DECIDE Stone Country East	ton Corbin	0.980	+0.139	502	51	49
<b>5</b> 1	NE	EW	UPTHERE DOWN HERE Big Loud	lake Owen	0.945	+0.512	368	109	56
52	49	22	NEVERTIL NOW Back Blocks/BMLG/Big Loud Ashley Cooke + B	rett Young	0.899	+0.040	454	15	53
53	54	5	WE GOT HISTORY Riser House/Columbia Nashville Mitchel	Tenpenny	0.809	+0.120	326	50	-
54	55	5	TRY LOSING ONE Warner Music Nashville/WAR	ler Braden	0.785	+0.104	315	43	-
55	RE-EI	NTRY	I CAN'T LOVE YOU ANYMORE Columbia Nashville Ma	ren Morris	0.779	+0.184	329	43	60
56	53	4	HOW YOU MAKE A MAN Broken Bow Cra	ig Morgan	0.762	+0.068	326	29	-
<b>⋽</b>	RE-EI	NTRY	LONGNECK WAY TO GO Big Machine/Capitol Nashville Midland Featuring	Jon Pardi	0.758	+0.193	338	51	59
58	59	5	TAKE IT SLOW Valory Con	ner Smith	0.753	+0.153	457	62	51
59	NE	EW	IFYOU GO DOWN (I'M GOING DOWNTOO) Black River Kelse	ea Ballerini	0.687	+0.125	376	110	55
60	58	7	OKLAHOMA BREAKDOWN Show Dog Nashville	Toby Keith	0.658	+0.093	456	54	52



Maren Morris attended the Beasley Media client appreciation party in New York on Dec. 8. From left: WSOC Charlotte, N.C., operations manager John Reynolds, pop singer/songwriter Jax, Morris and Beasley chief content officer Justin Chase.



Chapel Hart was honored with a resolution by the Mississippi House of Representatives on Jan. 4. From left: group members Trea Swindle, Danica Hart and Devynn Hart.



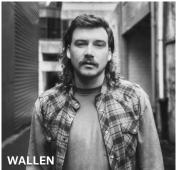
### billboard Country Airplay





#### MOST INCREASED AUDIENCE TITLE Imprint/Label (IN MILLIONS SON OF A SINNER Bailee & Buddy/BMG/Stoney Creek Jelly Roll +3.970 WHISKEY ON YOU Arista Nashville Nate Smith +3.164 THANK GOD Zone 4/RCA Nashville Kane Brown With Katelyn Brown +2.919 WHAT MY WORLD SPINS AROUND MCA Nashville Jordan Davis +2.587 THAT'S WHAT TEQUILA DOES Macon/Broken Bow Jason Aldean +2.513 THOUGHT YOU SHOULD KNOW Mercury/Republic/Big Loud Morgan Wallen MEMORY LANE Arista Nashville **Old Dominion** +2.392WAIT IN THE TRUCK Broken Bow/Big Loud **HARDY Featuring Lainey Wilson** +2.110 PICK ME UP Warner Music Nashville/WAR **Gabby Barrett** +2.102 **HEART LIKE A TRUCK** Broken Bow Lainey Wilson +1.870





MOST INCREASED PLAYS					
TITLE Imprint/Label	Artist	GAIN			
SON OF A SINNER Bailee & Buddy/BMG/Stoney Creek	Jelly Roll	+1052			
WHISKEY ON YOU Arista Nashville	Nate Smith	+820			
THANK GOD Zone 4/RCA Nashville Kane Brown With	Katelyn Brown	+775			
YOU PROOF Mercury/Republic/Big Loud	Morgan Wallen	+765			
WHAT MY WORLD SPINS AROUND MCA Nashville	Jordan Davis	+701			
THAT'S WHAT TEQUILA DOES Macon/Broken Bow	Jason Aldean	+695			
PICK ME UP Warner Music Nashville/WAR	Gabby Barrett	+657			
SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN	Cole Swindell	+624			
MEMORY LANE Arista Nashville	Old Dominion	+558			
YOU DIDN'T BMLG	Brett Young	+507			





	RECURRENTS						
THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)					
1	HALF OF ME Valory/BMLG Thomas Rhett Featuring Riley Green	18.516					
2	THE KIND OF LOVE WE MAKE River House/Columbia Nashville Luke Combs	18.308					
3	5 FOOT 9 Hubbard House/EMI Nashville Tyler Hubbard	17.898					
4	TAKE MY NAME Stoney Creek Parmalee	15.274					
5	WASTED ON YOU Republic/Big Loud Morgan Wallen	13.036					
6	FALL IN LOVE Elektra/Warner Music Nashville/WEA Bailey Zimmerman	12.902					
7	WISHFUL DRINKING Atlantic/Warner Music Nashville/WEA Ingrid Andress With Sam Hunt	12.333					
8	TRUTH ABOUT YOU Riser House/Columbia Nashville Mitchell Tenpenny	11.944					
9	'TIL YOU CAN'T CoJo/Warner Music Nashville/WMN Cody Johnson	11.117					
10	THINKING 'BOUT YOU Broken Bow Dustin Lynch Featuring Lauren Alaina Or MacKenzie Porter	10.985					



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# CELEBRATING THE POWER PLAYERS IN THE MUSIC INDUSTRY

The 2023 **BILLBOARD POWER 100** will celebrate the executives who are creating excitement and making a difference in the global music industry. Featured will be those who have had the greatest impact in recorded music, live entertainment, touring, publishing and other industry verticals who have had great success in the past year.

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#### CONTACT

East Coast/Midwest: Joe Maimone | joe.maimone@billboard.com.
Southeast: Lee Ann Photoglo | laphotoglo@gmail.com

Latin: Marcia Olival | marciaolival29@gmail.com

Touring & West Coast: Cynthia Mellow | cmellow615@gmail.com

International: Ryan O'Donnell | rodonnell@pmc.com

#### **NASHVILLE & NATIONAL TOM ROLAND**



Matt Stell performed his current single, "Man Made," in the PNC Live Studio at KUPL Portland, Ore., on Dec. 12. From left: KUPL assistant PD/music director Danny Dwyer, Stell, KUPL personality Jake Byron and RECORDS Nashville promotion manager Chele Fassig.

#### RADIO & RECORDS®

 $Capitol\ Nashville\ hired\ \textbf{Chris}\ \textbf{Schuler}\ as\ vp\ of\ promotion,\ beginning\ Jan.\ 9.$ Schuler fills the vacancy created by Bobby Young's retirement, taking the position after a stint as Arista Nashville vp of promotion. Reach Schuler here ... Average Joes promoted Forrest Latta to label president from vp of A&R and upped Andrew Davis to senior vp of marketing from vp. Reach Latta here and Davis here ... Cody Jinks' Late August partnered with The Orchard to facilitate signing additional artists to the label. Soundly president Stephanie Hudacek was hired to oversee the Nashville office, and singer-songwriterguitarist Erin Viancourt was the first artist signed to the roster ... River House Artists signed "Dicked Down in Dallas" singer Trey Lewis to a recording deal ... Yellowstone actor Luke Grimes inked a recording contract with Universal Music Group Nashville ... Keith Urban sold his master recordings to Litmus Music, a music rights company co-founded by Dan McCarroll, who was an executive for Capitol, the label that represents Urban, during a significant chunk of the singer-songwriter's career ... Vere Music signed 15-year-old Madelyn Rose to a recording contract. She also tapped Gold Mountain Entertainment for management, with Richard Ellis overseeing her career ... WKXC Augusta, Ga., installed Cody Blaine Jackson in the morning show on Jan. 3, adding the role to her job as Beasley/Augusta digital PD ... Beasley hired **Ariana Sheehan** as director of digital content strategy. She started the Albany, N.Y.-based job on Jan. 3, after serving as BestReviews engagement editor ... Cox Media/Jacksonville, Fla., added Chris Ganoudis as director of sales, RadioInk.com reported. He transfers from the same post at Cox Media/Orlando, Fla., a six-station cluster that includes country WWKA ... KEZS Cape Girardeau, Mo., hired Whitney Thomas as morning host, according to RadioInk.com. She was previously on-air at classic country KYMO East Prairie, Mo. ... Renee Castle joined the morning team at WGKX Memphis, RadioInsight.com reported. It represents a return to radio. She last worked nights at WKLB Boston in 2016-2017 ... WBWL Boston hired afternoon host Brandon Clay, according to RadioInsight.com. He held the same time slot for his previous employer, WPOR Portland, Maine ... Midwest Communications founder Duke Wright died Dec. 21, The Green Bay Press-Gazette reported. He started in radio as a weekly host at age 15 on WSAU Wausau, Wis., and built the Midwest chain to 18 markets.

#### 'ROUND THE ROW

Country Music Hall of Fame and Museum senior director for research, editorial and content **Jay Orr** retired from his post on Dec. 30 following two stints with the organization that totaled 26 years. He spent two decades in the most recent run, after starting at the museum in the 1980s. In the interim, he served as an editor or reporter for CMT.com, *The Nashville Banner* and *The Tennessean*. Reach Orr here... Outback Presents hired senior booking manager **Fallon Nell**, who was most recently coordinator of live events for Belmont University's Mike Curb College of Entertainment and Music Business. Reach her here ... Songwriter-producer-musician **Logan Wall** signed a publishing

deal with BMG ... Jamie Johnson rejoined bluegrass band The Grascals, eight years after he left ... The Academy of Country Music opened its new Nashville headquarters on Nov. 14, with Parker McCollum and Lainey Wilson among the music figures who participated in the ribbon-cutting ceremony in the Wedgewood Houston district ... The ACM also announced 10 new participants for 2023 in the organization's LEVel Up development program for rising music business leaders. Among them are Chantrel Reynolds, mTheory; Jenn Tressler, Opry Entertainment Group; and Sabrina Butera, Creative Artists Agency. Go here for the full list ... Leonore Kinder of Wasserman Music was added to the board at the Americana Music Association, led by president Courtney Gregg, Blue Sky Artist Management; and president-elect Bruce Warren, WXPN Philadelphia. Go here for the full list ... The Country Music Association welcomed 12 new members to its board, including Charlie Worsham; Katie McCartney, Monument; and Debbie Carroll, Onsite. Go here for the full list ... Trevor Noah will host the Grammy Awards for the third straight year on Feb. 5 ... Ray Stevens and Brenda Lee were surprised with the Cecil Scaife Visionary Award on Dec. 4 during a concert at Stevens' CabaRay Showroom ... A dozen artists were announced to seed the guest list for Still Playin' Possum, a concert celebrating the late George Jones at the Von Braun Center in Huntsville, Ala., on April 25. The following day marks 10 years since Jones' death. Among the participants are Justin Moore, Brad Paisley, Tanya Tucker and Lorrie Morgan ... Musicians On Call celebrates performing for over 1 million hospitalized patients with a Jan. 26 concert in Nashville at the Wildhorse Saloon. Darius Rucker and Universal Music Group Nashville vp of media marketing Leigh Parr Malleus will receive the Leadership in Music Golden Ukulele for their commitment to the organization. Performers will include Sam Hunt, Jon Pardi, The War and Treaty and Charles Esten ... Anita Pointer of the R&B group The Pointer Sisters died Dec. 31 in Los Angeles. The group won a country Grammy Award in 1975 for its single "Fairytale," and Pointer sang with Earl Thomas Conley on the 1986 country single "Too Many Times" ... Canadian singersongwriter lan Tyson died at his ranch in Alberta, Canada, on Dec. 29. A member of the Canadian Country Music Hall of Fame, he landed country hits as a songwriter three times, with Bobby Bare's "Four Strong Winds" plus two different versions of "Someday Soon," by Moe Bandy and Suzy Bogguss ... Los Angeles-based photographer Markus Cuff died Dec. 22 from cancer. Prior to his work behind the camera, he had a career as a drummer,

playing with The Seldom Scene and on the Emmylou Harris album Pieces of the Sky... A celebration of life was set for 3 p.m. on Jan. 6 for Charlie Monk, a radio personality and music publisher whose gregarious personality and networking expertise won him the nickname "the Mayor of Music Row." Monk, 84, co-founded the Country Radio Seminar and had a hand in the careers of Kenny Chesney, Randy Travis and Holly Dunn, among others. Monk died Dec. 19. The service was to take place at Calvary United Methodist Church in Nashville.





Alabama received a surprise plaque from Scotty McCreery (left) marking 2 billion Pandora streams during a Dec. 9 concert at the Berglund Center Coliseum in Roanoke, Va. Accepting are Randy Owen (center) and Teddy Gentry.

JRTESY ABSOLUTE PUBLICITY



### **WOMEN IN MUSIC**

On February 25th, *Billboard* will publish its highly anticipated Women in Music special issue, featuring top women in the music industry who are creating excitement and making their mark across labels, publishing and touring.

Coinciding with the issue, *Billboard's* Women in Music awards ceremony will be held March 1st This event will bring together music's most prominent female artists and the industry's top female business executives to recognize and celebrate their achievements.

Take this opportunity to congratulate the most powerful and talented women in music and wish them continued success.

#### CONTACT

East Coast: Joe Maimone | joe.maimone@billboard.com.
Southeast: Lee Ann Photoglo | laphotoglo@gmail.com
Latin: Marcia Olival | marciaolival29@gmail.com
Touring & West Coast: Cynthia Mellow | cmellow615@gmail.com
International: Ryan O'Donnell | rodonnell@pmc.com

ON SALE: 2/25 | AD CLOSE 2/14 | MATERIALS DUE 2/16



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

### Tyler Hubbard Enlists Keith Urban For Upbeat 'Dancin' In The Country'

It's not a song that will change the world, but it might well change a listener's mood for three-and-a-half minutes.

**Tyler Hubbard**'s second solo single — "Dancin' in the Country," which EMI Nashville released to country radio on Nov. 21, 2022, via PlayMPE — is 21st-century hillbilly disco, a four-on-the-floor backbeat topped with a joyous melody, carefree lyrics and an unfettered country band, free to play smart fills and jaw-dropping passages that defy the genre's historically conservative approach to arrangements.

It's generated from Hubbard's home life, where rambunctious energy is welcome.

"Every night after dinner, we have a dance party," he says. "A lot of times I'm playing them songs that I've written, and when the kids love the songs, whether it's songs I've written or other songs, it just makes them feel good and want to dance."

Hubbard brought a story about that experience into the room and submitted it as a guiding principle when he wrote it Nov. 3, 2021, at a Black River studio on Music Row. Originally, the writing session was booked with fellow composers Jon Nite ("Pick Me Up," "You Didn't") and Ross Copperman ("Gold," "I Lived It"), but Hubbard amped it up a few days early when he invited Keith Urban to sit in.

"I don't think I even slept the night before," recalls Nite, "because I was all keyed up on the nerves of like, 'Do not screw this up.'"

Nite wasn't sure if they were writing for Urban or for **Florida Georgia Line**—he didn't

know until sometime during the cowrite that Hubbard was cutting some solo material—and it wasn't fully verbalized during the process.

HUBBARD

"The whole time I was laughing because I felt like I was writing for the song," Nite says. "Keith would be like, 'This would be great for Tyler' when Tyler was in the bathroom. And then Tyler would be like, 'This would be great for Keith' when Keith was in the bathroom."

It took a bit to find a direction, though Hubbard was definitely in a mood to write something cheery and upbeat, and he had the "Dancin' in the Country" title as workable idea. Copperman built a rhythm track, and Urban kicked into a guitar groove that launched with a C chord, complicated by an extra D note that creates dissonance with two of the three foundational tones in that chord.

"That [note] is what's giving you the disco vibes," says Copperman.

They fashioned the chorus first, starting with the title and capping the stanza by repeating it two more times. In between, the melody pushes forward with a relentless repetition, each of the first four verses ending with the same melody. It's an approach that wouldn't work in another setting—it would have killed a thoughtful ballad like "The House That Built Me"—but it enhances the singalong quality of "Dancin' in the Country."

"It's an ear worm, and it's hooky, and it's really repetitive," Hubbard agrees. "But it still feels right, you know. It feels appropriate."

When they developed the verses, the narrative began in a bar, where a couple yearns for a little privacy. They end up in a pasture, playing "some Alabama and Jackson"—presumably, Alan Jackson, though with the danceable beat, one could make a case for Michael Jackson, Janet Jackson or even Outkast's "Ms. Jackson."

With the plot serving up a little romance in a field, it's tempting to call it a bro-country story, though it stays away from the drunken-group dynamic.

And it bears some authenticity for Nite, whose first date with his wife ended with the two of them dancing in a field along Soncy Road in Amarillo, Texas, during their high school years.

"That's where I fell in love with my wife," he says. "We were out there listening to **George Strait** on the radio. Our trucks were parked off the edge of this road, and we were just watching stars." (Romantic sidebar: Some time later, Nite draped flowers over the fence posts and barbed wire in that same

location to propose.)

The musical format of "Dancin' in the Country" got an extra boost of energy from a hip-hop-like pre-chorus. The supporting instruments dropped out except for a volley of tribal toms and a growling bass, and that chordless section makes the chorus feel like a blast of sound when the whole band reemerges.

"It just felt like we needed that musical break," says Copperman. "Maybe that's why the nursery-rhyme chorus works. You drop out all the chords, and then the chorus hits, and it feels so good."

Hubbard laid down a vocal for the demo, then split for a late-afternoon appointment, though before he did, Urban created some clarity about which artist would keep "Dancin' in the Country."

"When we got finished writing, Keith said, 'I think we just wrote your first single,' "Hubbard remembers. "It was nice that Keith put his stamp of approval on it."

Urban and Copperman stayed for another two hours, playing with a multitude of

sounds and instruments as they completed the demo, stopping occasionally to ask Nite if he thought what they were doing was working.

"It was like watching an artist paint the Mona Lisa," says Nite.

Hubbard co-produced the final version with Jordan M. Schmidt (Mitchell Tenpenny, Ingrid Andress) at Ocean Way in Nashville, assembling an A-list team of musicians and letting them follow Urban's template from the demo. Bassist Jimmie Lee Sloas provides the melodic movement in the intro and offers a few uncharacteristically bold fills, guitarist Rob McNelley recreated a key riff and fashioned a compact burning solo, and banjo player Ilya Toshinskiy wraps the whole package with a wicked flurry of notes.

"What got me into playing and learning instruments was hearing cool shit and just being like, 'How did they play that?,' and then sitting there and trying to learn it," Schmidt says. "Sometimes I feel like as producers we can dumb stuff down so much, but I've really taken the opposite approach now. Like, let's inspire newer generations to be players and come up with that shit, because that's awesome."

 $\textbf{Justin Schipper} 's \ steel \ added \ a \ little \ extra \ country \ flavor \ to \ offset \ the \ dance \ groove \ in \ what \ proved \ to \ be \ a \ drama-free \ experience.$ 

"We just had a lot of fun," says Schmidt of the tracking date. "There wasn't really anything crazy that happened. It was just a great energy, and it felt like a good new start for T-Hub."

"Dancin' in the Country" made its Country Airplay debut on the chart dated Dec. 10, 2022, and steps to No. 40 on the Jan. 14 list. Hubbard is convinced that the good-time vibe that music generates in his household is the right tonic for a much wider audience.

"We're at this point in culture and our lives where everybody needs an escape from reality for three-and-a-half minutes," Hubbard says. "That's kind of the intention behind this song."

### **billboard** Country Airplay Index

TITLE Publishing-Licensing Org. (Songwriter) Chart Position

BEER WITH MY FRIENDS Amped 11
Publishing, BMI/Songs Of Kobalt Music Publishing
America, inc., BMI/Sod Made Most Played Most Paid
Publishing, BMI/SMG Platinum Songs US, BMI/NZD
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Associates, LIC., ASCAP(DI Desperados, LIC., ASCAP (B.
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YOU, ME, & WHISKEY W. Music Corp., ASCAP/ Where I Started Music Publishing, ASCAP/Warner-Tamerlane Publishing Gorp., BM/Don't Be A Gyrsy, BM/Sony Tree Publishing, BM/Janthem, Coal Mining, Songs, BM/Randolph (Gunty Music, BM/Taylor Made, By The Red White And Blue, BM/ (JLA/exander, B.Berryhill, C.Taylor) 48

YOU PROOF Big Loud Mountain, BMI/Bo Wallace Publishing, BMI/Round Hill Songs II, ASCAP/Caleb's College Fund, ASCAP/Songs of Dipiversal, Inc., BMI/Ern Dog Music, BMI/Sony Songs LLC, BMI/Sony Cross Keys Publishing, ASCAP/Warner-Jamerlane Publishing Corp., BMI (M.Wallen, AGGorley, E.K.Smith, Charlie Handsome) 2

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### 5 Years Ago Brett Young Was 'Loved' At No. 1

In 2018, he notched his longest-leading chart-topper on Country Airplay On Jan. 3, 2018, **Brett Young**'s "Like I Loved You" hit No. 1 on *Billboard*'s Country Airplay chart. The song became his second of six leaders on the list and reigned for a career-best three weeks.

Young co-wrote the song with Jesse Lee, and Dann Huff produced it. Young's launch single, "Sleep Without You" reached No. 2 on Country Airplay, followed by six consecutive No. 1s beginning with "In Case You Didn't Know," which led for two frames in June 2017. After "Loved," his streak continued with "Mercy" (two weeks), "Here Tonight" (two), "Catch" (one) and

"Lady" (one).

Now 41, Young hails from Anaheim, Calif. A star high school pitcher, he earned a scholarship to Ole Miss University, although an elbow injury cut his baseball career short.

In October 2022, Young guest-hosted the midday shift at **KKGO** Los Angeles. Currently on tour, he'll perform at Nashville's famed Bluebird Cafe on Jan. 7. Young's latest solo Big Machine Label Group single, "You Didn't," is No. 15 on Country Airplay, while his duet with **Ashley Cooke**, "Never Til Now," is No. 52.

