billboard Country Update

BILLBOARD.COM/NEWSLETTERS

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BILLBOARD COUNTRY UPDATE



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Brad Paisley, Alan Jackson And Country Music's Affinity For Signature Whiskeys

It's one thing to make music that lifts spirits; it's another to enter the spirits industry.

At least a dozen country acts have tried their hand at a signature whiskey in recent years, with **Alan Jackson**'s Silverbelly hitting shelves in Nashville on June 30 in the latest iteration of the trend.

John Rich's Redneck Riviera, Jason Aldean's Wolf Moon, Jon Pardi's Pardi Batch and Whiskey Myers' Red Handed are just a few of the partnerships that have sprouted up as artists attempt to expand their impact with deals they hope are as smooth as Tennessee whiskey.

There are, of course, other signature alcohols: Luke Bryan has a beer, Blake Shelton is affiliated with a vodka, and Kenny Chesney is in the rum business. But bourbon, a form of whiskey that is aged under specific parameters, seems

to be the most popular among the hard-liquor associations.

PAISLE

"We're talking about a product that comes from stuff that grows right there where we're from," says **Brad Paisley**, who established American Highway Reserve in a partnership with Kentucky-based Bardstown Bourbon. "You know, my own state of West Virginia — when you think about that sort of area, Kentucky, Tennessee, the Carolinas, this place where moonshine became something more—it's just the perfect country beverage." That has certainly proven true at a musical level since country creatives have been looking through whiskey glasses for decades. Paisley's **Alison Krauss** duet, "Whiskey Lullaby," joins such similarly titled hits as **Cole Swindell'**s "Ain't Worth the Whiskey," **Highway 101**'s "Whiskey, If You Were a Woman," **Michael Ray**'s "Whiskey and Rain" and **Tex Ritter**'s "Rye

Tom.Roland@billboard.com

JACKSON

Whiskey" in the genre's canon. Chris Stapleton's version of "Tennessee Whiskey" has spent 327 weeks on the Country Digital Song Sales chart.

Whiskey and country music "both are as American as baseball or apple pie," asserts Bardstown executive vp of sales and marketing Herb Heneman.

Artists end up in the alcohol business for numerous reasons. Diversifying their professional portfolio is an obvious one.

"If you study the beverage trades and the liquor industry,

you know that brown liquor — bourbons and whiskeys — the growth pattern on those have been really steady," says Maverick Management partner **Chris Parr**, who was involved in Aldean's deal.

But the love of the product and creativity also rated highly of **Florida Georgia Line** when the duo introduced Old Camp whiskey in 2016. In its early years, it frequently ingested — and sang about — cinnamon-flavored Fireball whiskey. It decided



to develop its own brand, mixing Florida-bred pecans and Georgia-centric peaches into the taste profile.

"We didn't want it to be too sweet, but we wanted it to be drinkable for everyone," Florida Georgia Line co-founder **Tyler Hubbard** recalls. "The process of creating this whiskey was probably the funnest part of the whole journey."

For alcohol manufacturers, celebrity involvement is attractive because it helps build a story around the brand.

"It is a crowded market," says Silverbelly CEO **Robbie Goldsmith**. "You can walk into any liquor store, and you are almost overwhelmed by how many options there are. So when you can combine that with the fact that you have a little bit of leverage with the audiences that a lot of these celebrities have built, it just gives you that unique selling proposition over the other brands."

But the partnerships don't always last. Florida Georgia Line sold its interest in Old Camp back to Proximo Spirits about 18 months ago.

"I was really wanting to be highly focused on making my music and not trying to juggle different brands and different businesses," Hubbard says.

Similarly, **Jake Owen** is no longer affiliated with Beach Whiskey, **Willie Nelson**'s Old Whiskey River Bourbon is discontinued, and **Darius Rucker** is ending his association with Backstage Whiskey.

The attrition rate — of new alcohol products, as well as celebrity deals — is one factor that bottlers and distillers are forced to consider in advance. Most successful artists worked at least a decade to build national music careers, but that doesn't guarantee a similar patience when they get into the alcohol business.

"The reality is that there's thousands of new brands and labels that come to market each year, just like in music," explains Heneman. "Everybody wants to be on that [liquor store] shelf just like everybody wants to be on that stage on Broadway or in the studio, so I think they're a lot alike in that everybody wants in. And it's important, if you're going to partner with an artist, to know that that person is vested in it for the long haul."

The long haul was built into Paisley's business model when he paired with Bardstown. Whiskey qualifies as a bourbon when it ages in oak barrels for a minimum of two years, soaking up flavors from the wood as it expands and contracts with the temperature.

Paisley hauls his barrels on a truck during his concert tours. The rough ride and the changes in climate are ideal for the product.

"It's in a tractor-trailer, it is sloshing around — every single bump is a vibration, and those vibrations cause it to penetrate deeper into the wood," he says. "It's also hot as hell in August, and it's really cold [in winter]. This voyage went from, I believe, Maine all the way to Arizona and California. It wasn't fun for that whiskey in the back of that thing, and that's what you want."

Ultimately, the story around the product, its name and its taste palette all play a role in the success of an artist/bourbon association. **Eric Church**, who earned a gold single with the album cut "Jack Daniels," teamed with the Jack Daniel's Distillery for a limited-edition brand that bore his name on the label. "God Bless the U.S.A." singer **Lee Greenwood** engaged Soldier Valley Spirits, a bottler that donates to veterans organizations, to create a self-named signature bourbon in 2020. Aldean chose the Full Moon bourbon — one with bite rather than flavors — because it fit his own tastes.

"Is it believable? Is it real? I would dare say that rule, or that measure, probably applies to many of the artists in our format, where they want it to feel authentic," says Parr. "I think they know that their fans will know the difference."

The artist's persona and the customer's expectations are both key aspects in the product. For Jackson's new bourbon, the name Silverbelly represents the shade of the singer's trademark Western hat. Each new batch will be named after one of his chart-topping singles, and the price tag was determined with his audience in mind.

"The country music fan is a very hardworking, loyal, blue-collar fan that enjoys good times and good music," Goldsmith says. "I've seen some of these companies roll out products that aren't priced for that market. And that's tough because you're then asking your fans to pay a different price point than what they may have envisioned or have in their budget. It was very important for us to come up with a product that was below \$40."

In the end, Paisley sees the bourbon business in a similar light as guitar manufacturing. Each batch of a particular drink has its own characteristics based on variations in the ingredients and the aging process, just as certain guitar models — depending on the wood and the manufacturing — may be good one year and superior the next.

"Really," says Paisley, "it's just a fun chemistry experiment." O



The Nitty Gritty Dirt Band's Jeff Hanna and singer-songwriter Matraca Berg performed June 28 when Country Music Hall of Fame and Museum board member Ken Levitan hosted an event for the museum's Honor Society members. From left: Hanna, Museum CEO Kyle Young, singer-songwriter Jamie Hanna and Berg.



Shy Carter made his Grand Ole Opry debut on June 25. From left: Opry vp/executive producer Dan Rogers, Carter, Truth Management CEO/ owner Missi Gallimore and Warner Music Nashville executive vp of artist development Shane Tarleton.



Brooks & Dunn and Scotty McCreery performed June 25 when WYCD Detroit hosted its annual Hoedown at the Pine Knob Music Theatre in Clarkston. From left: McCreery, Kix Brooks, Audacy/Detroit vp of programming Tim Roberts, Ronnie Dunn and Live Nation president of country touring Brian O'Connell.



The Fisk Jubilee Singers and country act O.N.E. The Duo took part June 28 as Nashville's Ryman Auditorium celebrated its 130th anniversary. From left: the duo's Prana Supreme, BMI Nashville executive director of creative Shannon Sanders, the duo's Tekitha Supreme and Fisk Singers music director Dr. Paul T. Kwami.

LIFE LESSONS A FATHER TEACHES HIS SON

JORDAN FERHER

DEATH AND TAXES

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RECORDS

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

Luke Combs 'Up' At No. 1 On Top Country Albums, Feels The 'Love' At The Peak Of Hot Country Songs



JULY 5, 2022 | PAGE 4 OF 19

Luke Combs nets his fourth No. 1 on Billboard's Top Country Albums chart as his third full-length, Growin' Up (River House/Columbia Nashville), blasts in atop the July 9-dated survey.

In its initial week (ending June 30), Growin' Up, released June 24, earned 74,000 equivalent album units, according to Luminate. Of that sum, streamingequivalent album units comprise 44,000 (equaling 56.3 million on-demand official streams of the set's 12 tracks), album sales account for 28,000, and trackequivalent albums amount to 2,000.

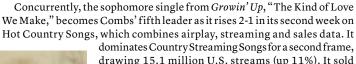
On the all-genre Billboard 200, the set starts at No. 2, marking Combs' fourth top 10. It makes the highest entrance for a country LP in 2022 and logs the best unit sum for a country album's debut week this year.

Growin' Up – which Combs co-produced with Chip Matthews and Jonathan Singleton - follows his sophomore effort, What You See Is What You Get. That set charged in at the apex of Top Country Albums (Nov. 23, 2019) with 172,000 equivalent album units, including 109,000 in sales. Bolstering that title was a deluxe edition issued in October 2020 with six new songs, helping spark its 37-week reign.

Before that, Combs' This One's for You entered the June 24, 2017, chart at No. 1 with 43,000 units. It followed his This One's for You EP, which debuted at No. 36 in December 2015 and peaked at No. 24 in May 2017. A deluxe version of the full-length, released in June 2018, spurred the set's top weekly unit count (55,000) as the LP logged 50 weeks at No. 1. It tied Shania Twain's Come On Over for the most weeks at the summit until Morgan Wallen's Dangerous: The Double

Album (Big Loud/Republic) amassed 63 weeks (so far, as it drops to No. 2 on the July 9 ranking).

Combs achieved his second Top Country Albums No. 1 when The Prequel bowed in the penthouse on June 22, 2019, with 48,000 units.



drawing 15.1 million U.S. streams (up 11%). It sold 5,000 downloads and likewise rules Country Digital Song Sales for a second week. On Country Airplay, it hops 15-13 (10.7 million impressions, up 15%).

Combs dons his first Hot Country Songs crown since "Forever After All" wrapped a 10-week command in July 2021, after it opened at the summit in November 2020. He previously led with "When It Rains It Pours" for two weeks starting in November 2017, "Beautiful Crazy" (11 weeks, beginning in March 2019) and "Better Together" (three weeks, February 2021).

The lead single from Growin' Up, "Doin' This," became Combs' record-extending 14th consecutive career-opening No. 1 single on Country Airplay in May. It peaked at No. 2 on Hot Country Songs in April.

'HEADS' UP Cole Swindell earns his 12th Hot Country Songs top 10 as "She Had Me at Heads Carolina" (Warner Music Nashville/WMN) jumps 13-6. It makes a twin 13-6 surge on Country Streaming Songs (9.3 million, up 32%), pushes 4-2 on Country Digital Song Sales (5,000, up 22%) as a new lyric video for it premiered June 23 and holds at its No. 26 Country Airplay high (5.2 million, up 24%).

The single follows Swindell's Lainey Wilson duet, "Never Say Never," which topped Country Airplay for Never Say Never," which topped Country Airplay for two weeks beginning in April — becoming his seventh No. 1 – and hit No. 2 on Hot Country Songs the same month.

"Carolina," which Swindell co-authored, <u>pays homage</u> to **Jo Dee Messina**'s 🛔 maiden single, "Heads Carolina, Tails California," which rose to No. 2 in 🗏 May 1996. **O**

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- Expert insight and commentary by Tom Roland and Jim Asker



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"HARDY'S TURN OF THE 21ST-CENTURY ROCK-INSPIRED & HARD-PARTYING APPEAL IS UNDENIABLE" - TENNESSEAN

1.5 BILLION ON-DEMAND STREAMS (US)

"HIS APPROACH TO COUNTRY MUSIC ALWAYS GIVES ME HOPE FOR THE FUTURE"

> - ROBERT OERMANN, MUSICROW



billboard Country Airplay

AIRPLAY MONITORED BY

1 2	LAST WEEK	WKS ON Chart		AUDIENCE (I	N MULIONS)		PLAYS	
1 2		CHART				<u> </u>		
2	1		TITLE Imprint/Label Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
		22	WASTED ON YOU Republic/Big Loud ** No. 1 (2 Weeks) ** Morgan Wallen	28.458	-0.370	7688	-25	1
	2	38	TAKE MY NAME Stoney Creek Parmalee	26.779	-1.201	6767	-635	3
3	4	37	DAMN STRAIT Triple Tigers Scotty McCreery	25.047	+1.061	6912	147	2
4	3	25	TROUBLE WITH A HEARTBREAK Macon/Broken Bow Jason Aldean	22.593	-2.212	5827	-569	4
6	5	48	7500 OBO McGraw/Big Machine Tim McGraw	19.102	+0.919	5571	140	5
6	6	44	NEWTRUCK Curb Dylan Scott	18.109	+0.624	5412	69	6
0	7	9	LIKE I LOVE COUNTRY MUSIC RCA Nashville Kane Brown	17.822	+0.897	5232	342	7
8	8	48	BESTTHING SINCE BACKROADS Big Loud Jake Owen	16.883	+0.590	5053	166	8
9	10	42	AT THE END OF A BAR RCA Nashville Chris Young With Mitchell Tenpenny	15.268	+0.572	4449	126	10
10	9	26	CIRCLES AROUND THIS TOWN Columbia Nashville Maren Morris	15.062	+0.245	4485	171	9
0	11	20	LAST NIGHT LONELY Capitol Nashville Jon Pardi	14.259	+0.997	4236	222	11
Ð	12	36	WITH A WOMAN YOU LOVE Valory Justin Moore	12.343	+1.760	4036	287	12
B	15	3	THE KIND OF LOVE WE MAKE River House/Columbia Nashville ** Airpower ** Luke Combs	10.732	+1.438	2880	542	17
14	16	16	GHOST STORY Capitol Nashville Carrie Underwood	10.686	+1.353	3462	244	13
15	14	26	TRUTH ABOUT YOU Riser House/Columbia Nashville Mitchell Tenpenny	10.593	+0.804	3283	371	15
16	13	18	DON'T COME LOOKIN' Big Machine Jackson Dean	9.856	-0.199	3396	52	14
Ð	17	21	EVERYONE SHE KNOWS Blue Chair/Warner Bros./WEA Kenny Chesney	9.368	+0.168	3057	90	16
18	18	25	FLOWER SHOPS Big Loud ERNEST Featuring Morgan Wallen	7.548	-0.202	2731	14	19
19	20	27	WISHFUL DRINKING Atlantic/Warner Music Nashville/WEA Ingrid Andress With Sam Hunt	7.304	+0.657	2374	106	22
20	19	29	NO HARD FEELINGS Arista Nashville Old Dominion	7.285	+0.529	2766	92	18
2	NE	w	COUNTRY ON Capitol Nashville ** Hot Shot Debut/Breaker/Most Increased Audience/Most Added ** Luke Bryan	6.748	+6.748	1520	1520	32
2	24	7	5 FOOT 9 EMI Nashville Tyler Hubbard	6.199	+0.589	2291	313	23
23	23	45	COUNTRY'D LOOK GOOD ON YOU Stoney Creek Frank Ray	6.016	+0.163	2597	58	20
24	21	18	SON OF A SINNER Bailee & Buddy/BMG/Stoney Creek Jelly Roll	6.014	+0.125	2209	73	24
25	22	21	PARTY MODE Broken Bow Dustin Lynch	5.812	+0.012	2536	21	21
26	26	4	SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN Cole Swindell	5.250	+1.028	1607	438	29
2	27	21	PICK ME UP Warner Music Nashville/WAR Gabby Barrett	4.649	+0.390	1941	171	26
28	29	22	OUT IN THE MIDDLE Home Grown/Warner Music Nashville/WAR Zac Brown Band	4.555	+0.733	1822	110	27
29	28	13	SHE LIKES IT Triple Tigers Russell Dickerson & Jake Scott	4.284	+0.327	1602	122	30
30	32	5	HALF OF ME Valory/BMLG Thomas Rhett Featuring Riley Green	3.587	+0.511	1116	135	36

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

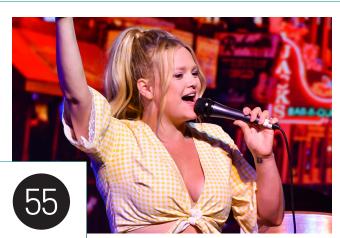
Awarded on Country Airplay to titles achieving airplay (at least one detection) at 60% of reporting stations for the first time.

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billboard Country Airplay

AIRPLAY MONITORED BY

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THIS	LAST	WKS ON			AUDIENCE (I			PLAYS	
WEEK	WEEK	CHART	TITLE Imprint/Label	Artist	THIS WEEK	+/-	THIS WEEK	+/-	RANK
31	30	31	SOUL Curb	Lee Brice	3.504	-0.124	1977	-76	25
32	31	36	WILDER DAYS Ladylike/Arista Nashville	Morgan Wade	2.813	-0.388	1670	-182	28
33	33	16	DOWN HOME Stoney Creek	Jimmie Allen	2.755	-0.156	1562	10	31
34	34	13	HEARTFIRST Black River	Kelsea Ballerini	2.456	-0.066	1361	-17	33
35	36	32	YOU DIDN'T BMLG	Brett Young	2.217	+0.150	1280	33	34
36	37	13	JOY OF MY LIFE Mercury Nashville	Chris Stapleton	1.846	-0.114	988	-11	38
37	38	6	WHAT MY WORLD SPINS AROUND MCA Nashville	Jordan Davis	1.764	-0.045	695	50	41
38	35	20	MY BAR inDent/Mercury Nashville	Priscilla Block	1.736	-0.312	1127	-49	35
39	39	25	LEARN FROM IT Valory	Conner Smith	1.705	+0.033	1026	37	37
40	46	3	FALL IN LOVE Elektra/Warner Music Nashville/WEA	Bailey Zimmerman	1.599	+0.450	506	131	46
4 1	40	11	GROWING OLD WITH YOU 1021/RCA Nashville	Restless Road	1.591	-0.012	491	28	48
42	41	7	HEART LIKE A TRUCK Broken Bow	Lainey Wilson	1.490	+0.029	881	28	39
43	45	3	YOU PROOF Mercury/Republic/Big Loud	Morgan Wallen	1.398	+0.201	334	45	60
44	42	4	HUMAN CoJo/Warner Music Nashville/WMN	Cody Johnson	1.369	-0.062	540	-3	44
45	47	3	WHISKEY ON YOU Arista Nashville	Nate Smith	1.280	+0.171	371	92	55
46	44	14	GOOD DAY FOR LIVING Quartz Hill	Joe Nichols	1.255	+0.006	637	-12	42
47	43	17	HOLY WATER Warner Music Nashville/WEA	Michael Ray	1.241	-0.104	796	96	40
48	25	2	WATER UNDER THE BRIDGE MCA Nashville	Sam Hunt	1.216	-3.816	461	-557	49
49	48	22	SON OF A Riser House	Dillon Carmichael	0.985	+0.020	571	43	43
50	49	32	GIVING YOU UP Columbia Nashville	Kameron Marlowe	0.802	-0.056	345	-30	59
51	51	14	NOTE TO SELF Magnolia Music	Randy Houser	0.763	-0.029	504	-2	47
52	52	18	LOVE TALKING Valory	Eli Young Band	0.735	+0.045	319	27	-
53	55	5	KEYS TO THE COUNTRY Warner Music Nashville/WAR	Chris Janson	0.726	+0.080	515	69	45
54	57	7	SALT, LIME & TEQUILA Red Street	Ryan Griffin	0.687	+0.125	369	17	56
55	56	9	EVERYTHING SHE AIN'T Songs & Daughters/Pigasus/Big Loud	Hailey Whitters	0.677	+0.085	241	36	-
56	53	2	WHAT HE DIDN'T DO Big Machine	Carly Pearce	0.656	-0.029	401	7	52
57	50	8	SONGS ABOUT YOU Warner Music Nashville/WMN	Brett Eldredge	0.642	-0.175	366	-10	57
58	54	11	HELLYEAH Capitol Nashville	Little Big Town	0.635	-0.007	378	3	53
59	59	2	MAN MADE RECORDS Nashville	Matt Stell	0.614	+0.064	375	60	54
60	58	8	CATCHING UP WITH AN OL' MEMORY Thirty Tigers/Show Dog Nashville	Clay Walker	0.587	+0.029	435	8	50



HAILEY WHITTERS Everything She Ain't Co-written by **Whitters**, who hails from Shueyville, Iowa, her first Country Airplay entry lifts 56-55 for a new high, up 14% to 677,000 impressions.

JASON DAVIS/GETTY IMAGES FOR SIRIUSXM

GOING FOR ADDS

BAILEY ZIMMERMAN Fall In Love Elektra/Warner Music Nashville/WEA

7/11

DONNY LEE Another Round Of You Donny Lee

JORDAN FLETCHER Death And Taxes Triple Tigers

THREE DAYS DIRTY FEAT. KENNY PIPES JR. Cowboys Never Cry Copper 1

WADE BOWEN Everything Has Your Memory Bowen Sounds/Thirty Tigers

7/18

ALANNAH MCCREADY FEAT. WILL GITTENS Can I Call Alannah McCready

CHRIS KROEZE \$ (Money) Chris Kroeze

MIDLAND FEAT. JON PARDI Longneck Way To Go Big Machine

MIRANDA LAMBERT Strange Vanner/RCA Nashville

7/25

ANNIE VANDER Falling Into Nashville VanderFire

J EDWARDS Your Heart Of Stone StormChaser

XII-I-MMXIV

FEATURING DEBUT RADIO SINGLE **"IF HE WANTED TO HE WOULD"**

billboard Country Airplay

AIRPLAY MONITORED BY

MOST ADDED®

TITLE Imprint/Label	Artist	ADDS
COUNTRY ON Capitol Nashville	Luke Bryan	67
SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WM	Cole Swindell	31
KEYS TO THE COUNTRY Warner Music Nashville/WAR	Chris Janson	19
HOLY WATER Warner Music Nashville/WEA	Michael Ray	16
WATER UNDER THE BRIDGE MCA Nashville	Sam Hunt	15
PICK ME UP Warner Music Nashville/WAR	Gabby Barrett	10
HALF OF ME BMLG/Valory Thomas Rhett Feature	uring Riley Green	9
THE KIND OF LOVE WE MAKE River House/Columbia Nashville	Luke Combs	8
WHAT MY WORLD SPINS AROUND MCA Nashville	Jordan Davis	8
SHE LIKES IT Triple Tigers Russell Dickers	son & Jake Scott	6

MOST INCREASED AUDIENCE

TITLE Imprint/Label Artist	GAIN (IN MIILIONS)
COUNTRY ON Capitol Nashville Luke Bryan	+6.748
WITH A WOMAN YOU LOVE Valory Justin Moore	+1.760
THE KIND OF LOVE WE MAKE River House/Columbia Nashville Luke Combs	+1.438
GHOST STORY Capitol Nashville Carrie Underwood	+1.353
DAMN STRAIT Triple Tigers Scotty McCreery	+1.061
SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN Cole Swindell	+1.028
LAST NIGHT LONELY Capitol Nashville Jon Pardi	+0.997
7500 OBO McGraw/Big Machine Tim McGraw	+0.919
LIKE I LOVE COUNTRY MUSIC RCA Nashville Kane Brown	+0.897
TRUTH ABOUT YOU Riser House/Columbia Nashville Mitchell Tenpenny	+0.804

MOST INCREASED PLAYS

	-	
TITLE Imprint/Label	Artist	GAIN
COUNTRY ON Capitol Nashville	Luke Bryan	+1520
THE KIND OF LOVE WE MAKE River House/Columbia Nashville	Luke Combs	+542
SHE HAD ME AT HEADS CAROLINA Warner Music Nashville/WMN	Cole Swindell	+438
TRUTH ABOUT YOU Riser House/Columbia Nashville Mite	chell Tenpenny	+371
LIKE I LOVE COUNTRY MUSIC RCA Nashville	Kane Brown	+342
5 FOOT 9 EMI Nashville	Tyler Hubbard	+313
WITH A WOMAN YOU LOVE Valory	Justin Moore	+287
GHOST STORY Capitol Nashville Carr	ie Underwood	+244
LAST NIGHT LONELY Capitol Nashville	Jon Pardi	+222
CIRCLES AROUND THIS TOWN Columbia Nashville	Maren Morris	+171

Radio Repor

NEW AND ACTIVE

TITLE Imprint/Label	Artist	total Audience	TOTAL Stations	ADDS
DATES IN PICKUP TRUCKS Interscope/	MCA Nashville Kassi Ashton	0.496	45	1
SOMETHING IN THE ORANGE Belting	Bronco/Warner Zach Bryan	0.450	9	1
BEACH BOYS Wheelhouse	LOCASH	0.434	29	4
WORTH A SHOT RCA/Columbia Nashville	Elle King Feat. Dierks Bentley	0.434	18	1
DOWNTOWN BABY Monument	Caitlyn Smith	0.403	41	0
PASS IT ON Arista Nashville	Ryan Hurd	0.366	36	1

RECURRENTS

THIS WEEK	TITLE Imprint/Label Artist	TOTAL AUD. (IN MILLIONS)
1	'TIL YOU CAN'T CoJo/Warner Music Nashville/WMN Cody Johnson	15.849
2	THINKING 'BOUT YOU Broken Bow Dustin Lynch Featuring Lauren Alaina Or MacKenzie Porter	14.373
3	NEVER SAY NEVER Broken Bow/Warner Music Nashville/WMN Cole Swindell / Lainey Wilson	12.409
4	IF I DIDN'T LOVE YOU Macon/Capitol Nashville/Broken Bow Jason Aldean & Carrie Underwood	11.777
5	SAND IN MY BOOTS Republic/Big Loud Morgan Wallen	10.867
6	WILD HEARTS Hit Red/Capitol Nashville Keith Urban	10.404
7	FOREVER AFTER ALL River House/Columbia Nashville Luke Combs	10.018
8	23 MCA Nashville Sam Hunt	9.482
9	DRUNK (AND I DON'T WANNA GO HOME) RCA/Columbia Nashville Elle King & Miranda Lambert	8.311
10	FAMOUS FRIENDS RCA Nashville Chris Young + Kane Brown	8.065





TEXAS REGIONAL RADIO REPORT

WEEK ENDING JULY 3, 2022

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THIS WEEK	LAST WEEK	WKS ON Chart		TW Spins	SPINS +/-	THIS WEEK	LAST WEEK	WKS ON Chart	TITLE (Label) AF	TIST	TW Spins	SPINS +/-
0	2	14	PHONES DON'T WORK (Independent) ★★ 1 Week at 1 ★★ Wade Bowen	1919	87	0	11	21	WAVE DANCER (Soundly Music) The Wilde	r Blue	1344	36
2	3	17	A COWGIRL LIKE YOU (Independent) Jon Wolfe	1787	37	12	4	20	ALL YOU GOT (Independent) William Clark	Green	1343	-226
3	5	30	CAUSE HE'S A COWBOY (Independent) Matt Castillo	1571	54	13	15	22	COME HOME TO YOU (10X Music Group) Brodi	e Lane	1246	111
4	9	17	TRACTOR TOWN (Independent) Jake Bush	1540	164	14	12	20	LOVE'S GOT A HOLD ON YOU (Independent) Bart Crov	Band	1226	33
6	6	18	THE HIGHWAY KIND (Independent) Josh Abbott Band	1517	25	Ð	13	20	BEAUTIFUL LOVE SONGS (Independent) George N	ivarro	1199	30
6	7	23	WATERING HOLE (Independent) Kendall Shaffer f/ Jeffery Allen Imler	1510	82	16	16	14	LOVESICK DRIFTING COWBOY (Independent) James Robert	Webb	1193	67
0	8	22	ANOTHER YOU (Independent) Drew Fish Band	1461	48	Ū	19	13	WORKING MAN'S WOMAN (Independent) Jesse R	ub Jr.	1112	54
8	1	19	JOHN WAYNE (Independent) Whiskey Myers	1397	-455	18	21	10	ONE HONKY TONK TOWN (Independent) David Adam	yrnes	1096	82
9	10	24	EVEN TEXAS COULDN'T HOLD HER (Independent) Casey Chesnutt	1357	12	19	17	25	FOLLOW (Highway 90) William Bec	mann	1095	7
10	14	11	TELLING ON MY HEART (Independent) Casey Donahew	1345	202	20	20	20	THINGS YOU DON'T KNOW (Little Red Truck) Dery	Dodd	1030	8

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

BONUS DISTRIBUTION

11,000 + Grammy[™] Voters will be mailed a copy of this special issue

bilboard GRAMMY® FIRST LOOK

ALE T

On July 23rd, *Billboard* will publish a GRAMMY® First Look special feature showcasing the artists, producers and other creative professionals whose music was released from October 1, 2021- September 30 2022 and look at the early contenders for the 65th GRAMMY® Awards in the categories of Record Of The Year, Song Of The Year, Album Of The Year and Best New Artist.

July 13 - August 31 Online Entry Process Access Period

Take advantage of this early opportunity during this eligibility period to showcase accomplished work to the music industry as they prepare to cast thier entries for Music's Biggest Night[®]

ISSUE DATE 7/23 AD CLOSE 7/13 MATERIALS DUE 7/14

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NASHVILLE & NATIONAL TOM ROLAND



Yearwood accepted Country Radio Broadcasters' artist achievement award during the Country Radio Hall of Fame ceremony. From left: CRB board president Kurt Johnson, Alaina, Yearwood and CRB executive director R.J. Curtis.

CRB HALL OF FAME EVENT FETES TEN

Trisha Yearwood, Warner Music Nashville (WMN) chairman/CEO John Esposito and eight broadcasting veterans were recognized during the Country Radio Broadcasters' (CRB) Country Radio Hall of Fame ceremony on June 30 at Nashville's Virgin Hotel.

The radio slate included off-air honorees **Becky Brenner** (KMPS Seattle, Albright & O'Malley & Brenner Country Radio Specialists) and **Barry Mardit** (WWWW Detroit, WEEP Pittsburgh). Newly inducted Hall of Fame personalities included Whitney Allen (*The Big Time*, KZLA Los Angeles), Debbie Conner (WIL St. Louis, WSAI Cincinnati) and Cathy Martindale (WSM Nashville, KSCS Dallas), plus WYCD Detroit morning team Rachael Hunter and Steve Grunwald. Also recognized was Bob Call (KYGO Denver), a 2021 inductee who was unable to attend last year's event.

Five of the eight broadcasting winners were female, and the efforts behind their advancement were top of mind.

"I was told I was taking a man's job, a man who had a family to support," said Conner, who raised two children as a single mother. "Well, guess what? So did I."

"Most of us here did not have women mentors because we were the pioneers," Martindale noted while thanking several radio luminaries for their support, including the late **Ralph Emery** (WSM, The Nashville Network), **Ed Salamon** (United Stations Radio Network, **WHN** New York) and **Charlie Chase** (WSM, TNN).

Lauren Alaina helped honor Yearwood, who received the CRB artist career achievement award, with performances of "Walkaway Joe" and "She's in Love With the Boy." Earlier this year, Yearwood officially inducted Alaina as a member of the Grand Ole Opry.

Esposito accepted the CRB president's award, which recognized his impact on WMN and Music Row since he moved to Nashville in 2009. During that time, he has dramatically reshaped the company's roster, with **Blake Shelton** the only remaining act that he inherited.

"The first thing I did was announce to the company that A&R was going to run the company ... we are going to win or lose based on what they do," Esposito told the audience. "I told the team we were going to build the company around Blake."

The WMN roster now also includes Kenny Chesney, Dan + Shay, Brett Eldredge, Cole Swindell, Cody Johnson, Ashley McBryde, BRELAND, Bailey Zimmerman and Randall King.

Go <u>here</u> for the full story.

—Jessica Nicholson

RADIO & RECORDS®

Warner Music Nashville vp of artist development **Justin Luffman** re-signed, extending his 12-year tenure with the company ... Bluegrass music's Pinecastle label signed **Route 3** and **The King James Boys** to recording deals ... **Joey Tack** will start July 11 as morning host at **WIVK** Knoxville, Tenn., returning to a market where he previously spent 15 years on-air with top 40 **WKHT**. He was most recently **WLHK** Indianapolis assistant PD/morning host. The hire follows the departure of veteran broadcasting duo **Tony Randall** and **Kris Rochester**, who spent almost five years in the daypart ... SiriusXM moved *The T.G. Shep*- *pard Show* from the Elvis Channel to Prime Country on July 1 ... Jason Carr was transferred to iHeartMedia/West Palm Beach, Fla., where he will operate as senior vp of programming, RadioInk.com reported. The 11-station cluster includes country WAVW. He moves from iHeart/Cleveland, where he served as PD for rock WMMS and adult hits WHLK ... Hubbard/Phoenix vp/market manager Trip Reeb added a similar title with the chain's Seattle cluster to his job description, according to RadioInk.com. The five-station Seattle group includes country KNUC ... One Putt Broadcasting launched classic country KWDO on July 4, RadioInsight.com reported. Toni-Marie handles afternoons, landing in the role eight months after she left WKDF Nashville for her family ... Colton Bradford vacated the afternoon shift at WBWL Boston on July 1, according to RadioInsight.com. He will focus full time on his role at WBTS-TV, where he co-hosts *The Hub Today*.

'ROUND THE ROW

Monument duo Tigirlily signed a management deal with Roundhouse Entertainment ... Songwriter-guitarist Rob Williford ("Doin' This,' "Beautiful Crazy") inked a publishing agreement with Edgehill Music and Warner Chappell Nashville ... Carnival Music added Jaida Dreyer ("Home Alone Tonight") to its songwriting roster ... Singer-songwriter Adia Victoria signed a publishing contract with Reservoir and its joint-venture partner, One Riot ... Sony Music Publishing Nashville welcomed songwriter-artist David Morris as a signee ... Renee Blair snagged a publishing deal with Round Hill ... Warren Zeiders is scheduled to make his Grand Ole Opry debut on July 9 ... Willie Nelson chronicles his musical relationship with late drummer Paul English in a new Harper Horizon book, Me and Paul: Untold Tales of a Fabled Friendship, due Sept. 20 ... Photographer Bill Thorup has begun selling signed prints of images including Johnny Cash, John Prine and Willie Nelson at CountryCutiesClothing.com ... Garth Brooks will receive the Kris Kristofferson Lifetime Achievement Award during the Nashville Songwriters Association International's fifth annual Nashville Songwriter Awards on Sept. 20 at the Ryman Auditorium ... Bluegrass fiddler Michael Cleveland was named a 2022 recipient of a National Heritage Fellowship by the National Endowment for the Arts. The honor, which includes a \$25,000 award, recognizes achievement in the folk and traditional arts ... PLA Media president/CEO Pam Lewis was awarded a fellowship in the U.K.-based Royal Society of Arts in June ... The Country Music Association will email first-round ballots to members for the 56th annual CMA Awards on July 6, with the round closing on July 15 ... The Nashville chapter of the Association of Independent Music Publishers has released the first seven episodes of its 20-installment 2022 podcast, AIMP Nashville Pubcast, hosted by Anthem senior director of creative **Tim Hunze**. Participants have included Big Machine Music executives Mike Molinar and Alex Heddle, Milk & Honey Nashville head Shelby Yoder and songwriter Dennis Matkosky ("You'll Think of Me," "Maniac") ... Lee Ann Womack and Mickey Guyton will lead the entertainment for an informational event, Got Your 6 Vet Fest, from 3 p.m.-7 p.m. on July 9 at Nashville's Loveless Café. Veterans organization the Bob Woodruff Foundation is presenting the gathering ... Country Luau Spirits is hosting a July 10 pool party benefiting Music Health Alliance and the Ben Eyestone Fund beginning at noon at Nashville's Dive Motel. Tickets are \$40 until 4 p.m., \$30 afterward .

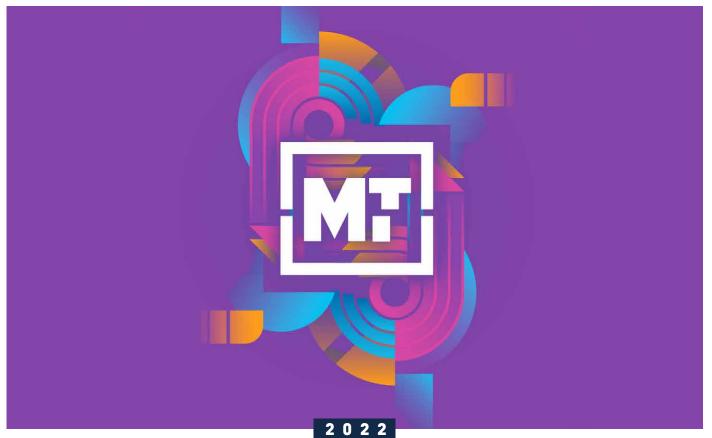


Chase Rice (left) celebrated NASCAR driver Chase Elliott's win with him at the Ally 400 on June 26 at the Nashville Superspeedway.



Recording artist Tommy Townsend (right) visited SiriusXM PD Jeremy Tepper during a June 29 media day in New York.

billboard



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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billboard Hot Country Songs

AIRPLAY, STREAMING & SALES DATA COMPILED BY

				—	-		
THIS WEEK	LAST WEEK	TWO WEEKS AGO	WKS ON Chart	TITLE PRODUCER (SONGWRITER)	Artist	COUNTRY Airplay Rank	PEAK Position
0	2	-	2	THE KIND OF LOVE WE MAKE ** No. 1 (1 Week) ** CHIP MATTHEWS, J.D. SINGLETON, L. COMBS, L. DAVIS, D. ISBELL, R. ISBELL)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	13	1
0	1	1	45	WASTED ON YOU J.MOI,J.DURRETT (M.WALLEN,E.K.SMITH,J.THOMPSON,CHARLIE HANDSOME)	Morgan Wallen REPUBLIC/BIG LOUD	1	1
3	5	11	8	LIKE I LOVE COUNTRY MUSIC ** Airplay Gainer **	Kane Brown RCA NASHVILLE	7	3
4	4	3	35	TAKE MY NAME D.FANNING (M.THOMAS,A.GORLEY,D.FANNING,B.JOHNSON)	Parmalee STONEY CREEK	2	2
5	3	5	7	YOU PROOF J.MOI,CHARLIE HANDSOME (M.WALLEN,A.GORLEY,E.K.SMITH,CHARLIE HANDSOME)	Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	43	1
6	13	14	9	SHE HAD ME AT HEADS CAROLINA ** Streaming & Sales Gainer ** Z.CROWELL (A.GORLEY,C.SWINDELL,J.FRASURE,M.D. SANDERS,THOMAS RHETT,T.NICHOLS)	Cole Swindell WARNER MUSIC NASHVILLE/WMN	26	6
0	7	7	10	SOMETHING IN THE ORANGE R.HADLOCK (Z.L.BRYAN)	Zach Bryan BELTING BRONCO/WARNER	-	3
8	9	9	41	'TIL YOU CAN'T T.W.WILLMON (B.M.STENNIS,M.ROGERS)	Cody Johnson COJO/WARNER MUSIC NASHVILLE/WMN	RC	1
9	10	6	19	DAMN STRAIT FROGERS,D.WELLS,A.ESHUIS (J.A.COLLINS,T.TOMLINSON)	Scotty McCreery TRIPLE TIGERS	3	6
10	8	8	24	TROUBLE WITH A HEARTBREAK M.KNOX (B.BEAVERS,K.M.ALLISON,T.KENNEDY,J.MORGAN)	Jason Aldean MACON/BROKEN BOW	4	4
0	11	10	20	FALL IN LOVE A.R.SHAWN (A.R.SHAWN,B.ZIMMERMAN,G.J.LUCAS)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	40	9
Ð	12	2	3	ROCK AND A HARD PLACE A.R.SHAWN (B.ZIMMERMAN,H.WARREN,J.HACKWORTH,J.HARVEY)	Bailey Zimmerman ELEKTRA/WARNER MUSIC NASHVILLE/WEA	-	2
ß	19	19	6	5 FOOT 9 T.HUBBARD,J.M.SCHMIDT (T.R.HUBBARD,J.JOHNSTON,C.MCGILL)	Tyler Hubbard EMI NASHVILLE	22	13
1	22	21	10	TOMORROW ME CHIP MATTHEWS, J.D.SINGLETON, L.COMBS, C.DILLON, R.FULCHER)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	-	13
Ð	15	15	26	FLOWER SHOPS J.MOI (E.K.SMITH,B.D/BURGESS,M.L.HOLMAN)	ERNEST Featuring Morgan Wallen BIG LOUD	18	13
16	16	12	15	GHOST STORY D.GARCIA,C.UNDERWOOD (D.A.GARCIA, J.KEAR, H.LINDSEY, H.WADSWORTH LONGFELLOW)	Carrie Underwood CAPITOL NASHVILLE	14	12
Ð	17	17	19	LAST NIGHT LONELY J.PARDI,B.BUTLER,R.GORE (J.BELL,J.FOX,D.MARLOWE)	Jon Pardi Capitol Nashville	11	17
18	23	20	28	7500 OBO B.GALLIMORE,T.MCGRAW (M.J.MCGINN,J.SCHOTT,N.SPICER)	Tim McGraw MCGRAW/BIG MACHINE	5	18
19	18	16	8	THOUGHT YOU SHOULD KNOW J.MOI (M.WALLEN,N.GALYON,M.LAMBERT)	Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	-	1
20	21	18	25	CIRCLES AROUND THIS TOWN G.KURSTIN (M.MORRIS,R.J.HURD,JULIA MICHAELS,J.ROBBINS)	Maren Morris COLUMBIA NASHVILLE	10	9
2	24	22	20	NEW TRUCK M.ALDERMAN,C.GIBBS,J.E.NORMAN (M.W.HARDY,H.PHELPS,B.JOHNSON,A.GORLEY)	Dylan Scott CURB	6	21
22	20	24	16	WILD AS HER C.FARREN (M.WALLEN,BRETT TYLER,K.ARCHER)	Corey Kent COMBUSTION MASTERS/RCA NASHVILLE	-	20
23	14	13	24	SHE LIKES IT J.KERR,J.SCOTT (R.DICKERSON,J.SCOTT,J.KERR)	Russell Dickerson & Jake Scott TRIPLE TIGERS	29	13
24	25	23	13	SON OF A SINNER ERNEST K,I.TOSHINSKY (J.DEFORD,E.K.SMITH,D.R.STEVENS)	Jelly Roll BAILEE & BUDDY/BMG/STONEY CREEK	24	23
25	27	26	29	PICK ME UP R.COPPERMAN,Z.KALE (G.BARRETT,J.M.NITE,R.COPPERMAN)	Gabby Barrett WARNER MUSIC NASHVILLE/WAR	27	25

COUNTRY SONGWRITERSTM

- 1 ^{#1}_{15WKS} LUKE COMBS 2 ERNEST
- 3 MORGAN WALLEN
- 4 ZACH BRYAN
- 5 ASHLEY GORLEY
- 6 DAN ISBELL
- 7 CHARLIE HANDSOME
- 8 BEN JOHNSON
- 9 BAILEY ZIMMERMAN
- TIE 10 BEN MERRITT STENNIS





COUNTRY PRODUCERSTM

	1	#1 74 WKS	JOEY MOI
	2	СН	IP MATTHEWS
FIE	3	JOI	NATHAN SINGLETON
FIE	3	LUI	KE COMBS
	5	AU	STIN SHAWN
	6	ZA	CH CROWELL
	7	DA	NN HUFF
	8	DA	VID FANNING
	9	RY/	AN HADLOCK
	10	TRI	ENT WILLMON
		-	

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

billboard Hot Country Songs

AIRPLAY, STREAMING & SALES DATA Compiled by LUMINATE

			—					
LAST WEEK	TWO WEEKS Ago	WKS ON Chart	TITLE PRODUCER (SONGWRITER)	Artist IMPRINT / PROMOTION LABEL	COUNTRY Airplay Rank	PEAK Position		
26	27	8						
NE	w	1	Luke Combs & Miranda Lambert RIVER HOUSE/COLUMBIA NASHVILLE	-	27			
28	25	32	BEST THING SINCE BACKROADS J.MOI (B.JOHNSON,J.MINTON,H.PHELPS,G.WARBURTON)	Jake Owen BIG LOUD	8	25		
30	28	27	AT THE END OF A BAR C. DESTEFANO,C.YOUNG (C.YOUNG,C. DESTEFANO,M.TENPENNY)	Chris Young With Mitchell Tenpenny RCA NASHVILLE	9	28		
29	30	48	TRUTH ABOUT YOU J.M.SCHMIDT,M.TENPENNY (M.TENPENNY,M.ALDERMAN,T.ARCHER)	Mitchell Tenpenny RISER HOUSE/COLUMBIA NASHVILLE	15	27		
31	33	40	WISHFUL DRINKING I ANDRESS, J.M.SCHMIDT (I ANDRESS, J.P.STARKER SAXE, J.PRICE, D.BROWN, R.WILLIAMSON)	Ingrid Andress With Sam Hunt ATLANTIC/WARNER MUSIC NASHVILLE/WEA	19	31		
32	32	19	SOUL B.GLOVER,K.JACOBS,LBRICE (K.KADISH,TFERRARI)	Lee Brice CURB	31	29		
36	35	15	WITH A WOMAN YOU LOVE J.S.STOVER,S.BORCHETTA (J.MOORE,P.DIGIOVANNI,C.MCGILL,J.S.STOVER)	Justin Moore VALORY	12	33		
33	31	26	JOY OF MY LIFE D.COBB.C.STAPLETON (J.C.FOGERTY)	Chris Stapleton MERCURY NASHVILLE	36	27		
35	37	15	NO HARD FEELINGS S.MCANALLY,OLD DOMINION (M.RAMSEY,T. ROSEN,W.SELLERS,G.SPRUNG,B.F.TURSI,S.MCANALLY)	Old Dominion ARISTA NASHVILLE	20	35		
34	-	2	2 NATURAL BRELAND					
39	38	5	DON'T COME LOOKIN' LDICK (J.DEAN,C.LDICK)	Jackson Dean BIG MACHINE	16	37		
NE	w	1	ANY GIVEN FRIDAY NIGHT CHIP MATTHEWS, J.D. SINGLETON, LCOMBS, (LCOMBS, R.MONTANA, J.D. SINGLETON)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	-	38		
RE-EN	ITRY	4	DOWN HOME A BOWERS, J.ALLEN (J.ALLEN, R.BALL, C. BEDELL, T.HOWELL)	Jimmie Allen STONEY CREEK	33	39		
38	36	12	HEARTFIRST J.BUNETTA,S.MCANALLY (K.BALLERINI,K.FAIRCHILD,A.VANDERHEYM)	Kelsea Ballerini BLACK RIVER	34	25		
44	39	5	WHAT MY WORLD SPINS AROUND PDIGIOVANNI (J.DAVIS,M.DRAGSTREM,R.J.HURD)	Jordan Davis MCA NASHVILLE	37	33		
NE	w	1	ON THE OTHER LINE CHIP MATTHEWS, J.D. SINGLETON, L.COMBS (L.COMBS, T.ARCHER, D.ISBELL, J.MCNAIR, R.MONTANA)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	-	42		
NE	w	1	GOING, GOING, GONE CHIP MATTHEWS, J.D. SINGLETON, L. COMBS, R. FULCHER, J.M. CNAIR)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	-	43		
NE	w	1	USED TO WISH I WAS CHIP MATTHEWS, J.D. SINGLETON, LCOMBS (L.COMBS, D.RUTTAN, J.D. SINGLETON)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	-	44		
MIENA 1 MIDDLE OF SOMEWHERE Luke		Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	-	45				
27 24 14 DON'T THINK JESUS Morgan V		Morgan Wallen MERCURY/REPUBLIC/BIG LOUD	RC	1				
NEW 4 BETTER BACK WHEN		Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	-	47				
41 40 9 EVERYONE SHE KNOWS Kenny Chesney		Kenny Chesney BLUE CHAIR/WARNER BROS./WEA	17	40				
NE	w	1	CALL ME CHIP MATTHEWS, J.D. SINGLETON, L.COMBS (L.COMBS, S.MINOR, J.D. SINGLETON)	Luke Combs RIVER HOUSE/COLUMBIA NASHVILLE	-	49		
46	43	10	PARTY MODE Z.CROWELL (J.FLOWERS,R.BEAVER,R.ALEXANDER,J.KEIM,M.MCGINN)	Dustin Lynch BROKEN BOW	25	30		
	WEEK 26 28 30 29 31 32 36 33 35 34 39 NE RE-EN 38 44 NE NE 37 NE 37 NE 41 NE	LAST WEEKS 26 27 28 25 30 28 29 30 31 33 32 32 36 35 37 34 39 38 V RE-EVEV 38 36 44 39 NUEV State State <td colspan="2" state<="" th=""><th>LAST WEEKS WKESON 26 27 8 26 27 8 28 27 3 28 25 32 30 28 27 29 30 48 31 33 40 32 32 19 36 35 15 33 31 26 35 37 15 34 2 39 38 5 NET 1 4 38 36 12 44 39 5 NET 1 1 37 34 1 38 36 12 44 39 5 9 34 1 9 34 1 9 34 1 9 34 1 10 40 8 <</th><th>MAT WERK TITLE VALUE WERK TITLE 26 27 3 WHISKEY ON YOU 28 25 32 BEST THING SINCE BACKROADS 30 28 27 3 BEST THING SINCE BACKROADS 30 28 27 AT THE END OF ABAR COMP MATHEWSJ.D. SINGEFONLOWING (J. COMBS, MLANBERT, D. ISBELL) 29 30 48 TRUTH ABOUT YOU ANOTE, DARKEY AND YOU 31 33 40 JINGE CACKADDS JANGE, DARKEY AND YOU 32 32 19 SOUL CONSTANCE BACKADDS 34 40 JINSCHMIDTALTENEWY (M TENPENWY (M TENPENWY) TENPENWY) 32 32 19 SOUL BUCKER, SARCHTALL (J. MORE POLIGIOVANIC. MCGLLJ.S. STOVER) 33 31 26 JOO OF MY LIFE JON JOBM, SINGETON J. C. FORERTY) 34 - 2 NATURAL SINGERS, SMALL (D. BRAND, SUMBERS, SMALLC, BARTOLIN, J. SINGEFON, J. SUMSER, SMALL (D. BRAND, SUMSER, SMALL C. BARTOLIN, J. JANGE, S. MCANALLYO, J. DOWNING MARKEY, ROSEN, W. SELERS, S. PRUNG, B. F. UNSI, S. MCANALLYO, J. DOWNING MARKEY, ROSEN, W. SELERS, S. PRUNG, B. F. U</th><th>NAME NAME NAME</th><th>MAXMAXMAXMAXMAXMAXMAXMAXMAX26278MINISEEY ON YOUMast SonthAst SonthA</th></td>	<th>LAST WEEKS WKESON 26 27 8 26 27 8 28 27 3 28 25 32 30 28 27 29 30 48 31 33 40 32 32 19 36 35 15 33 31 26 35 37 15 34 2 39 38 5 NET 1 4 38 36 12 44 39 5 NET 1 1 37 34 1 38 36 12 44 39 5 9 34 1 9 34 1 9 34 1 9 34 1 10 40 8 <</th> <th>MAT WERK TITLE VALUE WERK TITLE 26 27 3 WHISKEY ON YOU 28 25 32 BEST THING SINCE BACKROADS 30 28 27 3 BEST THING SINCE BACKROADS 30 28 27 AT THE END OF ABAR COMP MATHEWSJ.D. SINGEFONLOWING (J. COMBS, MLANBERT, D. ISBELL) 29 30 48 TRUTH ABOUT YOU ANOTE, DARKEY AND YOU 31 33 40 JINGE CACKADDS JANGE, DARKEY AND YOU 32 32 19 SOUL CONSTANCE BACKADDS 34 40 JINSCHMIDTALTENEWY (M TENPENWY (M TENPENWY) TENPENWY) 32 32 19 SOUL BUCKER, SARCHTALL (J. MORE POLIGIOVANIC. MCGLLJ.S. STOVER) 33 31 26 JOO OF MY LIFE JON JOBM, SINGETON J. C. FORERTY) 34 - 2 NATURAL SINGERS, SMALL (D. BRAND, SUMBERS, SMALLC, BARTOLIN, J. SINGEFON, J. SUMSER, SMALL (D. BRAND, SUMSER, SMALL C. BARTOLIN, J. JANGE, S. MCANALLYO, J. DOWNING MARKEY, ROSEN, W. SELERS, S. PRUNG, B. F. UNSI, S. MCANALLYO, J. DOWNING MARKEY, ROSEN, W. SELERS, S. PRUNG, B. F. U</th> <th>NAME NAME NAME</th> <th>MAXMAXMAXMAXMAXMAXMAXMAXMAX26278MINISEEY ON YOUMast SonthAst SonthA</th>		LAST WEEKS WKESON 26 27 8 26 27 8 28 27 3 28 25 32 30 28 27 29 30 48 31 33 40 32 32 19 36 35 15 33 31 26 35 37 15 34 2 39 38 5 NET 1 4 38 36 12 44 39 5 NET 1 1 37 34 1 38 36 12 44 39 5 9 34 1 9 34 1 9 34 1 9 34 1 10 40 8 <	MAT WERK TITLE VALUE WERK TITLE 26 27 3 WHISKEY ON YOU 28 25 32 BEST THING SINCE BACKROADS 30 28 27 3 BEST THING SINCE BACKROADS 30 28 27 AT THE END OF ABAR COMP MATHEWSJ.D. SINGEFONLOWING (J. COMBS, MLANBERT, D. ISBELL) 29 30 48 TRUTH ABOUT YOU ANOTE, DARKEY AND YOU 31 33 40 JINGE CACKADDS JANGE, DARKEY AND YOU 32 32 19 SOUL CONSTANCE BACKADDS 34 40 JINSCHMIDTALTENEWY (M TENPENWY (M TENPENWY) TENPENWY) 32 32 19 SOUL BUCKER, SARCHTALL (J. MORE POLIGIOVANIC. MCGLLJ.S. STOVER) 33 31 26 JOO OF MY LIFE JON JOBM, SINGETON J. C. FORERTY) 34 - 2 NATURAL SINGERS, SMALL (D. BRAND, SUMBERS, SMALLC, BARTOLIN, J. SINGEFON, J. SUMSER, SMALL (D. BRAND, SUMSER, SMALL C. BARTOLIN, J. JANGE, S. MCANALLYO, J. DOWNING MARKEY, ROSEN, W. SELERS, S. PRUNG, B. F. UNSI, S. MCANALLYO, J. DOWNING MARKEY, ROSEN, W. SELERS, S. PRUNG, B. F. U	NAME NAME	MAXMAXMAXMAXMAXMAXMAXMAXMAX26278MINISEEY ON YOUMast SonthAst SonthA

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 O	COUNT			YEAR-TO-DA	TE			YEAR-OVER-YEAR
	ALBUM CONSUMPTION	AUDIO ON-DEMAND	VIDEO ON-DEMAND		2021	2022	CHANGE	ALBUM CONSUMPTION
This Week	1,569,000	1,820,549,000	127,228,000	Album Consumption	34,976,000	36,368,000	4.0%	'21 34.98 million
Last Week	1,552,000	1,811,768,000	127,214,000	Album Sales	4,591,000	3,513,000	-23.5%	'22 36.37 million
Change	1.1%	0.5%	0.0%					TOTAL ON-DEMAND STREAMS
This Week Last Year	1,403,000	1,561,422,000	132,711,000	Audio On-Demand	38,663,812,000	42,286,076,000	9.4%	'21 42.26 billion
Change	11.8%	16.6%	-4.1%	Video On-Demand	3,592,114,000	3,303,645,000	-8.0%	'22 45.59 billion

All data measures U.S. activity as of the week ending June 30, 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:

For inquiries about any Luminate, formerly MRC Data, please contact Howard Lin at Hlin@luminate.xyz

STREAMING & SALE DATA COMPILED BY LUMINAT						
D						
THIS WEEK	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE	CERT.	PEAK POS.
1	NE	w	1	LUKE COMBS GROWIN' UP RIVER HOUSE/COLUMBIA NASHVILLE 997801/SMN		1
2	1	1	77	MORGAN WALLEN DANGEROUS: THE DOUBLE ALBUM BIG LOUD 033180*/REPUBLIC	2	1
3	2	3	6	ZACH BRYAN BELTING BRONCO 86979/WARNER AMERICAN HEARTBREAK		1
4	3	5	138	LUKE COMBS WHAT YOU SEE IS WHAT YOU GET RIVER HOUSE/COLUMBIA NASHVILLE 595687*/SMN	2	1
5	4	6	265	LUKE COMBS RIVER HOUSE/COLUMBIA NASHVILLE 538883*/SMN	3	1
6	5	4	213	MORGAN WALLEN IF I KNOW ME BIG I OLD 783*	2	1
0	12	14	196	ELVIS PRESLEY RCA 58079*/LEGACY (19.98/12.98) ELVIS: 30 #1 HITS	6	1
8	6	9	374	CHRIS STAPLETON TRAVELLER MERCURY NASHVILLE 019405*/UMGN	4	1
9	8	8	85	CHRIS STAPLETON STARTING OVER MERCURY NASHVILLE 032689*/UMGN		1
10	7	7	33	TAYLOR SWIFT RED (TAYLOR'S VERSION) REPUBLIC 034504*		1
0	14	11	12	COLE SWINDELL STEREOTYPE WARNER MUSIC NASHVILLE 694948/WMN		6
12	10	10	23	WALKER HAYES COUNTRY STUFF: THE ALBUM MONUMENT 98353		2
13	11	20	284	GEORGE STRAIT 50 NUMBER ONES MCA NASHVILLE 000459/UMGN (25.98)	7	1
14	13	12	351	ZAC BROWN BAND GREATEST HITS SO FAR HOME GROWN 546369*/BMG		3
15	9	2	3	CARRIE UNDERWOOD DENIM & RHINESTONES CAPITOL NASHVILLE 035618*/UMGN		2
16	18	16	317	TIM MCGRAW NUMBER ONE HITS CURB 79205 (13.98)		6
17	17	15	155	TYLER CHILDERS PURGATORY HICKMAN HOLLER 001*/THIRTY TIGERS		9
18	15	13	9	MIRANDA LAMBERT PALOMINO VANNER/RCA NASHVILLE 96572*/SMN		2
19	20	18	38	CODY JOHNSON HUMAN: THE DOUBLE ALBUM COJO/WARNER MUSIC NASHVILLE 666969*/WMN		3
20	19	17	186	TOBY KEITH 35 BIGGEST HITS SHOW DOG-UNIVERSAL 010334/UME (19.98)		1
21	21	19	84	LEE BRICE HEY WORLD CURB 79537*	•	7
22	23	26	64	TAYLOR SWIFT FEARLESS (TAYLOR'S VERSION) REPUBLIC 033578*		1
23	26	23	106	GABBY BARRETT GOLDMINE WARNER MUSIC NASHVILLE 629930/WMN		4
24	24	22	287	BROOKS & DUNN THE GREATEST HITS COLLECTION ARISTA NASHVILLE 18852/LEGACY (18.98/12.98)	4	2
25	25	21	92	HARDY A ROCK BIG LOUD 836*		4

bata, 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.

bilboard AMERICANA/ FOLK ALBUMS							
THIS WEEK	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE	CERT.	PEAK POS.	
1	1	1	6	ZACH BRYAN AMERICAN HEARTBREAK BELTING BRONCO 36979/WARNER		1	
2	NE	w	1	JACK JOHNSON MEET THE MOONLIGHT BRUSHFIRE 035057*/REPUBLIC		2	
3	2	3	320	CHRIS STAPLETON TRAVELLER MERCURY NASHVILLE 019405*/UMGN	4	1	
4	3	2	85	CHRIS STAPLETON STARTING OVER MERCURY NASHVILLE 032689*/UMGN		1	
5	NE	w	1	CAAMP LAVENDER DAYS BY AND BY 587*/MOM + POP	-	5	
6	4	4	172	TYLER CHILDERS PURGATORY HICKMAN HOLLER 001*/THIRTY TIGERS	•	2	
7	6	5	366	HOZIER HOZIER HOZIER RUBYWORKS/COLUMBIA 309996*/LEGACY	3	1	
8	7	7	325	THE LUMINEERS CLEOPATRA DUALTONE 1738*		1	
9	8	8	282	SIMON & GARFUNKEL SIMON AND GARFUNKEL'S GREATEST HITS COLUMBIA 31350/LEGACY		3	
9	14	10	180	JOHN MELLENCAMP THE BEST THAT I COULD DO 1978 - 1988 MERCURY 536738*/UME	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.

						1 0,	STREAMING & SALES
			oard				Data compiled by
CC STI	RE	NT AM	RY IING SONGS		SU GI1		RY . SONG SALES
THIS WEEK	LAST WEEK	WKS ON CHART	TITLE	THIS Week	LAST WEEK	WKS ON CHART	TITLE
=≥ 0	<u>⊐</u> ≥ 1	≥⊡ 2	ARTIST THE KIND OF LOVE WE MAKE LUKE COMBS	<u>≓≥</u> 1	_⊐≥ 1	≥⊡ 2	ARTIST THE KIND OF LOVE WE MAKE LUKE COMBS
0	4	10	SOMETHING IN THE ORANGE ZACH BRYAN	0	4	10	SHE HAD ME AT HEADS CAROLINA COLE SWINDELL
3	3	76	WASTED ON YOU MORGAN WALLEN	3	2	27	WASTED ON YOU MORGAN WALLEN
4	2	7	YOU PROOF MORGAN WALLEN	4	N	W	SON OF THE DIRTY SOUTH Brantley gilbert feat. Jelly Roll
6	5	10	FALL IN LOVE BAILEY ZIMMERMAN	5	3	32	AA WALKER HAYES
6	13	5	SHE HAD ME AT HEADS CAROLINA COLE SWINDELL	6	7	8	LIKE I LOVE COUNTRY MUSIC Kane Brown
7	6	272	TENNESSEE WHISKEY CHRIS STAPLETON	7	5	7	YOU PROOF MORGAN WALLEN
8	7	3	ROCK AND A HARD PLACE BAILEY ZIMMERMAN	8	6	3	ROCK AND A HARD PLACE Bailey Zimmerman
9	17	5	TOMORROW ME LUKE COMBS	9	10	12	FALL IN LOVE BAILEY ZIMMERMAN
0	8	171	WHISKEY GLASSES MORGAN WALLEN	10	9	39	'TIL YOU CAN'T Cody Johnson
0	9	53	FANCY LIKE Walker hayes	0	N	W	OUTRUNNIN' YOUR MEMORY Luke combs feat. Miranda lambert
Ð	RE-EI	NTRY	DOIN' THIS LUKE COMBS	Ð	13	327	TENNESSEE WHISKEY CHRIS STAPLETON
ß	12	3	LIKE I LOVE COUNTRY MUSIC Kane Brown	13	8	55	FANCY LIKE Walker hayes
14	11	8	THOUGHT YOU SHOULD KNOW MORGAN WALLEN	1	17	4	SON OF A SINNER JELLY ROLL
Ð	NE	w	5 FOOT 9 TYLER HUBBARD	15	11	11	TAKE MY NAME PARMALEE
16	10	23	AA WALKER HAYES	16	N	w	A COUNTRY BOY CAN SURVIVE Hank Williams Jr.
Ð	18	36	'TIL YOU CAN'T Cody Johnson	Ð	14	3	DON'T COME LOOKIN' Jackson dean
18	14	2	WILD AS HER Corey Kent	13	12	6	5 FOOT 9 TYLER HUBBARD
Ð	16	52	SAND IN MY BOOTS MORGAN WALLEN	19	RE-E	NTRY	DIRT ROAD ANTHEM JASON ALDEAN
20	19	54	YOU SHOULD PROBABLY LEAVE CHRIS STAPLETON	20	N	w	MIDDLE OF SOMEWHERE LUKE COMBS
2	20	47	BUY DIRT Jordan Davis Feat. Luke Bryan	21	15	15	DAMN STRAIT Scotty McCreery
2	21	207	BEAUTIFUL CRAZY LUKECOMBS	2	N	w	GOING, GOING, GONE LUKECOMBS
23	24	17	FLOWER SHOPS ERNEST FEAT. MORGAN WALLEN	23	21	9	SOMETHING IN THE ORANGE Zach Bryan
2	23	62	CHASIN' YOU Morgan Wallen	24	RE-E	NTRY	READY SET ROLL Chaserice
Ð	22	87	FOREVER AFTER ALL LUKE COMBS	25	23	5	SOUL LEE BRICE
The w	eek's	top-	streamed and top-selling paid download	countr	y son	gs, re	spectively, from sales reports collected

Ine week's top-streamed and top-selling paid download country songs, respectively, from sales reports colle 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.

bi	iII	bo	C		sales compi	LED BY
THIS WEEK	LAST WEEK	2 WEEKS AGO	WEEKS ON CHT	ARTIST TITLE	CERT.	PEAK POS.
1	1	1	32	ROBERT PLANT / ALISON KRAUSS RAISE THE ROOF ROUNDER 610127*/CONCORD		1
2	2	2	17	DOLLY PARTON RUN, ROSE, RUN BUTTERFLY RECORDS 001*		1
3	4	4	40	BILLY STRINGS RENEWAL ROUNDER 610142*/CONCORD		1
4	3	5	13	MOLLY TUTTLE & GOLDEN HIGHWAY CROOKED TREE NONESUCH 677309*/WARNER		2
5	6	7	34	BELA FLECK MY BLUEGRASS HEART RENEW RECORDS 538689220/BMG		1
6	5	3	45	STURGILL SIMPSON THE BALLAD OF DOOD & JUANITA HIGH TOP MOUNTAIN 36800*/THIRTY TIGERS		1
7	NE	w	1	PETER ROWAN CALLING YOU FROM MY MOUNTAIN REBEL 1871		7
8	7	6	10	OLD CROW MEDICINE SHOW PAINT THIS TOWN ATO 0602*		1
9	8	8	20	VARIOUS ARTISTS COUNTRY FAITH BLUEGRASS CURB/BILLY BLUE 2334 CB EX		8
10	RE-EI	NTRY	2	AUTHENTIC UNLIMITED AUTHENTIC UNLIMITED BILLY BLUE 0032		4

Bluegrass Albums ranks the most popular bluegrass albums of the week, as compiled by Luminate, formerly MRC Data, based on album sales. Copyright 2022, Billboard Media, LLC and Luminate, formerly MRC Data. All rights reserved.

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

Jordan Davis Seeking Radio Spins While He 'Spins' His Personal Story

When **Jordan Davis** tells his wife, "You had me from that first hello," in the second verse of his current single, it may not be the most original line he has written.

But it's one that's delivered with sincerity, derived straight from a chance meeting with the former **Kristen O'Connor**, who was indeed the subject of a love-at-first-sight moment.

"Maybe not so much for her," Davis allows. "It was a very uncommon meeting in New Orleans. And I ended up changing my flight, staying back in New Orleans to hang out with horleaner. So Leaved

Orleans to hang out with her longer. So I could definitely say that right off the bat, I was pretty hooked in."

"What My World Spins Around" recognizes the transformations in Davis' life since that moment. They married five years ago, grew their family to four and created an adult scenario in which the singer got the music career he longed for, only to make it the No. 2 priority in his life. That shift became a running theme in his songwriting efforts—"Spins" is, in some ways, a continuation of "Buy Dirt." His efforts to fully capture his revised sense of commitment led Davis to the title itself.

"It came from just trying to write a bunch of songs about how my world has changed," he says. "For the longest time, I was kind of writing how me and Kristen's relationship had changed and two kiddos have come into the picture. And I feel like it really was a title that was born out of trying to write that song, but not doing it very well."

He finally asked himself a question: "'At the end of this song, what do I want the listeners to take away from it?' And that's where I think it got to, 'Well, you know, my world revolves around my family."

Davis brought the title up during a 2020 cowrite with fellow artist **Ryan Hurd** and

songwriter **Matt Dragstrem** ("Be a Light," "One Margarita") in the midst of the pandemic at a Big Machine conference room.

"We were all like 30 feet apart, had the doors open," recalls Dragstrem. "We're pretty much outside, and I had the speaker set up in my laptop, and I had that track. And it was just that verse part. I didn't have the halftime thing until we started writing the chorus."

That verse part used a syncopated guitar riff to create minor-sounding tension amid major chords. It was only after Dragstrem played that idea that Davis mentioned "What My World Spins Around" as a potential title, even though it wasn't the setting he had originally envisioned.

"I thought this was probably going to be more of a ballad song, something midtempo at best," Davis says.

Hurd kicked into a melody while mostly mumbling random words and syllables. As they polished it, the mumbled phrases became a series of blue-collar images, many of them taking place in the great outdoors. That's appropriate for Davis, who earned a degree in environmental science at Louisiana State. Still, he had some uncertainty about whether "Spins" was actually a song they were writing for him until Hurd suggested a line about taking a trip to Baton Rouge.

The chorus shifted into a halftime feel with power chords setting an anthemic tone while the singer's verbal appreciation moved from his outdoor pursuits to the woman who shook up his life. As the stanza ended, the writers pulled the couple and his tastes together as he celebrates their "Back 40 view on our piece of ground/Watching you watch the sun going down." That chorus required a sizable 14 lines to reach the hook, though its '90s power-pop texture kept its energy moving all the way to the payoff.

"I didn't care how long it was because it kind of felt natural," says Dragstrem. "I think it's always important to follow that stream of consciousness. If it feels right, then it is right."

Davis sang a vocal for the demo before they parted ways, trimming words in the chorus in a few spots to allow space for a breath. Dragstrem dug in further

on the production at his studio, adding real drums and bigger guitars to bring it closer to its final shape.

Davis brought it out during a master session at Nashville's Backstage Studios with producer **Paul DiGiovanni (Lauren Alaina, Justin Moore**), who took note of the demo's aggressive stance. He considered toning it down a bit — they may have even tried recording a lighter version — but ultimately decided it needed to keep its edgy quality.

"A lot of the tricks with that song is it's two chords, pretty sure the entire time," Di-Giovanni says. "It's the one chord and the four chord, back and forth, back and forth. So when it's three minutes or whatever of that, the question is, how do we keep people interested and keep this fun and evolving for that time, because we don't have the luxury of another chord to go to."

Drummer **Nir Z** sparked much of the energy, stepping up to 16th notes midway through the chorus to propel another level of movement, and guitarist **Derek Wells** created steel-like swells that lent a sense of mystery. Mostly, the band stuck with much of the demo's ideals, delivering the parts with more punch.

"My favorite thing is when a producer

takes my demo and just makes it like a pro version," says Dragstrem. "It has a cleaner, better guitar player; a real drummer, Nir Z; and then just a cleaner vocal take."

Davis knocked out the vocal over two days, doing only a few takes each day to keep a fresh sound on the chorus. He was challenged, he says, by "how high that chorus is and getting the flow right, to where I can get my breathing down and not sound like I'm about to black out at the end of the chorus."

Late in the process, DiGiovanni layered a tremolo guitar into the solo section, setting the effect so that it works like 16th notes, moving the energy forward a bit more and providing a contrast mid-song.

"It just felt like we were straight-up rock, like in '90s rock land, so I'm like, 'I need something else weird,' "DiGiovanni says. "Often, just to add to creativity, I'll pull up a few plugins without even [an] intention. That day, I pulled up a tremolo. Sometimes I'll pull up some reverbs and stereo widening things, just to break free of what I would normally play for a guitar solo."

"What My World Spins Around" is definitely connecting. Released by MCA Nashville to country radio via PlayMPE on May 26, it has reached No. 37 on the Country Airplay chart dated July 9.

Though it was written before "Buy Dirt," "Spins" seems to have found its right timing by serving as a follow-up single — and by signaling where Davis' heart is, establishing a theme for his forthcoming album.

"It's a song that could have been on *Buy Dirt*," says Davis. "But I'm glad we didn't put it on that one because it's a staple in this new record." •



billboard Country Airplay Index

TITLE Publishing-Licensing Org. (Songwriter) Chart Position

- 5 FOOT 9 T Iree Music, BMI/Warner-Tamerlane Publishing Corp., BMI/Sony Cross Keys Publishing, ASCAP/Songs For Buddy ASCAP/Songs Of Universal, Inc., BMI/Song For Buddy ASCAP/Songs Of Universal, CMCGIII) 22
- 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.McGinn*, JSchott, N.Spicer) 5

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

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BEST THING SINCE BACKROADS Hits BES1 THING SINCE BACKROADS Hits From The lape Room, BM/Jean There Wrote That Publishing, BMI/Artist 101 Publishing Group, BMI/Round Hill Works, BMI/First (ut Is The Deepest Inc, BMI/Here Comes The Boom Music, BMI/Nontyriaci Music, ASCAP/ Who Wants To Bur My Publishing, ASCAP/WC Music Corp., ASCAP/Songs Of Kobalt Music Publishing America, Inc, BMI/Sony Ballad, BMI (BJonnson, J.Minton, H.Phelps, GWarburton) 8

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- COUNTRY'D LOOK GOOD ON YOU Spirit Iwo Nashville, ASCAP/Fluid Tunes, ASCAP/Pickin Padre Music, ASCAP/Spirit Of Nashville One, BMI/Tunes Of Fluid, BMI/Rust And Chrome Music, BMI/Warner-Tameriane Publishing Corp., BMI/Universal Music Corp., ASCAP/No Bridge Publishing, ASCAP (D.George, M.Criswell, T.Phillips, C.Taylor) 23
- COUNTRY ON Sony Tree Publishing, BMJ/MV2 Music, BMI/Beer (an Hill Music, BMI/Warrier-Tamerlane Publishing Corp., BMI/Getyasome Music, BMI/WC Music Corp., ASCAPI/KIM Music Publishing, ASCAPI/Mitchell Marlow Music, ASCAP (D.Frasier, S.Haury, M.Nesler, Mitch Ordenul 11 Oglesby) 21

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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 (R.Copperman, S.McAnally, JOsborne) 17

- EVERYTHING SHE AIN'T WC Music Corp. ASCAP/Pigasus, ASCAP/Cockeyed Hat Music, BMI/Harolds Purple Heart Music, BMI/Little Louder Songs, BMI/Songs Of Kobalt Music Publishing America, Inc., BMI (H.Whitters, B.Simpson, R.Iyndell) 55
- FALL IN LOYE Gavin J, Lucas Publishing, ASCAP/WC Music Corp., ASCAP/Bailey Zimmerman Publishing, BM/J Fart Creations, BM/Warner-Tamerlane Publishing Corp., BMI (A.R.Shawn, B.Zimmerman, G.J.Lucas) 40
- FLOWER SHOPS Songs Of Universal, Inc., BMI/ Big Loud Mountain, BMI/Ern Dog Music, BMI/Warner-lamerlane Publishing Corp., BMI/Inis Songs For You Pops, BMI/Stut Wilde Songs, BMI (E.K.Smith, B.D/Burgess, M.L.Holman) 18

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- HALF OF ME Warner-Tamerlane Publishing Corp. BMI/Ritten By Rhettro. BMI/Cricket On The Line. BMI/WiC Music Corp., ASCAP/EMI Blackwood Music Inc., BMI/Big Music Vachne, BMI/WIZ Music, BMI/Music Of MAM, BMI/ Sony Tree Publishing, BMI (Thomas Rhett, R Akins, W.Bundy, J.Thompson) 30
- HEARTFIRST Feel Your Way Through Publishing, ASCAP/Roc Nation US Music, SESAC/Self Made Entertainment, BMI/Songo Gf Rhythm House Black, SESAC/Sony Cross Keys Publishing, ASCAP/Vandeezy Songs, SESAC/W.C.M. Music Corp., SESAC/Warnee-Tamertane 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 (*LWilson, DWilson, T.Anderson*) 42
- 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) 58
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- HUMAN BMG Gold Songs, ASCAP/Heytone Music, ASCAP/She And I, LLC BM/Songs Of Mighty Isis Music, BMI/It's Killer Music, BMI/Songs Of Kobait Music Publishing America, Inc., BMI (7Lane, T.Meadows) 44

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- THE KIND OF LOVE WE MAKE Songs of Universal, Inc., BM/Bootleg Lyrics, BM/Sony Tree Publishing, BM/Song of De Point Publishing, BM/ Lunkettown Music, BM/Sony Countryside, BM/Big Music Machine, BM/So Egg Music, BMI (LCombs, JDavis, Disbell, Risbell) B
- LAST NIGHT LONELY Warner-Tamerlane Publishing Corp., BMI/W.C.M. Music Corp., SESAC/ Situation Songs, SESAC/PIA Entertainment Publishinge Designee, BMI (J.Bell, J.Fox, D.Marlowe) 11

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- LEARN FROM IT Hometowners Music, BMI/Hits From The Tape Room, BMI/Songs Of Miller Crow, BMI/ Round Hill Compositions, BMI/Big Music Machine, BMI/ Florida Songs Vibez, BMI/Warner-Tamerlane Publishing Corp., BMI (C.Smith, D.Ross) 39
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In 1987, one of Strait's signature hits became his 11th of 44 Hot Country Songs leaders On July 11, 1987, **George Strait**'s "All My Ex's Live in Texas" hit No. 1 on *Billboard*'s Hot Country Songs chart.

Husband-and-wife team Sanger D. and Lyndia J. Shafer wrote the Jimmy Bowen-produced track. A fun fact, given the song's storyline: Lyndia was Sanger's fourth bride.

"Texas" was released as the second of three Hot Country Songs No. 1s from Strait's album *Ocean Front Property*, in between the title track and "Am I Blue." It became the 11th of his record 44 leaders, which span from "Fool Hearted Memory" in 1982 through "River of Love" in 2009.

On Billboard's Country Airplay chart, which launched in 1990, Strait became the first artist to tally 100 entries with the 2019 debut of "The Weight of the Badge," which he co-authored with son **Bubba** Strait and Dean Dillon. Parent set Honky Tonk Time Machine became Strait's record 27th Top Country Albums No. 1.

On July 30, Strait is set to headline a concert at GEHA Field at Arrowhead Stadium in Kansas City. Little Big Town, Parker McCollum and Chris Stapleton are also featured on the lineup.

–JIM ASKER

Strait at the Grammy Awards in New York in 1988.

REWINDING THE COUNTRY CHARTS

T	ΨÄ	WE	2 V AG	CHK	PRODUCER (SONGWRITER)	ARTIST LABEL & NUMBER/DISTRIBUTING LABEL
		2	3	11	ALL MY EX'S LIVE IN TEXAS J.BOWEN,G.STRAIT (S.D.SHAFER, L.J.SHAFER)	No. 1 ★ ★ 1 week at No. One GEORGE STRAIT MCA 53087
	2	3	8	10	I KNOW WHERE I'M GOING B.MAHER (D.SCHLITZ, C.BICKHARDT, B.MAHER)	THE JUDDS RCA/CURB 5164-7/RCA
	3	4	10	12	THE WEEKEND T.BROWN, J.BROWN (B.LABOUNTY, B.FOSTER)	◆ STEVE WARINER MCA 53068
	4	5	9	12	ANOTHER WORLD J.E.NORMAN (J.LEFFLER, R.SCHUCKETT)	CRYSTAL GAYLE AND GARY MORRIS WARNER BROS, 7-28373
	5	7	13	11	LOVE SOMEONE LIKE ME T.WEST (H.DUNN, R.FOSTER)	HOLLY DUNN MTM 72082/CAPITOL
	6	9	14	2	SNAP YOUR FINGERS	RONNIE MIL SAP