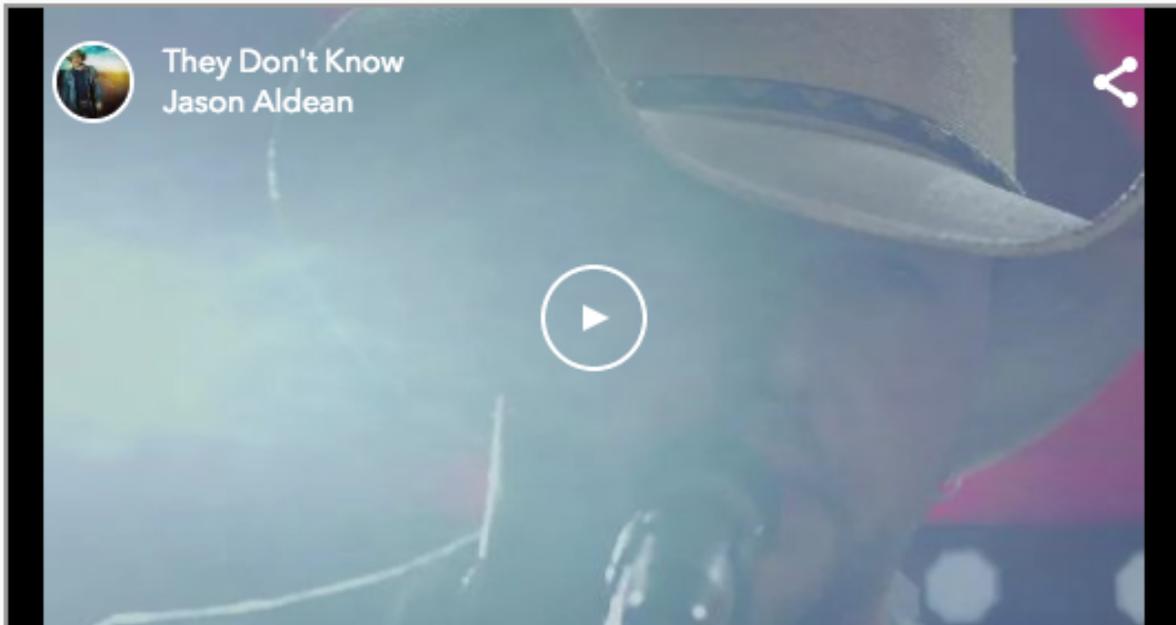




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Exclusive: See the video for Jason Aldean's 'They Don't Know'

Bob Doerschuk, special for USA TODAY 12:10 p.m. ET May 22, 2017



More than proud of his past, country music superstar Jason Aldean celebrates it in such songs as Dirt Road Anthem, Fly Over States and most recently in his newest single, They Don't Know.

Its lyrics are defiant, targeting outsiders who see rural America as nothing but "tractors, barbed wire and tall green grass." His voice rising and intensifying, he accuses those who "call us a two-lane, just-passing-by-slow downtown" of not understanding that this is "the ground we grew up on."

"Nothing gets under my skin more than being stereotyped," Aldean, 40, insists. "If you live in some big city and you get all your fruits and vegetables at the grocery store, that stuff didn't just magically appear on the shelf. Some farmer in the Midwest or the South busted his ass to get it there. That's how they make their living. They're some of the hardest-working people there are. A lot of times they don't get the respect they deserve."

The video to that song, premiered here (and above), drives home the theme of working hard and partying harder, with images of Aldean's road crew building the stage before his show, close-ups of faces that reflect lives spent laboring outdoors, the star and his band performing before thousands of enraptured fans and Aldean's new logo, which arranges his initials into the shape of Georgia, his home state.

This isn't the first time and doubtless won't be the last that Aldean stands up for these bedrock values. With nearly 10 million Facebook followers, 15 million album sales and 19 No. 1 hits to his name, he feels hopeful that his message is being heard far beyond the heartland.

"I remember watching Mellencamp and Willie Nelson do Farm Aid," he says. "Those guys are a voice for the people. I'm not saying we're the same, but I'm from Middle Georgia -- no bells and whistles. So if I can be a voice for the common man, for Middle America, that's cool with me."

