

**MONDAY**  
**MORNING**  
**INTEL**

*Ghost Story*  
CARRIE UNDERWOOD



**MMI**  
**PROFILE**  
**BOBBY YOUNG**

*Country Edition*

**NASHVILLE**  
**APPROVED**

**MAY 2, 2022**





# *Ghost Story*

## CARRIE UNDERWOOD

TOP 30! MOST ADDED AGAIN!

ON-DEMAND STREAMS +31.6% 3.4 MILLION STREAMS, 14.1 MILLION TO DATE

[CLICK HERE TO WATCH THE BRAND-NEW MUSIC VIDEO.](#)



# **MONDAY MORNING INTEL**

MAY 2, 2022

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***MMI - A MODERN DAY MUSIC RESEARCH SYSTEM***



# HARDY

DIRECT SUPPORT ON THE **SOLD OUT**  
MORGAN WALLEN: THE DANGEROUS TOUR

**"GIVE HEAVEN SOME HELL"**

**159M** ON-DEMAND STREAMS

**OVER 25M+** VIDEO VIEWS  
ON GIVE HEAVEN SOME HELL  
[OFFICIAL MUSIC VIDEO]

**1.2M** EQUIVALENTS TO DATE

**MAX AIRPLAY  
NOW**

**11 #1** SINGLES AS A WRITER

**2 #1** SINGLES AS AN ARTIST

"ONE BEER" & "BEERS ON ME"

**2022 ACM SONGWRITER OF THE YEAR**  
**2X AIMP SONGWRITER OF THE YEAR [2020, 2022]**

**BIG LOUD**



**MONDAY  
MORNING  
INTEL**

**#1**

**SONGS THIS WEEK**  
BY MMI COMPOSITE CATEGORIES **5.2.22**

**AIRPLAY**

COLE SWINDELL & LAINEY WILSON "Never Say Never"

**RETENTION**

COLE SWINDELL & LAINEY WILSON "Never Say Never"

**CALLOUT**

PARMALEE "Take My Name"

**AUDIO**

MORGAN WALLEN "Don't Think Jesus"

**VIDEO**

MORGAN WALLEN "Don't Think Jesus"

**SALES**

MORGAN WALLEN "Don't Think Jesus"

**COMPOSITE**

COLE SWINDELL & LAINEY WILSON "Never Say Never"



**DYLAN  
SCOTT**

**NEW TRUCK**

**TOP 20!**

**BIG RESEARCH EVERYWHERE**

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RECORDS  
curb.com

Weighted Airplay, Retention Scores, Streaming Scores, and Sales Scores this week combined and equally weighted deviser Powers Rankers.

TWRK AIRPLAY	TWRK RETENTION	TWRK CALLOUT	TWRK AUDIO	TWRK VIDEO	TWRK SALES	TWCOMP RANK	ARTIST	TITLE	LABEL
1	1	4	5	10	4	1	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
8	3	5	9	4	5	2	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
2	6	21	4	6	7	3	LUKE COMBS	Doin' This	River House/Columbia
4	2	7	10	20	13	4	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
12	4	3	11	15	15	5	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
18	10	11	6	9	9	6	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville
14	17	29	2	2	3	7	MORGAN WALLEN	Wasted On You	Big Loud/Republic
11	18	32	3	5	2	8	WALKER HAYES	AA	Monument
5	5	13	24	8	18	9	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
9	9	16	17	11	12	10	HARDY	Give Heaven Some Hell	Big Loud
19	8	1	16	24	11	11	PARMALEE	Take My Name	Stoney Creek
17	13	9	15	17	14	12	SCOTTY MCCREERY	Damn Strait	Triple Tigers
13	7	6	27	14	26	13	BLAKE SHELTON	Come Back As A Country Boy	Warner/WMN
26	21	14	12	16	10	14	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
20	22	38	7	3	8	15	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
7	12	15	13	29	30	16	THOMAS RHETT	Slow Down Summer	Valory Music Co.
3	11	20	22	21	29	17	ERIC CHURCH	Heart On Fire	EMI Nashville
10	14	12	33	18	23	18	TIM MCGRAW	7500 OBO	Big Machine
15	16	17	14	33	37	19	MAREN MORRIS	Circles Around This Town	Columbia Nashville
6	15	10	45	34	25	20	KEITH URBAN	Wild Hearts	Capitol Nashville
41	29	2	18	26	38	21	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
23	25	26	23	40	31	22	JON PARDI	Last Night Lonely	Capitol Nashville
49	49	x	1	1	1	23	MORGAN WALLEN	Don't Think Jesus	Big Loud/Republic
21	20	8	41	44	35	24	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
22	24	23	39	32	34	25	DYLAN SCOTT	New Truck	Curb
34	27	27	35	31	19	26	JIMMIE ALLEN	Down Home	Stoney Creek
44	38	22	30	19	24	27	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
16	19	19	37	45	42	28	JAKE OWEN	Best Thing Since Backroads	Big Loud
45	45	x	8	28	17	29	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
29	34	44	29	23	21	30	LEE BRICE	Soul	Curb
24	23	18	40	43	36	31	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
36	36	42	31	12	28	32	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
28	30	43	28	36	22	33	OLD DOMINION	No Hard Feelings	Arista Nashville
38	31	24	21	37	41	34	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
42	43	35	19	41	20	35	KELSEA BALLERINI	Heartfirst	Black River Entertainment
39	40	28	42	22	32	36	BRETT YOUNG	You Didn't	BMLG
25	26	36	44	39	33	37	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA
40	44	40	20	38	27	38	GABBY BARRETT	Pick Me Up	Warner/WAR
35	32	25	49	25	43	39	CHRIS JANSON	Bye Mom	Warner/WAR
27	28	30	43	46	40	40	FRANK RAY	Country'd Look Good On You	Stoney Creek
33	42	41	25	35	44	41	MORGAN WADE	Wilder Days	Arista Nashville
47	48	x	36	27	6	42	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville
46	46	x	32	7	45	43	KAMERON MARLOWE	Giving You Up	Columbia Nashville
32	33	34	38	42	46	44	DUSTIN LYNCH	Party Mode	Broken Bow
48	47	x	26	30	16	45	RESTLESS ROAD	Growing Old With You	RCA Nashville
43	41	33	x	x	x	46	BRETT ELDREDGE	Songs About You	Warner/WMN
30	39	39	47	47	39	47	JACKSON DEAN	Don't Come Lookin'	Big Machine
50	x	x	34	13	49	48	TAYLOR SWIFT	Love Story (Taylor's Version)	Republic
31	37	37	46	48	48	49	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
37	35	31	48	49	47	50	LADY A	What A Song Can Do	BMLG



Songs that are out performing current airplay results and a worth a second look in terms of airplay acceleration.

TW RANK	TW RK AIRPLAY	TW MMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	49	23	<b>26</b>	MORGAN WALLEN	Don't Think Jesus	Big Loud/Republic
2	41	21	<b>20</b>	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
3	44	27	<b>17</b>	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
4	45	29	<b>16</b>	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
5	18	6	<b>12</b>	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville
6	26	14	<b>12</b>	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
7	19	11	<b>8</b>	PARMALEE	Take My Name	Stoney Creek
8	34	26	<b>8</b>	JIMMIE ALLEN	Down Home	Stoney Creek
9	14	7	<b>7</b>	MORGAN WALLEN	Wasted On You	Big Loud/Republic
10	12	5	<b>7</b>	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
11	42	35	<b>7</b>	KELSEA BALLERINI	Heartfirst	Black River Entertainment

Songs that have significantly dntreanded on the Powers charts are reclassified as Recurent and can remain there for up to two years, before being reclassified as Gold.

RANK TW	ARTIST	TITLE	LABEL/IMPRINT
1	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
2	SAM HUNT	23	MCA Nashville
3	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
4	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
5	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
6	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
7	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
8	WALKER HAYES	Fancy Like	Monument/RCA
9	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
10	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
11	LUKE COMBS	Cold As You	River House/Columbia Nash
12	LEE BRICE	One Of Them Girls	Curb
13	KANE BROWN	One Mississippi	RCA Nashville
14	LUKE COMBS	Forever After All	River House/Columbia Nash
15	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
16	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
17	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
18	THOMAS RHETT	What's Your Country Song	Valory Music Co.
19	COLE SWINDELL	Single Saturday Night	Warner/WMN
20	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
21	MICHAEL RAY	Whiskey And Rain	Warner/WEA
22	LUKE COMBS	Lovin' On You	River House/Columbia Nash
23	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
24	LUKE BRYAN	One Margarita	Capitol Nashville
25	BRETT YOUNG	Lady	BMLG
26	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek/Warner
27	LEE BRICE	Memory I Don't Mess With	Curb
28	LUKE BRYAN	Down To One	Capitol Nashville
29	GABBY BARRETT	The Good Ones	Warner/WAR
30	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek



RYAN GRIFFIN

# Salt, Lime & Tequila

COUNTRY RADIO  
FORECAST... SALTY  
WITH A CHANCE OF  
LIME & TEQUILA!

TAKE A SHOT NOW

KKGO	KEEY	KCYY	KCYE	KRTY	KWNR	WCOL	WKMK	WWQM
KKBQ	WQYK	KUBL	KDRK	KTGX	KXLY	WDRM	WKXC	WXCX
KNUC	WJVC	KBEQ	KJKE	KVOO	WBUL	WGAR	WQMX	MUSIC CHOICE
KMLE	WIL	KCCY	KJUG	KWEN	WCKN	WHKO	WWKA	SIRIUSXM HIGHWAY





Songs that are performing higher than most with all of the heaviest increases in all MMI Components.

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	BRETT ELDREDGE	Songs About You	Warner/WMN
HOTZONE	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
HOTZONE	JACKSON DEAN	Don't Come Lookin'	Big Machine
HOTZONE	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
HOTZONE	JOE NICHOLS	Good Day For Living	Quartz Hill
HOTZONE	JON PARDI	Last Night Lonely	Capitol Nashville
HOTZONE	BRETT YOUNG	You Didn't	BMLG
HOTZONE	GABBY BARRETT	Pick Me Up	Warner/WAR
HOTZONE	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
HOTZONE	MORGAN WALLEN	Wasted On You	Big Loud/Republic
HOTZONE	MICHAEL RAY	Holy Water	Warner/WEA
HOTZONE	LEE BRICE	Soul	Curb
HOTZONE	DUSTIN LYNCH	Party Mode	Broken Bow
HOTZONE	CAROLINE JONES	Come In (But Don't Make...)	True To The Song/Mailboat
HOTZONE	JIMMIE ALLEN	Down Home	Stoney Creek
HOTZONE	CONNER SMITH	Learn From It	Valory Music Co.
HOTZONE	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
HOTZONE	DILLON CARMICHAEL	Son Of A	Riser House
HOTZONE	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
HOTZONE	PARMALEE	Take My Name	Stoney Creek
HOTZONE	DYLAN SCOTT	New Truck	Curb
HOTZONE	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
HOTZONE	LADY A	What A Song Can Do	BMLG

New music that is increasing at a moderate rate in all MMI Components — Upward Trending Music.

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	MAREN MORRIS	Circles Around This Town	Columbia Nashville
DEVELOPING	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
DEVELOPING	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA
DEVELOPING	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
DEVELOPING	MORGAN WADE	Wilder Days	Arista Nashville
DEVELOPING	WALKER HAYES	AA	Monument
DEVELOPING	SCOTTY MCCREERY	Damn Strait	Triple Tigers
DEVELOPING	OLD DOMINION	No Hard Feelings	Arista Nashville
DEVELOPING	CHRIS JANSON	Bye Mom	Warner/WAR
DEVELOPING	JAKE OWEN	Best Thing Since Backroads	Big Loud
DEVELOPING	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
DEVELOPING	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
DEVELOPING	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
DEVELOPING	FRANK RAY	Country'd Look Good On You	Stoney Creek

Sources included Amazon, Apple, You Tube, Google Play, Napster, Pandora, and Slacker, combined to provide you a pinpoint look at the top streaming songs.

AV RANK	ARTIST	TITLE	LABEL/IMPRINT	LISTEN! LINKS
1	MORGAN WALLEN	Don't Think Jesus	Big Loud/Republic	<a href="#">PLAY VIDEO ▶</a>
2	MORGAN WALLEN	Wasted On You	Big Loud/Republic	<a href="#">PLAY VIDEO ▶</a>
3	ERNEST	Flower Shops f/Morgan Wallen	Big Loud	<a href="#">PLAY VIDEO ▶</a>
4	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
5	WALKER HAYES	AA	Monument	<a href="#">PLAY VIDEO ▶</a>
6	LUKE COMBS	Doin' This	River House/Columbia Nash	<a href="#">PLAY VIDEO ▶</a>
7	KAMERON MARLOWE	Giving You Up	Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
8	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN	<a href="#">PLAY VIDEO ▶</a>
9	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
10	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR	<a href="#">PLAY VIDEO ▶</a>
11	HARDY	Give Heaven Some Hell	Big Loud	<a href="#">PLAY VIDEO ▶</a>
12	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	<a href="#">PLAY VIDEO ▶</a>
13	TAYLOR SWIFT	Love Story (Taylor's Version)	Republic	<a href="#">PLAY VIDEO ▶</a>
14	BLAKE SHELTON	Come Back As A Country Boy	Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
15	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow	<a href="#">PLAY VIDEO ▶</a>
16	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
17	SCOTTY MCCREERY	Damn Strait	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
18	TIM MCGRAW	7500 OBO	Big Machine	<a href="#">PLAY VIDEO ▶</a>
19	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville	<a href="#">PLAY VIDEO ▶</a>
20	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol	<a href="#">PLAY VIDEO ▶</a>
21	ERIC CHURCH	Heart On Fire	EMI Nashville	<a href="#">PLAY VIDEO ▶</a>
22	BRETT YOUNG	You Didn't	BMLG	<a href="#">PLAY VIDEO ▶</a>
23	LEE BRICE	Soul	Curb	<a href="#">PLAY VIDEO ▶</a>
24	PARMALEE	Take My Name	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
25	CHRIS JANSON	Bye Mom	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
26	MITCHELL TENPENNY	Truth About You	Riser House/Columbia	<a href="#">PLAY VIDEO ▶</a>
27	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
28	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
29	THOMAS RHETT	Slow Down Summer	Valory	<a href="#">PLAY VIDEO ▶</a>
30	RESTLESS ROAD	Growing Old With You	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
31	JIMMIE ALLEN	Down Home	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
32	DYLAN SCOTT	New Truck	Curb	<a href="#">PLAY VIDEO ▶</a>
33	MAREN MORRIS	Circles Around This Town	Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
34	KEITH URBAN	Wild Hearts	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
35	MORGAN WADE	Wilder Days	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
36	OLD DOMINION	No Hard Feelings	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
37	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
38	GABBY BARRETT	Pick Me Up	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
39	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
40	JON PARDI	Last Night Lonely	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
41	KELSEA BALLERINI	Heartfirst	Black River Entertainment	<a href="#">PLAY VIDEO ▶</a>
42	DUSTIN LYNCH	Party Mode	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
43	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
44	JUSTIN MOORE	With A Woman You Love	Valory	<a href="#">PLAY VIDEO ▶</a>
45	JAKE OWEN	Best Thing Since Backroads	Big Loud	<a href="#">PLAY VIDEO ▶</a>
46	FRANK RAY	Country'd Look Good On You	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
47	JACKSON DEAN	Don't Come Lookin'	Big Machine	<a href="#">PLAY VIDEO ▶</a>
48	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
49	LADY A	What A Song Can Do	BMLG	<a href="#">PLAY VIDEO ▶</a>



Country is tested every week for Popularity, Familiarity and Burn in myriad key demographics.  
Each of four regions test 200 individuals for a total Sample Size of 800 per format.

RANK	ARTIST	TITLE	N-EAST	MIDWEST	SOUTH	WEST
1	PARMALEE	Take My Name	2	6	1	1
2	TENPENNY, MITCHELL	Truth About You	9	2	7	4
3	ALDEAN, JASON	Trouble With A Heartbreak	12	1	2	7
4	SWINDELL, COLE & LAINEY WILSON	Never Say Never	1	4	8	13
5	KING, ELLE & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go Home)	6	7	12	6
6	SHELTON, BLAKE	Come Back As A Country Boy	7	3	10	11
7	BENTLEY, DIERKS FEAT. BRELAND & HARDY	Beers On Me	3	5	3	32
8	MOORE, JUSTIN	With A Woman You Love	15	9	6	9
9	MCCREERY, SCOTTY	Damn Strait	20	19	4	14
10	URBAN, KEITH	Wild Hearts	4	18	14	12
11	LAMBERT, MIRANDA	If I Was A Cowboy	23	21	11	5
12	MCGRW, TIM	7500 OBO	17	12	13	21
13	NICHOLS, JOE	Good Day For Living	38	10	23	2
14	PEARCE, CARLY & ASHLEY MCBRYDE	Never Wanted To Be That Girl	18	24	5	19
15	UNDERWOOD, CARRIE	Ghost Story	24	13	17	8
16	RHETT, THOMAS	Slow Down Summer	5	29	18	15
17	HARDY	Give Heaven Some Hell	16	16	25	10
18	MORRIS, MAREN	Circles Around This Town	11	23	16	22
19	YOUNG, CHRIS FEAT. MITCHELL TENPENNY	At The End Of A Bar	10	34	21	17
20	OWEN, JAKE	Best Thing Since Backroads	13	15	24	28
21	CHURCH, ERIC	Heart On Fire	14	20	19	30
22	COMBS, LUKE	Doin' This	19	8	28	37
23	STAPLETON, CHRIS	Joy Of My Life	49	11	9	16
24	SCOTT, DYLAN	New Truck	8	22	32	29
25	ANDRESS, INGRID WITH SAM HUNT	Wishful Drinking	32	30	35	3
26	JANSON, CHRIS	Bye Mom	29	17	39	18
27	PARDI, JON	Last Night Lonely	28	35	20	25
28	ALLEN, JIMMIE	Down Home	21	38	22	31
29	YOUNG, BRETT	You Didn't	25	33	31	20
30	WALLEN, MORGAN	Wasted On You	36	32	15	36
31	RAY, FRANK	Country'd Look Good On You	26	28	29	24
32	LADY A	What A Song Can Do	31	36	33	23
33	HAYES, WALKER	AA	30	31	26	38
34	ELDREDGE, BRETT	Songs About You	50	14	30	26
35	LYNCH, DUSTIN	Party Mode	42	26	40	33
36	BALLERINI, KELSEA	Heartfirst	44	25	27	43
37	SMITH, CONNER	Learn From It	37	43	36	35
38	CHESNEY, KENNY	Everyone She Knows	27	44	34	42
39	BROWN BAND, ZAC	Out In The Middle	39	41	38	41
40	ERNEST FEAT. MORGAN WALLEN	Flower Shops	33	40	42	39
41	DEAN, JACKSON	Don't Come Lookin'	22	37	50	44
42	BLOCK, PRISCILLA	My Bar	40	47	41	27
43	BARRETT, GABBY	Pick Me Up	35	46	49	34
44	CARMICHAEL, DILLION	Son Of A	48	27	37	48
45	WADE, MORGAN	Wilder Days	34	45	45	49
46	RAY, MICHAEL	Holy Water	46	42	44	40
47	JELLY ROLL	Son Of A Sinner	47	39	43	45
48	OLD DOMINION	No Hard Feelings	41	48	47	46
49	BRICE, LEE	Soul	43	50	48	47
50	JONES, CAROLINE	Come In (But Don't...)	45	49	46	50



# BOBBY YOUNG INTEL

## CURRENT POSITION:

VP PROMOTION  
CAPITOL RECORDS  
NASHVILLE  
UMG

**For more than a decade, the Country Radio airplay has been significantly dominated by Capitol. Other than a powerful roster, what keeps your team on top?**

We are truly blessed! I'd like to say how insanely fortunate, sometimes jealous, I am to "work with" the kick-ass Capitol Nashville and UMG promotion teams, Katie Bright, Ashley Knight, Annie Sandor, Mara Sidweber, Megan Youngblood, Megan Kleinschmidt, Royce Risser, David Friedman, Nick Kaper, Donna Hughes. I'd be remiss if I didn't mention Chris Schuler, who provided spiritual guidance until he found another calling recently, all ROCKSTARS, all passionate, self-motivated killers! We are SO PROUD to represent our always awe-inspiring and talented roster and their top-notch teams. We have artists that always go above and beyond. Everyone at UMGN are ROCKSTARS and I'm confident that we all feel so fortunate to work in this winning environment along side Mike Dungan, Cindy Mabe, Royce Risser, Brian Wright, and Mike Harris.

**Data. Research, corporate strategies...the music selection and exposure process is morphing into a new world. It's no secret that the role of promotion is changing. What has significantly changed in the job description of label artists promotion?**

The evolution of the record and the radio business has been evolving for many years and I believe the pandemic has expedited change. Corporate re-structuring and programming philosophies have been rapidly changing. Platforms and syndication have taken on a more impactful role when it comes to airplay and moving songs through the chart system. Streaming also now is crucial to our business, but it's important that I express our commitment to radio.

I feel it's important that programmers know that we are committed to remaining their #1 partner and content provider. We value, as do our artists, the relationships we have with radio. That's one of the greatest benefits of the country format, whether it's that on-air artist phoner, station visit or local concert promotion. Capitol, and all of Universal Nashville, believe it's important to our artists to score big chart songs. It directly maximizes ticket sales and streams.



We've found if a song is respectfully streaming, when that song then breaches the Top 15 in the airplay charts, streams often blow up! We still believe in mutually respectful partnerships, relationships, and friendships. We are a full-service label and will continue to be.

**We all have them; promotion nightmares! What is the one story you can share regarding an event, an interview, a visit, etc that went horrible wrong?**

That's a tough one, Skip. There have been many nightmare situations, often my own fault, but so few that anyone would find interesting or that I care or dare to repeat. However, there was that one time in Ft. Lauderdale? Never mind, that's all I'm going to say...

**Keith & Nicole, Barack Obama, Mike Dungan, Lady Gaga, Dierks & Cassidy, Darius, Luke & Caroline, Jon & Summer, Tiger Woods, Jimi & Karen and Phillip and Kimberly are coming to your house for dinner tonight. You have to prepare the meal. What are you making and what music are you going to play during supper? Here's the catch: You have to actually be able to make it.**

Skyline Chili, no question about it and I can put it together in 15 minutes. In fact, I promised my 12 year old daughter Skyline for dinner tonight. Music? Tonight I'm staying away from current hits over the last 20 years and will have music in the background that I believe has influenced and impacted everyone at that dinner party over the years. This would include music by Babyface, Charly McClain, Glen Campbell, Puff Daddy, Van Morrison, Merle Haggard, Brandi Carlile, Don Williams, Allison Russell, Jon Batiste, Johnny Cash, Alan Jackson, Avicii, and Janis Joplin. For myself and my beautiful wife Heather, the wind beneath my wings, I'll throw in some Kristofferson, KY Headhunters, Milli Vanili, Waylon Jennings, Shawn Cassidy, and Leon Russell. I'll leave it up to you and your readers to decide which artists are loved by or influenced which dinner guest.

**Who are your personal and professional heroes?**

I have been so fortunate to work with and become business partners and friends with so many of the people I admired and looked up to early on in my career, too many to mention. I'm thankful that Steve Hodges, Shane Allen, and Mike Dungan hired me at Capitol, and the rest is history. Working with Mike, Royce Risser, David Friedman, and this incredibly passionate, determined, second-to-none promo team and our roster of superstar artists is a promotion person's dream opportunity. Personally, I'm a big fan of the Capitol roster as artists and as human beings. I'm also a big John Lennon and Ray Davies fan. Just like the artists on our roster, I believe they always said what they mean and did what they said, always staying true to their art and their beliefs.

**Bonus question: Do you think David Friedman wears pajamas that match the lunchbox that he brings to work?**

HA! Pretty sure that David wears "Blue Meanie" pajamas. He was salivating at my "Yellow Submarine" lunchbox I brought to work on our first day back to the offices. If I were to bequeath that to him that would be the perfect match for David.

# TENILLE TOWNES

## THE SOUND OF BEING ALONE

Let's simplify this. Tenille Townes is so great. She's so talented and such an amazing songwriter. Let's take this back to how it should be...the music. Just go stream her New EP, Masquerades. There's your story. You can yak about socials and clicks and awards and numbers all day.... she's got all that. Boxes checked. But just listen to her. Her lyrics, her voice, the hypnotic melodies she spins so effortlessly. This artistic video captures the restless spirit of the collection of songs on Masquerades. These are songs with (much needed) substance. They are nothing short of captivating. Also get to the emotional and angst filled "Shared Walls" with Breland...another emerging master of new Country. Take the time and take it back to basics. Listen to the music and, if you haven't already, fall in love with Tenille Townes....Click here:





Check out these videos hand-picked by our staff!



### **LINDSAY ELL** - "RIGHT ON TIME"

Lindsay gets a little help from her friends in this gymnasium sized video. In "Right On Time", she shares the mic and bares her soul to her like-minded peeps who have gathered in support of each other's burdens. Cool clip, good fun, great single. Click here:



### **CHRIS JANSON W/ TRAVIS TRITT** - "THINGS YOU CAN'T LIVE WITHOUT"

Dang-it, if this don't beat all. Ol' Chris and Travis managed to get it all in here. You gotcha a bar, some beer, some screaming girls, guys a hollering, a harmonica solo, some big ol' hats, some more beer, and a red hot stage full of pure, rockin' Country music. No apologies needed and nothing left behind. These are "Things You Can't Live Without". Click here:



### **CHARLES J AND CONQUISTADORS FT. THE BELLAMY BROTHERS** - "LIKE SHE'S NOT YOURS"

Amazing song and a story to match. Besides an international touring base with his band Conquistadors, Charles J has found fame as a notable line-dance instructor. He's taught literally millions across the globe through television, video instruction, and face to face crowds of students. Throughout Europe, he's a superstar. In this fantastic clip, he teams up with the timeless Bellamy Bros with a song for the ages. Click here:



### **MATT JORDAN** - "THE GOOD FIGHT"

When you listen to this great song, you get pulled in by the story lined lyrics...and then follow along while watching this video. One wonders, "with 3 babies and one on the way, how the hell does this dude have time to hang out with his buds in the band and play gigs in a bar"? Midwest based, blue collared and ball capped Matt Jordan is a storyteller. Dig into his songs and you'll find a narrative. Dig deeper and you'll find this cool track "fighting the good fight" is indeed auto biographical. He does indeed have a houseful of babies and an understanding wife...bless her heart. Click here:



### **RESTLESS ROAD** - "GROWING OLD WITH YOU"

At MMI, we've been following and waving the flag for Restless Road for some time. These guys have insanely brilliant harmonies, awesome songs and the look and feel of stardom. In this sweetly acoustic wedding performance version of "Grow Old With You", you can imagine this song being around for a million more unions of Holy matrimony. Click here:



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## CHARTS/POWERS:

**1 AIRPLAY** is calculated by Trailing 14 Days of radio airplay on the Key Influencer radio stations – Top 157 radio stations by Average Quarter Hour. Charts are weighted using currently assigned points in Mediabase...100% point value for Morning Drive, 90% for Afternoon Drive, 80% for Mid-days, 70% for nights, 50% for Overnights.

**2 AIRSCORE: THE AIRPLAY INTEL 3.0 RETENTION SCORE** predicts listener tune-in/tune-out on song play by contemplating the trend over time relationship between local and national airplay, local/regional callout, and audio and video streaming.

**3 NATIONAL CALLOUT** contemplates more than 1,000 respondents weekly in four regions geographically equivalent over the trailing 14 days of calls.

**4 STREAMING, AUDIO** contemplates trailing 14 days of all streaming. Songs with insufficient data are designated with an "x". These songs do not affect the Total Performance Score in any way.

**5 STREAMING, VIDEO** contemplates trailing 14 days of all streaming. Songs with insufficient data are designated with an "x". These songs do not affect the Total Performance Score in any way.

**6 SALES** is based on 14 days trailing results. Songs with insufficient data are designated as PENDING. Pending songs do not affect Total Performance Score in any way.

## HOT ZONE / DEVELOPING

All five components listed above are contemplated. Songs moving up and increasing significantly in TWO or more categories are designated in the Hot Zone. Other new releases are designated as Developing.

## RECURRENTS

Recurrents are a simple calculation of songs that have trended downward and no longer qualify for Current status. Trailing 14 days are contemplated, along with 6 weeks of Retention Data, and are computed on a 50/50 level of importance.

## ACTION

Songs that are testing either in Callout or in Retention significantly higher than current Airplay rank. These songs are considered UNDEREXPOSED and deserving generally of greater airplay.

## STREAMING AUDIO, VIDEO AND SALES

Streaming Audio and Video, and Sales, are based on trailing 14 days data. All major streaming services are used wherever possible, along with sales.

*NOTE: Hot AC Callout information is provided as stand-alone information. This data does not factor into the main chart rankings in any way.*



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