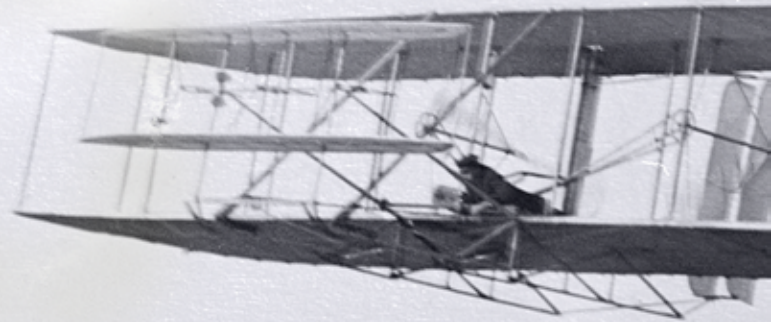


**MONDAY**  
**MORNING**  
**INTEL**

M A T T S T E L L



M A N M A D E

**AVAILABLE NOW**  
**IMPACTING 5/23**



**MMI**  
**PROFILE**  
**MIKE BIDDLE**

*Country Edition*

**NASHVILLE**  
**APPROVED**

**MAY 9, 2022**



# 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

**THANK YOU  
COUNTRY  
RADIO**

**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**

MAY 9, 2022

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



**MONDAY  
MORNING  
INTEL**

**#1**

**SONGS THIS WEEK**  
BY MMI COMPOSITE CATEGORIES **5.9.22**

**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 "Wasted On You"

**SALES**

WALKER HAYES "AA"

**COMPOSITE**

COLE SWINDELL & LAINEY WILSON "Never Say Never"

**MONDAY  
MORNING  
INTEL**

**MondayMorningIntel.com**



CLICK HERE to E-MAIL Monday Morning Intel with your thoughts, suggestions, or ideas.



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

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	20	<b>29</b>	MORGAN WALLEN	Don't Think Jesus	Big Loud/Republic
2	44	22	<b>22</b>	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
3	43	26	<b>17</b>	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
4	35	21	<b>14</b>	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
5	25	13	<b>12</b>	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
6	13	5	<b>8</b>	PARMALEE	Take My Name	Stoney Creek
7	48	40	<b>8</b>	RESTLESS ROAD	Growing Old With You	RCA Nashville
8	16	8	<b>8</b>	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville
9	8	2	<b>6</b>	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
10	47	41	<b>6</b>	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville

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	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
2	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
3	LUKE COMBS	Doin' This	River House/Columbia
4	THOMAS RHETT	Slow Down Summer	Valory Music Co.
5	KEITH URBAN	Wild Hearts	Capitol Nashville
6	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
7	HARDY	Give Heaven Some Hell	Big Loud
8	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
9	TIM MCGRAW	7500 OBO	Big Machine
10	WALKER HAYES	AA	Monument
11	MORGAN WALLEN	Wasted On You	Big Loud/Republic
12	MAREN MORRIS	Circles Around This Town	Columbia Nashville
13	PARMALEE	Take My Name	Stoney Creek
14	SCOTTY MCCREERY	Damn Strait	Triple Tigers
15	JAKE OWEN	Best Thing Since Backroads	Big Loud
16	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville
17	ERIC CHURCH	Heart On Fire	EMI Nashville
18	BLAKE SHELTON	Come Back As A Country Boy	Warner/WMN
19	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
20	DYLAN SCOTT	New Truck	Curb
21	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
22	JON PARDI	Last Night Lonely	Capitol Nashville
23	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
24	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA
25	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
26	OLD DOMINION	No Hard Feelings	Arista Nashville
27	FRANK RAY	Country'd Look Good On You	Stoney Creek
28	LEE BRICE	Soul	Curb
29	DUSTIN LYNCH	Party Mode	Broken Bow
30	JACKSON DEAN	Don't Come Lookin'	Big Machine



# RYAN GRIFFIN

## *Salt, Lime & Tequila*

IMPACTING NOW

COUNTRY RADIO  
SUMMER ESSENTIALS:

SALT ✓

LIME ✓

TEQUILA ✓



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	RANDY HOUSER	Note To Self	Magnolia Music
HOTZONE	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
HOTZONE	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
HOTZONE	GABBY BARRETT	Pick Me Up	Warner/WAR
HOTZONE	PARMALEE	Take My Name	Stoney Creek
HOTZONE	JACKSON DEAN	Don't Come Lookin'	Big Machine
HOTZONE	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
HOTZONE	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
HOTZONE	KELSEA BALLERINI	Heartfirst	Black River Entertainment
HOTZONE	MORGAN WALLEN	Wasted On You	Big Loud/Republic
HOTZONE	DUSTIN LYNCH	Party Mode	Broken Bow
HOTZONE	JIMMIE ALLEN	Down Home	Stoney Creek
HOTZONE	SCOTTY MCCREERY	Damn Strait	Triple Tigers
HOTZONE	MICHAEL RAY	Holy Water	Warner/WEA
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	DILLON CARMICHAEL	Son Of A	Riser House
HOTZONE	CHAYCE BECKHAM & LINDSAY ELL	Can't Do Without Me	Wheelhouse/Stoney Creek

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	DYLAN SCOTT	New Truck	Curb
DEVELOPING	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
DEVELOPING	OLD DOMINION	No Hard Feelings	Arista Nashville
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville
DEVELOPING	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
DEVELOPING	LEE BRICE	Soul	Curb
DEVELOPING	CONNER SMITH	Learn From It	Valory Music Co.
DEVELOPING	JAKE OWEN	Best Thing Since Backroads	Big Loud
DEVELOPING	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
DEVELOPING	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
DEVELOPING	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA
DEVELOPING	MORGAN WADE	Wilder Days	Arista Nashville
DEVELOPING	CAROLINE JONES	Come In (But Don't Make...)	True To The Song/Mailboat
DEVELOPING	LADY A	What A Song Can Do	BMLG
DEVELOPING	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
DEVELOPING	FRANK RAY	Country'd Look Good On You	Stoney Creek
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR



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





# MIKE BIDDLE INTEL

## CURRENT POSITION:

WQDR RALEIGH  
PD/AFTERNOONS  
CURTIS MEDIA

**A bold and brave assignment: Taking the reigns of a dominant heritage station and following the late beloved and brilliant Lisa McKay. How do you make the job your own and continue to honor her legacy?**

It's been 4 years now since we lost Lisa, which still doesn't feel real, but to be honest, it took a while for me to feel like I wasn't just "filling-in till she got back". She's always with us and a big part of her still lives on through the station. I mean, WQDR wouldn't be what it is today without her leadership and I, along with many others on our team, have benefited from that leadership. She was my mentor so most of what I know came from her. At the same time, our industry has undergone some serious changes and challenges that has us all figuring out how to re-write parts of the playbook. Luckily, Lisa equipped us with the necessary tools and mindset to do just that. If she were still here, she would be hell bent on making sure QDR was leading the way and that's exactly what we're trying to do. Our goal is to provide the absolute best experience for our listeners and so her legacy lives on through that mission.

**Ok let's say..ah, Shakira, Jelly Roll, Dolly and Matthew McConaughey show up at you office at 6pm and want you to take them to the best BBQ joint in Raleigh. And on the way, they also want you to explain why Carolina vinegar based barbecue is better. Where ya going and what are ya sayin?**

Ha! That's a loaded question, but Alright, Alright, Alright...I'll answer it. The safe choice is The Pit in downtown Raleigh but recently I discovered a gas station bbq joint not far front the station that is pretty damn good, it's called the Chop Shop. As far as the argument for vinegar based bbq, I'll say this...there is nothing finer then being from Carolina and that includes our bbq.

**If you had to describe WQDR in only 5 adjectives, what would they be?**

Dedicated, Passionate, Loyal, Trustworthy, and simply, FUN! I could go on but I think those sum up much of what we're about.

**The top 10 most played singles at terrestrial radio and the top ten most streamed tracks on the DSPs are very different. Why is that?**

Because our strategies are different. I'll make two analogies, the buyers journey and baseball. DSPs are part of the early stages of the buyers journey where a lot of discovery happens and eventually you begin to narrow your search. That's when radio comes in as a source of credibility and assurance, similar to reading reviews to help you decide which product to choose between (the product being a song/artist). When you hear a song on the radio, it brings credibility to that song and and assurance to you as a consumer that you're making a good choice about that song/artist.

This is where the baseball analogy comes in. Every song released to a DSP is hoping for a chance to make it to the "show", the big leagues...RADIO! We can't forget that. Most artists are going to have a hard time selling out arenas without radio hits.

So with all that said, big hits are going to hang around longer on the radio and thus our most played songs will be different from DSPs. Keep in mind too we have ratings strategies to deal with that DSPs don't have to worry about. We're trying to appeal to a mass audience. DSPs can get really narrow with their playlists. When you turn on your favorite terrestrial radio station, you're doing so because you trust that station to curate a playlist for you based on the format. The world is a busy place and we need a trusted source to play the songs we like without having to take the time to do it ourselves, that's Radio.

Of course there's another part of the conversation about DSPs vs Radio and that's content between the songs but I'll reserve my response for another time.

Wow, that was a long answer, haha. Hope it makes sense.

**You have to drive (non-stop) from Durham to Eugene, Oregon with a truckload of tobacco destined to the Oregon Snuff and dip Mill. The truck only has AM radio and the AC is broken. Your delivery crew and driving team consist of one recording artist, one PD, one label rep and morning show host. Who are they and why?**

Damn! You're coming with some really hard hitting questions, ha. I'm choosing George Birge (Matt Stell is his backup), Nate Deaton & Josh Easler because we ARE going to stop even though you said we can't, and we ARE going to play golf....it's just going to happen. I'll invite my morning guy, Mike Wheless even though he doesn't play but he likes to drink beer so, he'll be in charge of keeping the cooler stocked during golf and the trip.

**What can Country radio do to attract and retain a younger audience?**

I think we just have to be focused on the here and now and make sure we're truly LISTENING to our audience the way we want them to listen to us. We need to pay attention to what the younger audience is saying directly not only what they literally say, but also by the choices they make. Attracting the younger audience doesn't just mean new music. They want to hear 90s country too. They want to know that we're paying attention to what matters to them and we have to figure out a way to do that in a balanced way. There's room for everyone at the radio listening table. Let's not get in our own way.



# CHRIS JANSON AND ERIC CHURCH

## YOU, ME AND THE RIVER

When you combined 2 of the baddest of bad-asses into one song, one story and one incredible video, you never know what's gonna float to the surface. In this new twist on a tale often told, Chris and Eric lay it all down and drag it to the edge in "You, Me and the River". In this black and white masterpiece of a video, we're reminded that you can bury your sins, but the Mississippi mud can tell many tales and be unforgiving. Click below:



Check out these videos hand-picked by our staff!



### CARRIE UNDERWOOD - "GHOST STORY"

For every action there is a reaction. Instant karma is gonna get ya. Check under the bed. Did I leave that closet door open? For everything, there is a price. And for every great video, there's a great song. Queen Carrie delivers one of the most cinematically captivating and yet nerve-wracking videos we've seen in a while. Dude did something and it wasn't good so now he's got Carrie around like a late night albatross. We're quickly reminded that it's Carrie Underwood's world and we're so happy to have a ticket to the greatest show on Earth. Click here:



### MATT STELL - "MAN MADE"

Matt Stell delivers hits. He's blessed with a gentle yet powerful pure Country style that makes him instantly recognizable. He writes, sings and records songs that you want to hear again. Like, over and over. They seem to be timeless, almost like there's a ghost that wants to pick the needle up and put it back on the top of the record. "Man Made" is clearly one of those. Designed for leaning in a turning it up, campfires, weddings, windows down and destined for power rotation. Click here:



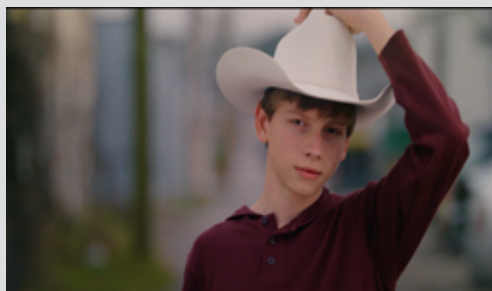
### JULIA COLE - "SIDE PIECE"

At MMI we have a little omnipresent fascination with Julia Cole. CMT has been all about her for a while and the video and audio streams are constantly clicking in the millions. She's seriously infectious and keeps delivering the best content in a constant barrage. The mega-cool, fiercely independent and powerful beacon of positivity is way Country but has real Houston soulful swagger. Is she the next big thing? Well, hell yeah she is. If you aren't hip to Julia, then you're in the back of the line. To revisit one of our faves, Click here:



### JACOB BRYANT - "AMEN"

Wow. Talk about passion and pain. Jacob sings like he's lived. The North Georgia boy has had a rough road of loss, addiction and survival and it all comes out in his music like as a full frontal assault. There's deep rocking blues in his tracks that come from pouring your tribulations out on stage and powerfully so. In 'Amen', Bryant all but begs for redemption from the "deal made with the man in the dark suit" that led him to a concrete cell. But in the end, there's hope, people, and forgiveness on the steps of Momma's front porch. Click Here:



### MASON RAMSEY - "BEFORE I KNEW IT"

**MMI Danged Adorable Alert:** We all remember lil ol Mason blowing up with his Walmart parking lot video as he hammered away at "Love-Sick Blues" that led to a major label deal at Big Loud. Well, the boys gone and grown up... albeit just ah lil bit! Young Ramsey is now singing about falling in love, buying a ring and house, and all those heart thumping grown up things but he's still cute as a button and nothing's changed including his voice! So for pure talent and so much fun, 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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