

# MONDAY MORNING INTEL



## IMPACTING NOW



**MMI  
PROFILE**  
GATOR HARRISON

*Country Edition*

**NASHVILLE  
APPROVED**

MAY 23, 2022



# IMPACTING MAY 31<sup>ST</sup>

## NEVER TIL NOW

ASHLEY COOKE & BRETT YOUNG



**TOP 50**  
ITUNES COUNTRY  
FOR 8 CONSECUTIVE  
MONTHS

**BIG LOUD**

**BMLG**  
RECORDS

# **MONDAY MORNING INTEL**

MAY 23, 2022

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



**MONDAY  
MORNING  
INTEL**

**#1**

**SONGS THIS WEEK**  
BY MMI COMPOSITE CATEGORIES **5.23.22**

**AIRPLAY**

**LUKE COMBS “Doin’ This”**

**RETENTION**

**JASON ALDEAN “Trouble With a Heartbreak”**

**CALLOUT**

**PARMALEE “Take My Name”**

**AUDIO**

**MORGAN WALLEN “Wasted On You”**

**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
2	2	3	12	7	7	1	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
1	4	14	9	4	5	2	LUKE COMBS	Doin' This	River House/Columbia
3	1	2	4	12	15	3	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
6	3	1	10	19	6	4	PARMALEE	Take My Name	Stoney Creek
8	9	22	1	1	3	5	MORGAN WALLEN	Wasted On You	Big Loud/Republic
10	5	8	7	13	10	6	SCOTTY MCCREERY	Damn Strait	Triple Tigers
5	12	29	3	2	1	7	WALKER HAYES	AA	Monument
14	7	6	11	10	12	8	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
13	11	16	5	11	8	9	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville
4	6	13	13	25	23	10	THOMAS RHETT	Slow Down Summer	Valory Music Co.
22	15	9	15	14	14	11	HARDY	Give Heaven Some Hell	Big Loud
9	10	12	32	16	18	12	TIM MCGRAW	7500 OBO	Big Machine
18	21	39	8	5	9	13	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
21	16	7	16	26	22	14	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
16	17	17	23	18	21	15	JON PARDI	Last Night Lonely	Capitol Nashville
7	8	5	44	33	24	16	KEITH URBAN	Wild Hearts	Capitol Nashville
12	14	20	17	30	37	17	MAREN MORRIS	Circles Around This Town	Columbia Nashville
33	29	31	19	6	16	18	GABBY BARRETT	Pick Me Up	Warner/WAR
23	31	45	14	20	2	19	KANE BROWN	Like I Love Country Music	RCA Nashville
30	22	11	20	24	34	20	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
49	44	x	2	3	4	21	MORGAN WALLEN	Don't Think Jesus	Big Loud/Republic
15	19	19	33	27	26	22	DYLAN SCOTT	New Truck	Curb
42	33	24	6	23	13	23	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
19	18	4	35	40	35	24	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
32	32	42	24	8	17	25	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
11	13	10	37	41	42	26	JAKE OWEN	Best Thing Since Backroads	Big Loud
17	20	18	35	36	32	27	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
34	25	15	31	29	27	28	JIMMIE ALLEN	Down Home	Stoney Creek
41	40	38	18	15	11	29	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
24	24	33	30	32	25	30	OLD DOMINION	No Hard Feelings	Arista Nashville
28	34	43	25	21	19	31	LEE BRICE	Soul	Curb
35	28	21	22	34	35	32	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
20	23	32	42	37	28	33	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA
25	26	27	34	38	38	34	DUSTIN LYNCH	Party Mode	Broken Bow
39	39	26	38	22	31	35	BRETT YOUNG	You Didn't	BMLG
31	36	36	26	31	40	36	MORGAN WADE	Wilder Days	Arista Nashville
37	41	35	21	39	32	37	KELSEA BALLERINI	Heartfirst	Black River Entertainment
27	27	23	43	45	39	38	FRANK RAY	Country'd Look Good On You	Stoney Creek
26	30	30	48	44	30	39	JACKSON DEAN	Don't Come Lookin'	Big Machine
47	47	x	29	9	41	40	KAMERON MARLOWE	Giving You Up	Columbia Nashville
48	49	x	27	28	20	41	RESTLESS ROAD	Growing Old With You	RCA Nashville
46	48	x	40	43	29	42	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville
29	35	34	50	49	47	43	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
38	37	28	47	47	48	44	LADY A	What A Song Can Do	BMLG
36	38	25	39	50	50	45	CONNER SMITH	Learn From It	Valory Music Co.
43	45	44	49	35	43	46	MICHAEL RAY	Holy Water	Warner/WEA
40	43	40	45	42	49	47	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
44	42	41	46	46	45	48	DILLON CARMICHAEL	Son Of A	Riser House
50	50	x	28	17	44	49	TAYLOR SWIFT	Love Story (Taylor's Version)	Republic
45	46	37	41	48	46	50	CHAYCE BECKHAM & LINDSAY ELL	Can't Do Without Me	Wheelhouse/Stoney Creek

**“I WOULD SAY IT’S LIKE BEING IN  
YOUR FIRST DAYTONA 500”**

— DALE EARNHARDT JR.  
ON HIS GOOD FRIEND TIM DUGGER’S OPRY DEBUT

**TIM DUGGER**

MY  
OPRY  
DEBUT  
★ ★ ★

THE NEW SINGLE  
**HEART OF A  
SMALL  
TOWN**  
AVAILABLE NOW!

**WATCH OPRY DEBUT HERE**





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	21	<b>28</b>	MORGAN WALLEN	Don't Think Jesus	Big Loud/Republic
2	42	23	<b>19</b>	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
3	33	18	<b>15</b>	GABBY BARRETT	Pick Me Up	Warner/WAR
4	41	29	<b>12</b>	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
5	22	11	<b>11</b>	HARDY	Give Heaven Some Hell	Big Loud
6	30	20	<b>10</b>	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
7	21	14	<b>7</b>	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
8	32	25	<b>7</b>	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
9	47	40	<b>7</b>	KAMERON MARLOWE	Giving You Up	Columbia Nashville
10	48	41	<b>7</b>	RESTLESS ROAD	Growing Old With You	RCA 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	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
2	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
3	SAM HUNT	23	MCA Nashville
4	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
5	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
6	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
7	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
8	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
9	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
10	WALKER HAYES	Fancy Like	Monument/RCA
11	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
12	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
13	LUKE COMBS	Forever After All	River House/Columbia Nash
14	LUKE COMBS	Cold As You	River House/Columbia Nash
15	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
16	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
17	KANE BROWN	One Mississippi	RCA Nashville
18	THOMAS RHETT	What's Your Country Song	Valory Music Co.
19	COLE SWINDELL	Single Saturday Night	Warner/WMN
20	ERIC CHURCH	Heart On Fire	EMI Nashville
21	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
22	MICHAEL RAY	Whiskey And Rain	Warner/WEA
23	LEE BRICE	Memory I Don't Mess With	Curb
24	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
25	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek/Warner
26	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
27	BRETT YOUNG	Lady	BMLG
28	BLAKE SHELTON	Happy Anywhere f/Gwen Stefani	Warner/WMN-Interscope
29	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek
30	LUKE BRYAN	Down To One	Capitol Nashville



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	KANE BROWN	Like I Love Country Music	RCA Nashville
HOTZONE	THOMPSON SQUARE	Country In My Soul	Quartz Hill
HOTZONE	JON PARDI	Last Night Lonely	Capitol Nashville
HOTZONE	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
HOTZONE	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
HOTZONE	DYLAN SCOTT	New Truck	Curb
HOTZONE	GABBY BARRETT	Pick Me Up	Warner/WAR
HOTZONE	JAKE OWEN	Best Thing Since Backroads	Big Loud
HOTZONE	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA
HOTZONE	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
HOTZONE	DUSTIN LYNCH	Party Mode	Broken Bow
HOTZONE	JACKSON DEAN	Don't Come Lookin'	Big Machine
HOTZONE	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville
DEVELOPING	CONNER SMITH	Learn From It	Valory Music Co.
DEVELOPING	KELSEA BALLERINI	Heartfirst	Black River Entertainment
DEVELOPING	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
DEVELOPING	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
DEVELOPING	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
DEVELOPING	OLD DOMINION	No Hard Feelings	Arista Nashville
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
DEVELOPING	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	CHAYCE BECKHAM & LINDSAY ELL	Can't Do Without Me	Wheelhouse/Stoney Creek
DEVELOPING	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
DEVELOPING	MORGAN WADE	Wilder Days	Arista Nashville
DEVELOPING	MAREN MORRIS	Circles Around This Town	Columbia Nashville
DEVELOPING	FRANK RAY	Country'd Look Good On You	Stoney Creek
DEVELOPING	LEE BRICE	Soul	Curb
DEVELOPING	LADY A	What A Song Can Do	BMLG
DEVELOPING	MICHAEL RAY	Holy Water	Warner/WEA
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House





# SOUL

LEE  
BRICE

**#7** HIT PREDICTOR **#10** W35-44\* **#13** W25-54\*

OD STREAMING UP **21%** TW  
OVER **45 MILLION** OD STREAMS TD

YOUR PLAYLIST NEEDS A LITTLE MORE **SOUL.**

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	WALKER HAYES	AA	Monument	<a href="#">PLAY VIDEO ▶</a>
3	MORGAN WALLEN	Don't Think Jesus	Big Loud/Republic	<a href="#">PLAY VIDEO ▶</a>
4	LUKE COMBS	Doin' This	River House/Columbia Nash	<a href="#">PLAY VIDEO ▶</a>
5	ERNEST	Flower Shops f/Morgan Wallen	Big Loud	<a href="#">PLAY VIDEO ▶</a>
6	GABBY BARRETT	Pick Me Up	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
7	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR	<a href="#">PLAY VIDEO ▶</a>
8	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	<a href="#">PLAY VIDEO ▶</a>
9	KAMERON MARLOWE	Giving You Up	Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
10	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN	<a href="#">PLAY VIDEO ▶</a>
11	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
12	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow	<a href="#">PLAY VIDEO ▶</a>
13	SCOTTY MCCREERY	Damn Strait	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
14	HARDY	Give Heaven Some Hell	Big Loud	<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	TAYLOR SWIFT	Love Story (Taylor's Version)	Republic	<a href="#">PLAY VIDEO ▶</a>
18	JON PARDI	Last Night Lonely	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
19	PARMALEE	Take My Name	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
20	LEE BRICE	Soul	Curb	<a href="#">PLAY VIDEO ▶</a>
21	BRETT YOUNG	You Didn't	BMLG	<a href="#">PLAY VIDEO ▶</a>
22	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
23	MITCHELL TENPENNY	Truth About You	Riser House/Columbia	<a href="#">PLAY VIDEO ▶</a>
24	THOMAS RHETT	Slow Down Summer	Valory	<a href="#">PLAY VIDEO ▶</a>
25	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
26	DYLAN SCOTT	New Truck	Curb	<a href="#">PLAY VIDEO ▶</a>
27	RESTLESS ROAD	Growing Old With You	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
28	JIMMIE ALLEN	Down Home	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
29	MAREN MORRIS	Circles Around This Town	Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
30	MORGAN WADE	Wilder Days	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
31	OLD DOMINION	No Hard Feelings	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
32	KEITH URBAN	Wild Hearts	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
33	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
34	MICHAEL RAY	Holy Water	Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
35	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
36	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
37	DUSTIN LYNCH	Party Mode	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
38	KELSEA BALLERINI	Heartfirst	Black River Entertainment	<a href="#">PLAY VIDEO ▶</a>
39	JUSTIN MOORE	With A Woman You Love	Valory	<a href="#">PLAY VIDEO ▶</a>
40	JAKE OWEN	Best Thing Since Backroads	Big Loud	<a href="#">PLAY VIDEO ▶</a>
41	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville	<a href="#">PLAY VIDEO ▶</a>
42	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
43	JACKSON DEAN	Don't Come Lookin'	Big Machine	<a href="#">PLAY VIDEO ▶</a>
44	FRANK RAY	Country'd Look Good On You	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
45	DILLON CARMICHAEL	Son Of A	Riser House	<a href="#">PLAY VIDEO ▶</a>
46	LADY A	What A Song Can Do	BMLG	<a href="#">PLAY VIDEO ▶</a>
47	CHAYCE BECKHAM & LINDSAY ELL	Can't Do Without Me	Wheelhouse/Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
48	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
49	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	1	2	1	8
2	ALDEAN, JASON	Trouble With A Heartbreak	10	1	3	9
3	SWINDELL, COLE & LAINEY WILSON	Never Say Never	4	4	5	6
4	MOORE, JUSTIN	With A Woman You Love	7	3	10	2
5	URBAN, KEITH	Wild Hearts	6	6	19	1
6	PEARCE, CARLY & ASHLEY MCBRYDE	Never Wanted To Be That Girl	3	25	2	12
7	UNDERWOOD, CARRIE	Ghost Story	2	10	20	4
8	MCCREERY, SCOTTY	Damn Strait	5	12	4	13
9	HARDY	Give Heaven Some Hell	15	7	15	3
10	OWEN, JAKE	Best Thing Since Backroads	14	8	7	22
11	TENPENNY, MITCHELL	Truth About You	34	5	11	7
12	MCGRW, TIM	7500 OBO	9	11	9	28
13	RHETT, THOMAS	Slow Down Summer	13	14	12	10
14	COMBS, LUKE	Doin' This	12	13	13	16
15	SHELTON, BLAKE	Come Back As A Country Boy	8	19	27	19
16	ALLEN, JIMMIE	Down Home	11	22	25	14
17	LAMBERT, MIRANDA	If I Was A Cowboy	24	20	24	5
18	PARDI, JON	Last Night Lonely	27	15	18	18
19	YOUNG, CHRIS FEAT. MITCHELL TENPENNY	At The End Of A Bar	17	17	30	23
20	SCOTT, DYLAN	New Truck	29	16	22	25
21	MORRIS, MAREN	Circles Around This Town	21	18	28	26
22	CHURCH, ERIC	Heart On Fire	26	29	16	15
23	NICHOLS, JOE	Good Day For Living	25	23	17	31
24	ANDRESS, INGRID WITH SAM HUNT	Wishful Drinking	20	9	41	21
25	WALLEN, MORGAN	Wasted On You	33	27	14	30
26	RAY, FRANK	Country'd Look Good On You	44	28	6	33
27	DICKERSON, RUSSELL FEAT. JAKE SCOTT	She Likes It	16	24	34	38
28	SMITH, CONNER	Learn From It	37	26	23	27
29	YOUNG, BRETT	You Didn't	35	21	29	34
30	LYNCH, DUSTIN	Party Mode	23	31	32	36
31	LADY A	What A Song Can Do	18	30	36	42
32	HAYES, WALKER	AA	36	36	33	17
33	DEAN, JACKSON	Don't Come Lookin'	31	32	31	40
34	BARRETT, GABBY	Pick Me Up	40	33	39	20
35	CHESNEY, KENNY	Everyone She Knows	22	40	26	47
36	OLD DOMINION	No Hard Feelings	30	39	43	24
37	BROWN BAND, ZAC	Out In The Middle	38	35	38	37
38	BALLERINI, KELSEA	Heartfirst	43	37	46	11
39	WADE, MORGAN	Wilder Days	19	42	45	35
40	BECKHAM, CHAYCE & LINDSAY ELL	Can't Do Without Me	42	41	21	49
41	STAPLETON, CHRIS	Joy Of My Life	46	34	37	41
42	ERNEST FEAT. MORGAN WALLEN	Flower Shops	32	38	44	45
43	BLOCK, PRISCILLA	My Bar	28	44	35	50
44	CARMICHAEL, DILLION	Son Of A	39	43	40	44
45	THOMPSON SQUARE	Country In My Soul	50	45	8	29
46	JELLY ROLL	Son Of A Sinner	47	47	48	32
47	BRICE, LEE	Soul	41	49	49	39
48	RAY, MICHAEL	Holy Water	49	46	47	46
49	BROWN, KANE	Like I Love Country Music	48	48	42	43
50	JONES, CAROLINE	Come In (But Don't...)	45	50	50	48



# RANDY HOUSER

## RH

*Note to Self*

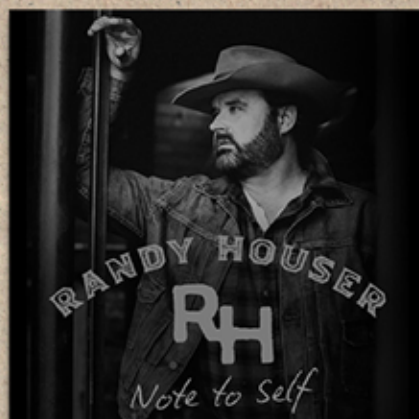


**\*52 BB | #18 CPS RANK**

**CONSUMPTION UP 38% | SALES UP 54%**

"ONE OF COUNTRY MUSIC'S VERY FINEST VOCALISTS. HIS RETURN IS MOST WELCOME. ESPECIALLY WITH SUCH A STRONG SONG OF REGRETFUL HINDSIGHT."

**MUSICROW**



"ONE OF THE MOST CRIMINALLY UNDERRATED ARTISTS IN MAINSTREAM COUNTRY MUSIC"

**WHISKEY&RIF**

## OVER 50 REPORTING STATIONS

KILT	WKIS	KMLE	WYCD	WFUS	WQYK	WJVC	WSOC	KWJJ
WIL	KAJA	KSOP	WWKA	WDSY	KASE	KBEQ	WQDR	KRTY
WKDF	WUSH	WQIK	WQKX	WAMZ	WKMK	WWGR	KSKS	KHKI
WCKN	WTGE	WXCX	WOGK	KCCY	WUSY	KSSN	WKRO	WTHT
WRNS	KXLY	WBUL	WDRM	KJUG	WKXC	WGTY	WXBQ	WQHK
WSLC	WUSJ	KFKF	WCOL	WNCY	MUSIC CHOICE			

**ON TOUR WITH CODY JOHNSON THIS FALL!**

MAGNOLIA







# GATOR HARRISON INTEL

## CURRENT POSITION:

iHEARTCOUNTRY BRAND  
COORDINATOR/  
SVPP NASHVILLE  
iHEARTMEDIA  
MARKETS GROUP

### **Programming Country Radio in Nashville is a different animal. Being in the epicenter of the art-form, what are the advantages and pitfalls of the position?**

Only Advantages. I don't believe in disadvantage or pitfalls. Those are simply moments where you adjust your perspective to ID the advantages lying beneath and move forward. Weights are heavy. Difficulties make you stronger. I fell in love with Music, not the Music Industry. The Music Industry was just my way in and my opportunity to be a small part of the music. So to be able to live and work where the story's start, evolve, and eventually impact, is an incredible privilege I don't take for granted.

### **You are one of the primary architects of the CRS Believers Breakfast. How did the come about?**

Jesus. The Origin is always God. It was CRS 2015. Lou Ramirez and myself were standing in the back of a typical showcase where the people cared more about their next drink than the next song from the artist. It was loud and we were screaming in each other's ears about the things the Holy Spirit was doing in our lives and how we were challenged and changed by it. At one point, we just said, let's grab breakfast tomorrow morning where we can focus on the conversation, do you know any other Believers? That first year, there were 7 or 8 of us in a restaurant backroom, crying, confessing, and lifting each other up. It was a truly special and life altering moment. This past year at CRS 2022, 100+ BELIEVERS connected together in worship around the salvation story of Walker Hayes and his incredibly special friend, Craig. Equally unforgettable. Search and Join the CRS BELIEVERS GROUP on FACEBOOK and jump into one of our monthly Upper Zoom Calls, the first Wednesday of each month at 3pm CST. Everyone in the industry is welcome.

### **You are quite handsome and a snappy dresser. Ever consider movies or modeling?**

Other than a rare cameo role stretching my acting prowess as a radio air talent interviewing the artist Scarlett on the TV Show Nashville... NOPE. But that was a fun 60 seconds being on TV so I'm always open to new fears if you're casting.

**There was an old bit where a jock would “go crazy” and barricade her or himself in the control room and play one single over and over until “The Boss and security” would break the door down and return to regular programming. Considering any artist or group, any genre, current or gold, what would be the one single you would play and how long would the theatrics last?**

“Jesus Loves Me”... for Eternity

**What is the main difference in programming 5 years ago vs. today and what will be different in 2027? (Besides your hair color)**

The audio world is now experiencing what the visual world has experienced for a decade+. We've gone from 3 TV Networks to a Million Options on Cable, now to Stream Providers with a Billion options offering exclusive content. The problem, as the delivery method has changed, the audience has fragmented making it difficult to attain the critical mass needed to move an artist in the audio world, from clubs to amphitheatres, to arenas, to stadiums. Radio is THE Critical Mass we have in the Audio world. We better not lose it. The biggest change or differentiator is the Music Fans are now truly in control. They are 100% the modern day gatekeepers. Which I'm completely good with.

**You have to drive an 84 Ford Econoline 250 E Series cargo van from Nashville to El Paso. The A/C is busted to heck and your passengers are an artist, a label rep, another PD and an up and coming air talent. Who is with you and why?**

Well I love all the kids the same... but if I'm cornered to answer, The Artist is Kane Brown cause we can Basketball and Golf all the way to El Paso. The Rep is Lou Ramirez so we can talk Jesus and make him known, the PD is my right hand man Ryan McKiddy. I can't do any of the things I do without that dude. And the up & coming air talent... I'll pick Bobby Bones for 2 reasons... 1. If you think he's peaked or done growing, you don't know Bobby and the 2nd reason... him and KB can split the gas cause they're the only ones who can afford it.

**You are on top of a building on lower Broadway with a bullhorn. It's gonna rain. You can't come down until you give a shout out your personal and professional heroes. Let it rip.**

That's a Long List but I'll break it down like this. Thank you 1st and foremost to my Lord & Savior Jesus Christ. Nothing is worth anything without Him and His teaching has forever shaped me. Thank you to my girls. My wife Tennille and daughters Roman & Ezra who support me and allow me to chase my career dreams. They collectively make me a better man daily. Thank you to my big brother Hawk Harrison who I saw doing a radio show in 1985 and I thought, “shhhoot, if he can, I can”. Thank you to Louis Kaplan who gave me a chance to learn on the iconic Y107 in Nashville and named a TN Lifer “GATOR”. I'm a big hit during UT Football Season, thanks a lot. Thank you yo John Ivey for giving me my first Music Director Opportunity and correctly teaching me how to effectively use the F word. Thank you to Marc Chase who saw something in me I didn't know was there and continues to challenge me today to see things differently. Thank you to Styckman who was my on-air partner and work wife for 15+ years. Thank you to Clay Hunnicutt, fellow TN Boy, who has been a constant friend and mentor since he took 15 years to finally talk me into leaving my hometown in Sparta, TN to program the legendary US101 in Chattanooga. Thank you to Rod Phillips, who continued my education around radio and life by moving me and the family to Nashville and the historic call letters WSIX. His wisdom and friendship are truly appreciated and I'm forever in his debt. Finally to every name not mentioned specifically here including my BIG 98 Family, I will forever be the idiot to your village.

# THE MAN IN BLACK HAS TO GO

Even the greatest of stars sometimes need some relief. From Johnny Cash's boyhood hometown of Kingsland, Ark, comes a tale of a new number one! Seems like a sure shot prankster popped JC's silhouette in a rather sensitive area and now he's spewing enough leakage to put out any ring of fire. It seems no one was hurt in the incident but the continuous golden shower is definitely draining the town's H<sub>2</sub>O supply. Zip up and click here:





Check out these videos hand-picked by our staff!



### AARON GOODVIN - "BOY LIKE ME"

**MMI Warning:** The following video and track will cause you (and your listeners) to sing the chorus over and over. The memorable lyrics will be stuck in your head like a hoolapopper lure in a trout's mouth. Aaron Goodvin is a chart crushing Canadian superstar. His hits have globally amassed multi millions of streams, platinum sales, sold out tours and all that comes with it for our neighbors of the North. "Boy Like Me" is his latest number one just across the invisible fence. Goodvin now pitches his tent in Nashville and is delivering this undeniable smash to your front door. Click here:



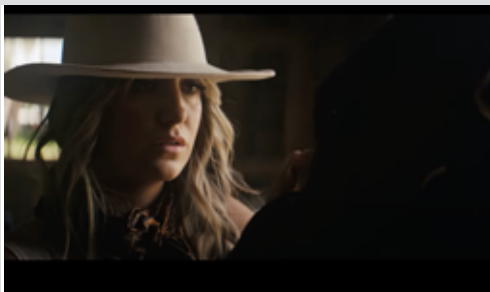
### INGRID ANDRESS - "SEEING SOMEONE ELSE"

We file Ingrid under the SCM category: Sophisticated Country Music! Her songs have depth. Her voice is her own. None of the "she sounds like" comments. She is Ingrid Andress and only Ingrid. Her music has the rare combination of edge and commercial appeal. She has the ability to appeal to a wider audience than the confines of one arena. "Seeing Someone Else" is a title and lyric with a cool twist. Exactly what you'd expect from an extremely talented Berklee grad with a long career ahead. Click Here:



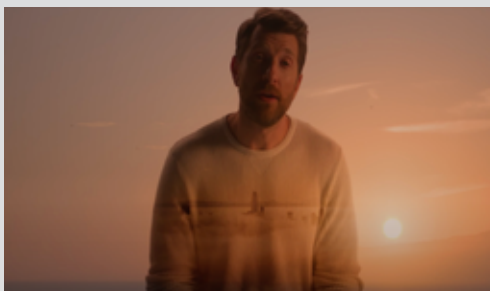
### ELLE KING FT. DIERKS BENTLEY - "WORTH A SHOT"

**MMI Full Blown Production Alert:** Elle King proves she's the queen of another amazing video in this way cinematic Western themed mega-drama clip. Seems like ol Dierks is a wanted man and a good old bar-room drinking contest may be his only way to escape the long arm of the law. Elle plays double roles while taking double shots during this hard drinking, double meaning lyric of lost love. Belly up to the bar and click here:



### LAINEY WILSON - "HEART LIKE A TRUCK"

Lainey is a horse whisperer. Who knew? The single is a fantastic example of using the basics of Country lyrics (trucks, hearts, etc) and weaving them into a clever new twist that makes you lean into the trucks radio and turn it up to eleven. Lainey likes to find herself on the top of the chart and it looks like this one is gonna drive quickly up the same dirt road. Buckle up and click here:



### BRETT ELDRIDGE - "WAIT UP FOR ME"

Brett's string of number ones make a lovely necklace made from musical jewels. He's all about style. And in "Wait Up for Me", Eldredge takes it down a notch to the level of sexy, steamy romance. This beautifully shot dreamy-like video captures the heat and tension of missing the one you love. 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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