



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

# IAN FLANIGAN

## LAST NAME ON IT

STUDIO  
2B-E



**MMI**  
**PROFILE**  
**GINNY BROPHEY**

*Country Edition*

**NASHVILLE**  
**APPROVED**

AUGUST 15, 2022



# IAN FLANIGAN

## LAST NAME ON IT

"Ian's Voice, story and music are in a lane all his own. The collection of music on this LP is one of my favorites of the last year. A real showcase of organic artistry."

Nick Russa  
KILT Houston | Audacy

## BELIEVERS:

KILT! KKBO! KBEQ! MUSIC CHOICE! KSON! KNUC! WJVC!

"Ian Flanigan is a once in a lifetime vocalist"

Blake Shelton

IAN FLANIGAN'S DEBUT LP "STRONG"  
IS AVAILABLE EVERYWHERE 9/2

# **MONDAY MORNING INTEL**

AUGUST 15, 2022

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



# NEVER TIL NOW

ASHLEY COOKE & BRETT YOUNG

TOP 5 CONSUMPTION  
PER SPIN 2 WEEKS AND  
COUNTING

OUT-CONSUMING 28  
SONGS IN THE TOP 50

BIG LOUD BMLG  
RECORDS

ADD TODAY

# HAILEY WHITTERS

TOP 25  
CONSUMPTION SINCE  
CHART DEBUT

NEW ADDS  
KEYE/MINNEAPOLIS  
WDAF/KANSAS CITY  
KPLM/PALM SPRINGS

*Everything  
She  
Ain't*

BIG LOUD S&D



MONDAY  
MORNING  
INTEL

#1

**SONGS THIS WEEK**  
BY MMI COMPOSITE CATEGORIES **8.15.22**

**AIRPLAY**

KANE BROWN "Like I Love Country Music"

**RETENTION**

SCOTTY MCCREERY "Damn Strait"

**CALLOUT**

MITCHELL TENPENNY "Truth About You"

**AUDIO**

MORGAN WALLEN "You Proof"

**VIDEO**

ZACH BRYAN "Something In Orange"

**SALES**

COLE SWINDELL "She Had Me At Heads Carolina"

**COMPOSITE**

COLE SWINDELL "She Had Me At Heads Carolina"

# Faster Programming Intel From NuVoodoo.

## The ASAP Study from NuVoodoo:

300 respondents, 10-minute interview and answers  
in large markets in just 4 weeks for under \$10,000.

 ACTIONABLE  SPEEDY  AFFORDABLE  PERCEPTUAL STUDY

**nuvoodoo** 

nuvoodoo.com | 888.986.6366 | tellmemore@nuvoodoo.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
9	3	7	4	6	1	1	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
7	7	13	2	4	2	2	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
5	1	2	17	8	12	3	SCOTTY MCCREERY	Damn Strait	Triple Tigers
16	17	5	1	3	3	4	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
1	8	26	10	7	4	5	KANE BROWN	Like I Love Country Music	RCA Nashville
13	12	14	6	10	8	6	TYLER HUBBARD	5 Foot 9	EMI Nashville
3	6	10	14	20	19	7	JON PARDI	Last Night Lonely	Capitol Nashville
8	2	1	25	12	24	8	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
11	4	4	22	22	25	9	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
2	5	16	36	16	20	10	DYLAN SCOTT	New Truck	Curb
27	19	34	5	5	7	11	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville
15	14	9	13	25	23	12	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
23	25	37	8	2	5	13	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
30	22	18	12	13	15	14	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
12	15	20	39	21	9	15	JACKSON DEAN	Don't Come Lookin'	Big Machine
14	16	24	24	26	13	16	OLD DOMINION	No Hard Feelings	Arista Nashville
6	9	3	34	35	34	17	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
22	20	21	11	27	29	18	GABBY BARRETT	Pick Me Up	Warner/WAR
32	34	22	20	14	16	19	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
4	11	8	46	36	32	20	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
47	41	x	3	1	11	21	ZACH BRYAN	Something in the Orange	Warner
25	28	41	16	15	14	22	LEE BRICE	Soul	Curb
37	36	29	9	17	17	23	NATE SMITH	Whiskey On You	Arista Nashville
29	31	32	15	23	21	24	JORDAN DAVIS	What My World Spins Around	MCA Nashville
10	13	23	32	33	42	25	MAREN MORRIS	Circles Around This Town	Columbia Nashville
19	24	15	27	44	27	26	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
18	27	35	26	40	18	27	LUKE BRYAN	Country On	Capitol Nashville
26	23	17	31	32	37	28	JIMMIE ALLEN	down home	Stoney Creek
17	10	6	47	43	43	29	JAKE OWEN	Best Thing Since Backroads	Big Loud
21	18	19	40	41	40	30	DUSTIN LYNCH	Party Mode	Broken Bow
28	35	39	19	37	22	31	KELSEA BALLERINI	Heartfirst	Black River Entertainment
43	x	x	33	34	10	32	DIERKS BENTLEY	Gold	Capitol Nashville
20	26	27	42	47	28	33	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
39	49	36	28	11	6	34	WALKER HAYES	Y'all Life	Monument
46	32	12	41	9	48	35	KAMERON MARLOWE	Giving You Up	Columbia Nashville
31	29	28	48	24	38	36	BRETT YOUNG	You Didn't	BMLG
36	33	31	38	29	36	37	LAINEY WILSON	Heart Like A Truck	Broken Bow
42	44	38	18	18	31	38	CARLY PEARCE	What He Didn't Do	Big Machine
24	21	25	49	46	47	39	FRANK RAY	Country'd Look Good On You	Stoney Creek
49	48	x	7	19	33	40	COREY KENT	Wild As Her	Combustion/RCA Nashville
45	43	x	21	39	35	41	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville
35	37	42	43	28	41	42	SAM HUNT	Water Under The Bridge	MCA Nashville
33	30	30	45	42	49	43	CODY JOHNSON	Human	CoJo/Warner/WMN
50	46	x	23	31	30	44	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG
48	47	x	30	30	26	45	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
41	45	11	37	49	45	46	DAN + SHAY	You	Warner/WAR
34	38	33	44	45	50	47	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
40	40	40	35	50	39	48	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
38	39	43	50	38	44	49	MICHAEL RAY	Holy Water	Warner/WEA
44	42	x	29	48	46	50	BRETT ELDREDGE	Songs About You	Warner/WMN



**27** CAREER  
#1S  
**OVER 20  
MILLION**  
ALBUMS SOLD

**"COUNTRY'S  
BIGGEST  
POWERHOUSE"**  
— PEOPLE

**20**  
**BILLION+**  
GLOBAL STREAMS  
**7** PLATINUM  
ALBUMS

RIAA'S TOP DIGITAL MALE COUNTRY ARTIST OF ALL TIME

2022 CRB HUMANITARIAN AWARD



**JASON  
ALDEAN**

F O R Y O U R C M A C O N S I D E R A T I O N

**ENTERTAINER OF THE YEAR**

**ALBUM OF THE YEAR**  
**MACON**

**MALE VOCALIST  
OF THE YEAR**

**SINGLE  
OF THE YEAR**

**"IF I DIDN'T LOVE YOU"**  
WITH CARRIE UNDERWOOD

**SONG  
OF THE YEAR**

**MUSICAL EVENT OF THE YEAR**

**MUSIC VIDEO OF THE YEAR**



BMG

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	47	21	<b>26</b>	ZACH BRYAN	Something in the Orange	Warner
2	30	14	<b>16</b>	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
3	27	11	<b>16</b>	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville
4	37	23	<b>14</b>	NATE SMITH	Whiskey On You	Arista Nashville
5	32	19	<b>13</b>	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
6	16	4	<b>12</b>	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
7	46	35	<b>11</b>	KAMERON MARLOWE	Giving You Up	Columbia Nashville
8	43	32	<b>11</b>	DIERKS BENTLEY	Gold	Capitol Nashville
9	23	13	<b>10</b>	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
10	49	40	<b>9</b>	COREY KENT	Wild As Her	Combustion/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	PARMALEE	Take My Name	Stoney Creek
2	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
3	MORGAN WALLEN	Wasted On You	Big Loud/Republic
4	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
5	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
6	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
7	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
8	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
9	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
10	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
11	WALKER HAYES	Fancy Like	Monument/RCA
12	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
13	SAM HUNT	23	MCA Nashville
14	LUKE COMBS	Forever After All	River House/Columbia Nash
15	TIM MCGRAW	7500 OBO	Big Machine
16	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
17	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
18	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
19	LUKE COMBS	Cold As You	River House/Columbia Nash
20	KEITH URBAN	Wild Hearts	Capitol Nashville
21	COLE SWINDELL	Single Saturday Night	Warner/WMN
22	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
23	THOMAS RHETT	Slow Down Summer	Valory Music Co.
24	WALKER HAYES	AA	Monument
25	MICHAEL RAY	Whiskey And Rain	Warner/WEA
26	THOMAS RHETT	What's Your Country Song	Valory Music Co.
27	LUKE COMBS	Better Together	River House/Columbia Nash
28	LUKE BRYAN	Down To One	Capitol Nashville
29	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
30	DIERKS BENTLEY	Gone	Capitol Nashville





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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	INGRID ADDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
HOTZONE	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
HOTZONE	LUKE BRYAN	Country On	Capitol Nashville
HOTZONE	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
HOTZONE	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville
HOTZONE	KELSEA BALLERINI	Heartfirst	Black River Entertainment
HOTZONE	JORDAN DAVIS	What My World Spins Around	MCA Nashville
HOTZONE	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
HOTZONE	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
HOTZONE	CODY JOHNSON	Human	CoJo/Warner/WMN
HOTZONE	SAM HUNT	Water Under The Bridge	MCA Nashville
HOTZONE	NATE SMITH	Whiskey On You	Arista Nashville
HOTZONE	JOE NICHOLS	Good Day For Living	Quartz Hill
HOTZONE	WALKER HAYES	Y'all Life	Monument
HOTZONE	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
HOTZONE	DAN + SHAY	You	Warner/WAR
HOTZONE	CARLY PEARCE	What He Didn't Do	Big Machine
HOTZONE	DIERKS BENTLEY	Gold	Capitol Nashville

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
DEVELOPING	JACKSON DEAN	Don't Come Lookin'	Big Machine
DEVELOPING	TYLER HUBBARD	5 Foot 9	EMI Nashville
DEVELOPING	OLD DOMINION	No Hard Feelings	Arista Nashville
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	GABBY BARRETT	Pick Me Up	Warner/WAR
DEVELOPING	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
DEVELOPING	FRANK RAY	Country'd Look Good On You	Stoney Creek
DEVELOPING	LEE BRICE	Soul	Curb
DEVELOPING	JIMMIE ALLEN	down home	Stoney Creek
DEVELOPING	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
DEVELOPING	MICHAEL RAY	Holy Water	Warner/WEA
DEVELOPING	RANDY HOUSER	Note To Self	Magnolia Music
DEVELOPING	THOMPSON SQUARE	Country In My Soul	Quartz Hill
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House
DEVELOPING	BRETT ELDREDGE	Songs About You	Warner/WMN

FOR YOUR CMA CONSIDERATION

*Hannah Gillis*

FEMALE VOCALIST  
OF THE YEAR

• DIRECT SUPPORT ON 2021 CMA FEMALE VOCALIST OF THE YEAR  
CARLY PEARCE'S *THE 29 TOUR*

• OVER 27 MILLION CAREER STREAMS



FOR YOUR CMA CONSIDERATION

**ROD + ROSE**

ALBUM OF THE YEAR

*ROD + ROSE*

"ROD + ROSE REVEAL A COLLECTION  
OF HEARTFELT TRACKS THAT ARE  
SURE TO MELT EVEN THE COLDEST  
OF HEARTS. THEIR CONNECTION IS  
PALPABLE THROUGH THEIR  
HARMONIES. AND IF THAT AIN'T  
LOVE, WE DON'T KNOW WHAT IS."

- COUNTRY SWAG



FOR YOUR CMA CONSIDERATION

**AMERICAN YOUNG**

VOCAL DUO OF THE YEAR

• 16.2 MILLION CAREER STREAMS

• HAVE PERFORMED ACROSS THE WORLD INCLUDING  
HEADLINING SHOWS IN CHINA, UK, SWITZERLAND, IRELAND,  
SCOTLAND, NORWAY, GERMANY, AND MEXICO





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	ZACH BRYAN	Something in the Orange	Warner	<a href="#">PLAY VIDEO ▶</a>
2	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	<a href="#">PLAY VIDEO ▶</a>
3	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic	<a href="#">PLAY VIDEO ▶</a>
4	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash	<a href="#">PLAY VIDEO ▶</a>
5	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville	<a href="#">PLAY VIDEO ▶</a>
6	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
7	KANE BROWN	Like I Love Country Music	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
8	SCOTTY MCCREERY	Damn Strait	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
9	KAMERON MARLOWE	Giving You Up	Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
10	TYLER HUBBARD	5 Foot 9	EMI Nashville	<a href="#">PLAY VIDEO ▶</a>
11	WALKER HAYES	Y'all Life	Monument	<a href="#">PLAY VIDEO ▶</a>
12	MITCHELL TENPENNY	Truth About You	Riser House/Columbia	<a href="#">PLAY VIDEO ▶</a>
13	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
14	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville	<a href="#">PLAY VIDEO ▶</a>
15	LEE BRICE	Soul	Curb	<a href="#">PLAY VIDEO ▶</a>
16	DYLAN SCOTT	New Truck	Curb	<a href="#">PLAY VIDEO ▶</a>
17	NATE SMITH	Whiskey On You	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
18	CARLY PEARCE	What He Didn't Do	Big Machine	<a href="#">PLAY VIDEO ▶</a>
19	COREY KENT	Wild As Her	Combustion/RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
20	JON PARDI	Last Night Lonely	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
21	JACKSON DEAN	Don't Come Lookin'	Big Machine	<a href="#">PLAY VIDEO ▶</a>
22	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
23	JORDAN DAVIS	What My World Spins Around	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
24	BRETT YOUNG	You Didn't	BMLG	<a href="#">PLAY VIDEO ▶</a>
25	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
26	OLD DOMINION	No Hard Feelings	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
27	GABBY BARRETT	Pick Me Up	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
28	SAM HUNT	Water Under The Bridge	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
29	LAINEY WILSON	Heart Like A Truck	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
30	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
31	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG	<a href="#">PLAY VIDEO ▶</a>
32	JIMMIE ALLEN	down home	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
33	MAREN MORRIS	Circles Around This Town	Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
34	DIERKS BENTLEY	Gold	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
35	JUSTIN MOORE	With A Woman You Love	Valory Music Co.	<a href="#">PLAY VIDEO ▶</a>
36	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
37	KELSEA BALLERINI	Heartfirst	Black River Entertainment	<a href="#">PLAY VIDEO ▶</a>
38	MICHAEL RAY	Holy Water	Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
39	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
40	LUKE BRYAN	Country On	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
41	DUSTIN LYNCH	Party Mode	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
42	CODY JOHNSON	Human	CoJo/Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
43	JAKE OWEN	Best Thing Since Backroads	Big Loud	<a href="#">PLAY VIDEO ▶</a>
44	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG	<a href="#">PLAY VIDEO ▶</a>
45	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville	<a href="#">PLAY VIDEO ▶</a>
46	FRANK RAY	Country'd Look Good On You	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
47	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
48	BRETT ELDREDGE	Songs About You	Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
49	DAN + SHAY	You	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
50	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	<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	TENPENNY, MITCHELL	Truth About You	1	2	4	1
2	MCCREERY, SCOTTY	Damn Strait	5	3	3	10
3	MOORE, JUSTIN	With A Woman You Love	6	8	2	6
4	UNDERWOOD, CARRIE	Ghost Story	4	7	12	4
5	WALLEN, MORGAN	You Proof	9	11	7	2
6	OWEN, JAKE	Best Thing Since Backroads	2	10	6	18
7	SWINDELL, COLE	She Had Me At Heads Carolina	12	4	1	36
8	YOUNG, CHRIS FEAT. MITCHELL TENPENNY	At The End Of A Bar	10	1	13	27
9	ADDRESS, INGRID WITH SAM HUNT	Wishful Drinking	8	9	14	5
10	PARDI, JON	Last Night Lonely	13	6	21	7
11	MCGRW, TIM	7500 OBO	16	5	19	13
12	DAN + SHAY	You	14	26	16	3
13	MARLOWE, KAMERON	Giving You Up	11	20	8	12
14	COMBS, LUKE	The Kind Of Love We Make	17	19	10	9
15	HUBBARD, TYLER	5 Foot 9	3	12	22	40
16	RHETT, THOMAS FEAT. RILEY GREEN	Half Of Me	27	15	11	15
17	SCOTT, DYLAN	New Truck	20	22	5	32
18	ALLEN, JIMMIE	Down Home	18	21	27	8
19	DICKERSON, RUSSELL FEAT. JAKE SCOTT	She Likes It	7	17	32	26
20	LYNCH, DUSTIN	Party Mode	19	14	24	29
21	DEAN, JACKSON	Don't Come Lookin'	25	33	17	19
22	BARRETT, GABBY	Pick Me Up	15	18	33	22
23	STAPLETON, CHRIS	Joy Of My Life	37	27	9	38
24	MORRIS, MAREN	Circles Around This Town	34	34	26	17
25	OLD DOMINION	No Hard Feelings	21	28	30	31
26	NICHOLS, JOE	Good Day For Living	22	35	20	41
27	RAY, FRANK	Country'd Look Good On You	29	32	39	21
28	BROWN, KANE	Like I Love Country Music	44	13	18	47
29	BROWN BAND, ZAC	Out In The Middle	26	41	38	11
30	YOUNG, BRETT	You Didn't	42	16	25	43
31	SMITH, NATE	Whiskey On You	23	36	29	39
32	JOHNSON, CODY	Human	48	24	37	16
33	WILSON, LAINEY	Heart Like A Truck	40	37	23	28
34	THOMPSON SQUARE	Country In My Soul	31	39	34	20
35	DAVIS, JORDAN	What My World Spins Around	24	44	35	23
36	BLOCK, PRISCILLA	My Bar	32	38	41	25
37	ZIMMERMAN, BAILEY	Fall In Love	28	30	43	42
38	BRYAN, LUKE	Country On	36	29	28	48
39	HAYES, WALKER	Y'all Life	47	31	15	49
40	JELLY ROLL	Son Of A Sinner	41	25	31	44
41	HOUSER, RANDY	Note To Self	30	42	42	30
42	CHESNEY, KENNY	Everyone She Knows	35	40	40	33
43	PEARCE, CARLY	What He Didn't Do	46	23	36	45
44	BALLERINI, KELSEA	Heartfirst	45	45	47	14
45	URBAN, KEITH	Brown Eyes Baby	39	47	48	24
46	BRICE, LEE	Soul	38	43	44	50
47	ALDEAN, JASON	That's What Tequila Does	50	46	45	35
48	HUNT, SAM	Water Under The Bridge	43	50	46	37
49	RAY, MICHAEL	Holy Water	33	48	49	46
50	CARMICHAEL, DILLION	Son Of A	49	49	50	34





# GINNY BROPHEY INTEL

## CURRENT POSITION:

BRAND MANAGER  
WOKQ PORTSMOUTH  
TOWNSQUARE MEDIA

**So here you are sitting by the water programming a kick-Ass Country Station in beautiful Portsmouth. How did all this happen?**

After two years in healthcare, I was itching to get back in the game, when two different label people called me and urged me to apply to the new Portsmouth opening. I wasn't sure about it, but Townsquare Media does an excellent job of finding the right people, and after a "courting" period for both sides, I decided it was right. It's a blast being back on the air too. I am happy with how we turned the station around after only six months, back to #1 25-54 in the market in the most recent ratings.

**You have been an integral part of the programming success of both Boston Country Stations, The Bull and WKLB. What was it like to have to battle the station that you helped build?**

Radio battles are always fun, no matter what the circumstance. I'm proud of what we accomplished in Boston at both stations. When iHeart made me an offer, I was all in. We had a very creative team and made radio fun again, and certainly made my prior station nervous at times.

**What major market competitive tricks apply to your day to day strategy at WOKQ?**

The biggest "not so secret" trick is attention to detail. Competitors can become complacent. My team wants to win as much as I do. We all strive to be our best every single day, and it shows in the success we've had.

**Let's imagine radio had never been invented. Following your heart and passions, what else could you see yourself doing for a long happy career?**

I was a pre-med student when I found college radio at St. Lawrence University. My parents were disappointed when I traded a biology degree for communications. If I hadn't found radio, I would definitely be in healthcare, probably a Physicians Assistant, which wasn't a popular degree back then. Ironically, my daughter is a P.A, and so is her husband. During

Covid I worked as a tech in a dialysis clinic, but my real passion is medical mission trips with my family. I just love helping people.

**The Wahlberg Bros, Paul Revere, Steven Tyler, Alex Cora and Jerry Mckenna are all coming to your house for dinner. You're cooking. What are you making? (ps... you actually have to be able to make this dish)**

What a Boston crew! I would love that dinner party, where I'd make my famous lasagna, a family recipe from my Italian grandmother. Who doesn't love authentic Italian food?

**There are clearly tracks in the Top 10 streaming charts that aren't getting radio play.....should programmers be paying more attention to these singles? Or is it important to wait for a radio campaign?**

Every programmer has their own style of music discovery. I like to look at the streaming charts to see what might be coming to radio and be aware of these songs. You also have to pay attention to TikTok, and other platforms, but the bottom line is radio has its own research, and we can see trends too. Our job is to play the hits. Not all hot streaming tracks will work in radio. That's why we pick and choose carefully. The old radio theory "You can't get hurt by what you don't play" is still true.

**To "get your mind off work" for 30 minutes, you've put together a playlist of 5 fantastic Non-Country songs (current or gold). What are they?**

Trevor Hall – "Moon/Sun", Rodrigo y Gabriela – "Diablo Rojo", Satsang – "Malachi", Bruce Springsteen – "Thunder Road", Is (Israel Kamakawiwo'ole) - "Over The Rainbow"

**The job descriptions of both radio brand managers and promotion execs are evolving quickly. What advice would you give a budding young label executive regarding accomplishing their goals?**

Set realistic goals, manage your time well, create a great work environment for your team, and pay attention to detail. We all work with creative people. Let them create. Forward strides don't always have to be a #1 song. It can be a great idea which blossoms into something epic. Just remember this is a business, with a bottom line.

**Industry and personal.....who made you who you are? The mic is hot. Shout out to your heroes!**

Mike Brophey has been a phenomenal mentor and leader. I have learned to manage with confidence, and creativity. Rob Williams, SVP of Local Media is a great leader and human being. I learned so much from him, and get to work with him again at Townsquare Media. I worked with both of these gentlemen at Greater Media, Inc.



**MONDAY  
MORNING  
INTEL**



**YES,  
I  
GET  
IT**

A chart including **call-out**  
and **retention scores**;  
**BROKEN DOWN  
BY REGION!**

MMI is a **strategic**,  
easy to read  
**RESEARCH TOOL.**

**We reference it weekly.**  
And the video blurbs  
are hilarious...

**I TOTALLY GET IT!**

**JOHN REYNOLDS**

Beasley Broadcasting  
Charlotte

**MMI AND THE AIRPLAY INTEL  
FAMILY OF PUBLICATIONS**



# FOR YOUR **CMA** CONSIDERATION LAINÉY WILSON

**NEW ARTIST  
OF THE YEAR**

**ALBUM  
OF THE YEAR**  
SAYIN' WHAT I'M THINKIN'

**SINGLE  
OF THE YEAR**  
"NEVER SAY NEVER"  
WITH COLE SWINDELL

**SONG  
OF THE YEAR**  
"NEVER SAY NEVER"  
WITH COLE SWINDELL

**SONG  
OF THE YEAR**  
"THINGS A MAN  
OUGHTA KNOW"

**MUSICAL EVENT OF THE YEAR**  
"NEVER SAY NEVER" WITH COLE SWINDELL

**MUSIC VIDEO OF THE YEAR**  
"NEVER SAY NEVER" WITH COLE SWINDELL

**570M+**  
TOTAL ON-DEMAND STREAMS

**billboard**  
TOP NEW COUNTRY ARTIST 2021

**YELLOWSTONE**  
RECURRING CHARACTER SEASON 5

**2022 TOURING**

Morgan Wallen "THE DANGEROUS TOUR"  
JON PARDI "AIN'T ALWAYS THE COWBOY TOUR"  
LUKE COMES "THE MIDDLE OF SOMEWHERE TOUR"

**PRESS HIGHLIGHTS**



MUSICROW

RollingStone

GENIUS



# GOODBYE OLIVIA



If you are in radio you probably played her many singles. If you are on the label side you either worked with her or wished you had. The guys all had major crushes and the girls dreamed of being her friend. We were all hopelessly devoted and she was the one that we wanted. She took us to Xanadu and it was magical. We loved her and let her know and then suddenly she was gone. Please Olivia please send us a little more love. It was more than physical because it was magic. Olivia, we honestly loved you. Drop a quarter in the box, push B17 and click below:





# RYAN GRIFFIN

## *Salt, Lime & Tequila*

200+ SPINS AT...

KBEQ/Kansas City	687
KEEY/Minneapolis	349
KXLY/Spokane	323
WWQM/Madison	321
KJUG/Visalia-Tulare	292
WJVC/Nassau-Suffolk	281
Music Choice	242
WQMX/Akron	235
WKRO/Daytona Beach	225
KWEN/Tulsa	216
KDRK/Spokane	201

TIME TO CATCH UP!





Check out these videos hand-picked by our staff!



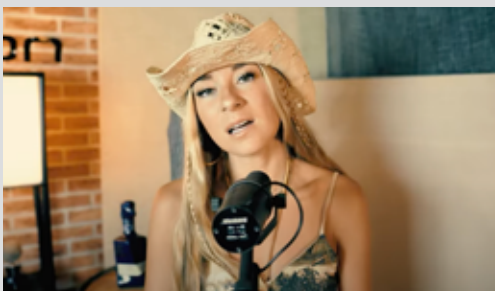
### DAVID LEE MURPHY, BEN BURGESS & ERNEST - "RED DIRT CLOUDS"

When songwriters sing, it can go either way. These three have master-class penmanship for Country hits and their vocals are as strong as their words on the page. David Lee, Ernest, and Ben gives us a 3 part harmony tutorial of kicking up a little dust in "Red Dirt Clouds". Click here:



### DIERKS BENTLEY - "GOLD"

Talk about feel good. Dierks sets the stage for upcoming album numero 10 with pure "Gold". This anthemic extravaganza of a clip was actually filmed backstage after a recent gig and has a strong cameo from Charlie Worsham who is currently touring with Bentley's band. To see all that glitters...click here:



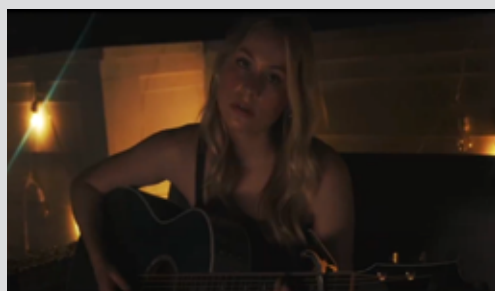
### JULIA COLE - "RATHER BE CRAZY"

Julia Cole has more going on then so many signed charted artists. The parade of checked boxes is led by her amazing talent of vocally interpreting a lyric. She brings written words to life with a Country soulful voice that is unchallenged by so many. The Texas songbird is clearly setting the stage for greatness. Step right up and click here:



### BAILEY ZIMMERMAN - "FALL IN LOVE"

Heat. Pure heat. The excitement, the numbers, the streaming, the touring, and the sales are astounding. Hard to believe this former meat packing and construction worker with a pure grit and gravel voice broke off TikTok.....but he did. In this fix-a-flat video, Mr. Z laments lost love is a poetic and Faulknerian urban setting. Click here:



### BROOKE HATALA - "I HATE LOVE"

Newcomer Brooke Hatala didn't make it to the televised level of The Voice but pretty dang close. She has a genuine Country groove that feels a little rocky/rolly but still way Carolina Country. In "I Hate Love", Brooke builds a bountiful collection of couplets to salute jealousy, heartbreak, and just plain frustration. It's like a new generation's "Jessie's Girl". Click here:



## 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.*

CALL US at  
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# MONDAY MORNING INTEL

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NOT IN MY BOWL**

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