

MONDAY
MORNING
INTEL



**HOW IT
OUGHTA
BE**



**MMI
PROFILE
EDDIE HASKELL**

Country Edition

**NASHVILLE
APPROVED**

SEPTEMBER 19, 2022

THE DEBUT SINGLE FROM BMLG RECORDS ARTIST



HOW IT
OUGHTA
BE



AVAILABLE NOW

IMPACTING COUNTRY RADIO 9/19!

MONDAY MORNING INTEL

SEPTEMBER 19, 2022

TABLE OF CONTENTS

<i>5</i>	<i>#1 SONGS THIS WEEK</i>
<i>6</i>	<i>POWERS</i>
<i>8</i>	<i>ACTION/RECURRENTS</i>
<i>9</i>	<i>HOTZONE/DEVELOPING</i>
<i>10</i>	<i>WEEK AT A GLANCE</i>
<i>12</i>	<i>VIDEO STREAMING</i>
<i>13</i>	<i>COUNTRY CALLOUT</i>
<i>15</i>	<i>PROFILE</i>
<i>17</i>	<i>INTELESCOPE</i>
<i>19</i>	<i>INTELEVISION</i>
<i>20</i>	<i>METHODOLOGY</i>
<i>21</i>	<i>THE BACK PAGE</i>

Jake Owen

UP THERE DOWN HERE

on your desk now

going for adds 9/26

JAK3

BIG LOUD

MONDAY
MORNING
INTEL

#1

SONGS THIS WEEK
BY MMI COMPOSITE CATEGORIES 9.19.22

AIRPLAY

COLE SWINDELL "She Had Me At Heads Carolina"

RETENTION

COLE SWINDELL "She Had Me At Heads Carolina"

CALLOUT

MITCHELL TENPENNY "Truth About You"

AUDIO

MORGAN WALLEN "You Proof"

VIDEO

MORGAN WALLEN "You Proof"

SALES

HARDY F/LAINEY WILSON "wait in the truck"

COMPOSITE

MORGAN WALLEN "You Proof"

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

FOR YOUR CMA CONSIDERATION

Chris Stapleton

Entertainer of the Year

Male Vocalist of the Year

Single of the Year

"You Should Probably Leave"

Song of the Year

"You Should Probably Leave"

Music Video of the Year

"I Bet You Think About Me (feat. Chris Stapleton)"

- Taylor Swift



A UNIVERSAL MUSIC COMPANY

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	48	22	26	ZACH BRYAN	Something in the Orange	Warner
2	40	17	23	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
3	24	11	13	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
4	38	25	13	CARLY PEARCE	What He Didn't Do	Big Machine
5	47	35	12	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
6	33	21	12	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
7	43	32	11	COREY KENT	Wild As Her	Combustion/RCA Nashville
8	37	27	10	WALKER HAYES	Y'all Life	Monument
9	17	7	10	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
10	22	16	6	LEE BRICE	Soul	Curb
11	42	36	6	DAN + SHAY	You	Warner/WAR

Songs that have significantly dountreanded 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/BMG
2	MORGAN WALLEN	Wasted On You	Big Loud/Republic
3	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
4	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
5	SCOTTY MCCREERY	Damn Strait	Triple Tigers
6	KANE BROWN	Like I Love Country Music	RCA Nashville
7	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
8	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
9	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
10	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
11	DYLAN SCOTT	New Truck	Curb
12	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
13	LUKE COMBS	Forever After All	River House/Columbia Nash
14	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
15	WALKER HAYES	Fancy Like	Monument/RCA
16	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
17	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
18	SAM HUNT	23	MCA Nashville
19	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
20	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
21	LUKE COMBS	Cold As You	River House/Columbia Nash
22	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
23	WALKER HAYES	AA	Monument
24	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
25	KEITH URBAN	Wild Hearts	Capitol Nashville
26	MICHAEL RAY	Whiskey And Rain	Warner/WEA
27	THOMAS RHETT	What's Your Country Song	Valory Music Co.
28	COLE SWINDELL	Single Saturday Night	Warner/WMN
29	DIERKS BENTLEY	Gone	Capitol Nashville
30	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
HOTZONE	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
HOTZONE	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
HOTZONE	BLAKE SHELTON	No Body	Warner/WMN
HOTZONE	WALKER HAYES	Y'all Life	Monument
HOTZONE	PARKER MCCOLLUM	Handle On You	MCA Nashville
HOTZONE	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
HOTZONE	BRETT ELDREDGE	Songs About You	Warner/WMN
HOTZONE	MATT STELL	Man Made	RECORDS Nashville

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	LUKE BRYAN	Country On	Capitol Nashville
DEVELOPING	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	GABBY BARRETT	Pick Me Up	Warner/WAR
DEVELOPING	DUSTIN LYNCH	Party Mode	Broken Bow
DEVELOPING	FRANK RAY	Country'd Look Good On You	Stoney Creek
DEVELOPING	JIMMIE ALLEN	down home	Stoney Creek
DEVELOPING	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
DEVELOPING	LEE BRICE	Soul	Curb
DEVELOPING	JORDAN DAVIS	What My World Spins Around	MCA Nashville
DEVELOPING	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
DEVELOPING	KELSEA BALLERINI	Heartfirst	Black River Entertainment
DEVELOPING	NATE SMITH	Whiskey On You	Arista Nashville
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	DIERKS BENTLEY	Gold	Capitol Nashville
DEVELOPING	LAINEY WILSON	Heart Like A Truck	Broken Bow
DEVELOPING	CODY JOHNSON	Human	CoJo/Warner/WMN
DEVELOPING	MICHAEL RAY	Holy Water	Warner/WEA
DEVELOPING	KENNY CHESNEY	Beer With My...w/Old Dominion	Blue Chair/Warner/WEA
DEVELOPING	CARLY PEARCE	What He Didn't Do	Big Machine
DEVELOPING	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	DAN + SHAY	You	Warner/WAR
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House
DEVELOPING	COREY KENT	Wild As Her	Combustion/RCA Nashville



MMI WEEK AT A GLANCE

JOHN SHOMBY

Owner/CEO
Country's Radio Coach, Inc.

Editor's Note: This week, MMI welcomes John Shomby to the editorial staff. John brings decades of multi format executive level programming to MMI. With several major markets under his Country belt, John has launched his Country's Radio Coach firm that provides direction and strategies for artists, labels and radio. John recently linked his firm with Nashville's leading Artist development company, Studio2Bee where he serves in a leadership position. Now, he's a weekly contributor to the research teams at MMI. Check out John's analysis each and every week, only in Monday Morning Intel.

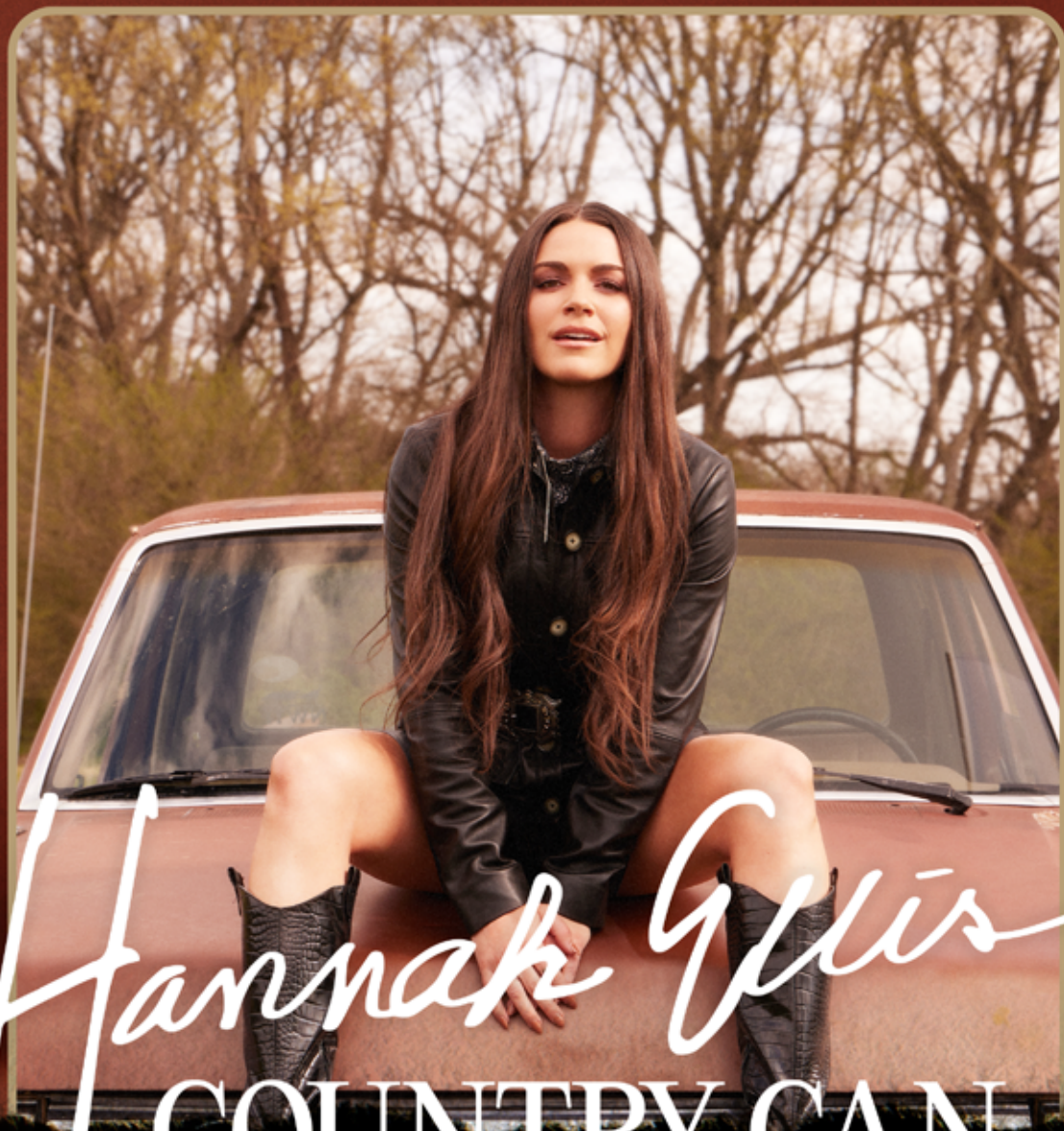
Rich & The MMI Family

With strong sales (#9) and streaming numbers (#3) this past week and an airplay rank of 48, Zach Bryan is MMI's #1 underexposed song of the week. Not too far behind is Hardy's powerful "Wait In The Truck" at #2 moving up to #19 in callout and #1 in sales yet only ranked #40 in airplay. These two songs are shaping up to be bona fide hits.

On the power chart, Tyler Hubbard enters the top 4 with strong numbers across the board following Luke Combs, Cole Swindell and Morgan Wallen ("You Proof"), respectively. Three songs making their move with notable increases are Jellyroll at #7 showing well in streaming and sales, Bailey Zimmerman at #8, also hitting the mark in streaming and sales and Ingrid Andress at #9 with a noticeable increase in callout moving up to 11th.



WHAT CAN...
KEEP THE DIVE BARS OPEN,
MAKE THE JUKEBOX ROCK,
MAKE YOU TIP A COVER BAND?



Hannah Gills
COUNTRY CAN

WATCH HERE

IMPACTING 9/26!

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 WALLLEN	You Proof	Big Loud/Mercury/Republic	PLAY VIDEO ▶
2	ZACH BRYAN	Something in the Orange	Warner	PLAY VIDEO ▶
3	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	PLAY VIDEO ▶
4	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra	PLAY VIDEO ▶
5	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud	PLAY VIDEO ▶
6	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash	PLAY VIDEO ▶
7	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN	PLAY VIDEO ▶
8	TYLER HUBBARD	5 Foot 9	EMI Nashville	PLAY VIDEO ▶
9	MITCHELL TENPENNY	Truth About You	Riser House/Columbia	PLAY VIDEO ▶
10	TAYLOR SWIFT	Love Story (Taylor's Version)	Republic	PLAY VIDEO ▶
11	LEE BRICE	Soul	Curb	PLAY VIDEO ▶
12	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville	PLAY VIDEO ▶
13	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers	PLAY VIDEO ▶
14	CARLY PEARCE	What He Didn't Do	Big Machine	PLAY VIDEO ▶
15	LUKE BRYAN	Country On	Capitol Nashville	PLAY VIDEO ▶
16	WALKER HAYES	Y'all Life	Monument	PLAY VIDEO ▶
17	JON PARDI	Last Night Lonely	Capitol Nashville	PLAY VIDEO ▶
18	NATE SMITH	Whiskey On You	Arista Nashville	PLAY VIDEO ▶
19	BRETT YOUNG	You Didn't	BMLG	PLAY VIDEO ▶
20	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA	PLAY VIDEO ▶
21	COREY KENT	Wild As Her	Combustion/RCA Nashville	PLAY VIDEO ▶
22	JACKSON DEAN	Don't Come Lookin'	Big Machine	PLAY VIDEO ▶
23	BLAKE SHELTON	No Body	Warner/WMN	PLAY VIDEO ▶
24	JORDAN DAVIS	What My World Spins Around	MCA Nashville	PLAY VIDEO ▶
25	OLD DOMINION	No Hard Feelings	Arista Nashville	PLAY VIDEO ▶
26	GABBY BARRETT	Pick Me Up	Warner/WAR	PLAY VIDEO ▶
27	LAINEY WILSON	Heart Like A Truck	Broken Bow	PLAY VIDEO ▶
28	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville	PLAY VIDEO ▶
29	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	PLAY VIDEO ▶
30	JIMMIE ALLEN	down home	Stoney Creek	PLAY VIDEO ▶
31	MICHAEL RAY	Holy Water	Warner/WEA	PLAY VIDEO ▶
32	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville	PLAY VIDEO ▶
33	JUSTIN MOORE	With A Woman You Love	Valory Music Co.	PLAY VIDEO ▶
34	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG	PLAY VIDEO ▶
35	KELSEA BALLERINI	Heartfirst	Black River Entertainment	PLAY VIDEO ▶
36	DAN + SHAY	You	Warner/WAR	PLAY VIDEO ▶
37	SAM HUNT	Water Under The Bridge	MCA Nashville	PLAY VIDEO ▶
38	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG	PLAY VIDEO ▶
39	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville	PLAY VIDEO ▶
40	DUSTIN LYNCH	Party Mode	Broken Bow	PLAY VIDEO ▶
41	CODY JOHNSON	Human	CoJo/Warner/WMN	PLAY VIDEO ▶
42	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville	PLAY VIDEO ▶
43	PARKER MCCOLLUM	Handle On You	MCA Nashville	PLAY VIDEO ▶
44	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow	PLAY VIDEO ▶
45	FRANK RAY	Country'd Look Good On You	Stoney Creek	PLAY VIDEO ▶
46	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	PLAY VIDEO ▶
47	DIERKS BENTLEY	Gold	Capitol Nashville	PLAY VIDEO ▶
48	BRETT ELDREDGE	Songs About You	Warner/WMN	PLAY VIDEO ▶
49	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	PLAY VIDEO ▶
50	KENNY CHESNEY	Beer With My...w/Old Dominion	Blue Chair/Warner/WEA	PLAY VIDEO ▶

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	4	3	5	2
2	MOORE, JUSTIN	With A Woman You Love	3	1	9	9
3	WALLEN, MORGAN	You Proof	10	4	15	1
4	SWINDELL, COLE	She Had Me At Heads Carolina	24	2	2	8
5	COMBS, LUKE	The Kind Of Love We Make	2	9	4	6
6	UNDERWOOD, CARRIE	Ghost Story	7	10	7	4
7	YOUNG, CHRIS FEAT. MITCHELL TENPENNY	At The End Of A Bar	6	8	8	10
8	RHETT, THOMAS FEAT. RILEY GREEN	Half Of Me	1	16	6	13
9	ALLEN, JIMMIE	Down Home	11	7	21	3
10	PARDI, JON	Last Night Lonely	8	6	20	25
11	STELL, MATT	Man Made	21	39	1	11
12	HUBBARD, TYLER	5 Foot 9	9	14	12	19
13	ANDRESS, INGRID WITH SAM HUNT	Wishful Drinking	12	19	14	7
14	JOHNSON, CODY	Human	16	12	16	22
15	DAN + SHAY	You	5	18	22	16
16	BARRETT, GABBY	Pick Me Up	18	17	17	34
17	BRYAN, LUKE	Country On	19	20	31	14
18	BROWN BAND, ZAC	Out In The Middle	34	5	33	32
19	DICKERSON, RUSSELL FEAT. JAKE SCOTT	She Likes It	14	26	26	24
20	OLD DOMINION	No Hard Feelings	17	23	18	39
21	HARDY FEAT. LAINEY WILSON	Wait In The Truck	20	43	3	33
22	DEAN, JACKSON	Don't Come Lookin'	40	11	23	28
23	PEARCE, CARLY	What He Didn't Do	26	29	10	35
24	ALDEAN, JASON	That's What Tequila Does	37	21	19	20
25	LYNCH, DUSTIN	Party Mode	36	13	39	18
26	RAY, FRANK	Country'd Look Good On You	22	31	36	17
27	YOUNG, BRETT	You Didn't	30	37	29	15
28	STAPLETON, CHRIS	Joy Of My Life	23	25	28	42
29	CHURCH, ERIC	Doing Life With Me	15	48	11	12
30	NICHOLS, JOE	Good Day For Living	13	32	40	29
31	JELLY ROLL	Son Of A Sinner	47	15	32	30
32	HOUSER, RANDY	Note To Self	32	22	25	44
33	THOMPSON SQUARE	Country In My Soul	27	41	24	21
34	WILSON, LAINEY	Heart Like A Truck	41	35	13	36
35	BLOCK, PRISCILLA	My Bar	39	28	34	31
36	ZIMMERMAN, BAILEY	Fall In Love	35	42	37	5
37	BRICE, LEE	Soul	25	24	48	38
38	SMITH, NATE	Whiskey On You	28	33	38	37
39	URBAN, KEITH	Brown Eyes Baby	38	38	35	23
40	KENT, COREY	Wild As Her	29	30	44	40
41	DAVIS, JORDAN	What My World Spins Around	45	27	27	46
42	BENTLEY, DIERKS	Gold	31	36	42	27
43	HAYES, WALKER	Y'all Life	43	34	45	43
44	HUNT, SAM	Water Under The Bridge	42	45	41	26
45	BALLERINI, KELSEA	Heartfirst	33	44	43	48
46	RAY, MICHAEL	Holy Water	46	40	46	45
47	CARMICHAEL, DILLION	Son Of A	44	46	49	41
48	SHELTON, BLAKE	No Body	49	47	50	47
49	MCCOLLUM, PARKER	Handle On You	48	49	47	49
50	CHESNEY, KENNY WITH OLD DOMINION	Beer With My Friends	50	50	30	50

**MONDAY
MORNING
INTEL**



**YES,
I
GET
IT**

We use MMI
as part of our
**DECISION
MAKING**
process weekly.
TONS OF DATA,
all in one place.

KEVIN CALLAHAN

Audacy - San Diego
Regional VP Programming,
Operations Manager, Audio Brand Manager

**MMI AND THE AIRPLAY INTEL
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EDDIE HASKELL INTEL

CURRENT POSITION:
MIDDAY PERSONALITY,
KRST/ALBUQUERQUE

Let's start here: So Howard Stern recently spent 2 entire segments on you and ribbing you about your name. How the heck did that feel?

AWESOME! I have been a huge Stern fan for years. It was so surreal to hear him talking and be "that's me! He's talking about ME." Let's face it, the reason we choose fun/goofy names is for attention. And I got it!

You've spent decades programming some of the biggest and best Country and Pop stations across the US of A. Now, you've returned to your beloved Albuquerque to do.....ah, middays? On the VU meter of life, what degree of zen does that register?

PEGGED! And that's why I am here. I was really getting burned out on the programming side. Overseeing 5 stations and being PD of 2-3 is a LOT of work. I was really beginning to suffer from fatigue. So I decided to retire to ABQ. The KRST midday show was open and, after a few phone calls with Bev Rainey, Kris Abrams, and Jeff Berry we got it worked out. After a week back, there is ZERO doubt it's was the right decision!

Close your eyes. It's Saturday and you have nothing to do. Alexandria Ocasio-Cortez calls and says, "Yo, Edwardo. I'm in town. Show me a few sites and let's get lunch and dinner." What does the AOC/Eddie day look like?

Gotta start with Huevos Rancheros and Weck's is my go-to brunch. Then a walk around Old Town for some shopping. We'd take the tram up to the top of Sandia Crest for a breathtaking view of the city from 10,000 feet. And dinner would ABSOLUTELY be Cervante's. The best of the best (thanks Alex Valentine for turning me on to it years ago)

If you had to play a full hour of singles by one artist..let's say noon until 1pm. No stop sets, no breaks...but had to maintain TSL...who would that artist be?

Man I feel like this is the cheap answer but it would have to be Garth. So much variety in tempo, texture and mood. Runner-up would be Tim McGraw.

There is a plethora of talented radio pros without gigs right now. What advice would you give them?

Boy that's tough. There are fewer and fewer jobs and people with those jobs expected to do more. I would say that you have to be flexible in where you would go and who you want to work for.

There are quite a few artists and singles that are blowing up with massive streaming numbers. Some newcomers are racking up more streams than A rotation label priorities. Some are unsigned and some are but not yet being worked by their labels. What should terrestrial radio do with these tracks?

I'm not sure. The DSP's revenue model is so different than radio. They make the same amount of money serving you a Bailey Zimmerman track a Luke Bryan song. Radio has to appeal to large masses of people all at once. And those unfamiliar songs are risks. I am happy to see more and more smart programmers finding a way to work these songs in. As it has always been in radio, you have to find that balance between the big hits and the sur

You have a very distinct programming and leadership style. Who influenced you?

For leadership it is Al Casey. He was my GM at K92 in Roanoke then hired me at WYCD/ Detroit. He was the nicest person I've met in this industry and treated everyone with respect. For programming I learned a ton from Bill Cahill, Rick Torcasso, Steve Smith, John Dimick and every PD I've chatted up at CRS or backstage at a show.

You're a knucklehead. I know that isn't a question but please respond.

Thank you. Coming from you that is a high compliment.

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



BLAKE SHELTON AND JIMMY FALLON I'LL BRING THE ICE

There's one thing that never changes in Country Music. We can laugh at ourselves. Sure we love cliches, and beer and dawgs and all. Blake and Jimmy take a hilarious lyrical swing with this one. Keep in mind we hadduh stay up real dang late to cop this belly-laugh. Click Here:



A portrait of Jackson Dean, a man with long blonde hair and a beard, wearing a brown fedora and a black shirt. He is looking slightly to the side with a serious expression. The background is a blurred outdoor setting.

JACKSON DEAN

DON'T COME LOOKIN'

TOP 10

HIGHEST CHARTING DEBUT ARTIST IN 2022

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Check out these videos hand-picked by our staff!



KOLBY COOPER - "EXCUSES"

When one finds a mysterious watch on the bedside table, you're gonna hear "Excuses". Songwriting phenom Kolby Cooper is from Palestine. Not the biblical one on the West Bank of the Gaza Strip, but the one in East Texas. And the dude has racked up over 100 million on demand streams since he started pounding out smashes online. This talented machine is rolling across the US selling tickets like they're Krispy Kremes. Your listeners want to hear "Excuses", so you have none! Click here:



BRELAND - "FOR WHAT IT'S WORTH"

Something's happening here. What it is, we're exactly clear. Country Music has opened the floodgates of diversity. Gone are the days of good ol' boy-isms and high fences. Breland is so talented and hip as he shakes up a cocktail of Country-rap-gospel and soul that pours out way commercial and will knock you over with your first shot. The Jersey born dude sold (yeah, like people bought, yo) to platinum status with this underground smash "My Truck" that he drove up the chart. Click here:



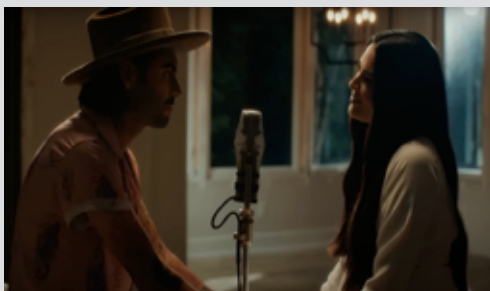
MADDIE AND TAE - "SPRING CLEANING"

MMI Swept Away Alert: Gotta little problem with dust? Do those deep down crevices and cracks need a scrubbing? This detergent toting duo will get rid of those nasty dark spots that are bringing you down. Is there a nuisance in your hotel room? Not for long because the tap on your door is from the 2 cleaners who will wash that man right out of your hair. Sweep. Mop. Scrub. Slice. Dice. Flush. Problem solved. Click here:



ANNE WILSON - "HEY GIRL"

MMI Disclaimer: Anne Wilson isn't in the band Heart and aint got no sis named Nancy. What goes together like soup and a sandwich? God and Country. One of the tent poles of Nashville's top genre is dabbling in holy water and amazing grace. And we have been watching Anne Wilson ride the tide like a pro-chart surfer. The Kentucky songbird's first single, "My Jesus" went all the way to numero uno on the BB Christian chart. If this video doesn't make you feel good then you need to phone a friend. Get joyful & click here:



NIKO FT. ANNA MOON - "I CAN'T WAIT TO LOVE YOU"

Niko often shares the mic and studio with his lovely wife Anna Moon. In this "home movie" clip of "I Can't Wait To Love You", the couple celebrates an oncoming baby bump in the road. This captures that feeling, the elation, the magic of the 2 pink lines appearing before you. 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 base 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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MONDAY MORNING INTEL

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NOT IN MY BOWL**

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