

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



*Hannah Glavin*  
**COUNTRY CAN**

**IMPACTING NOW!**

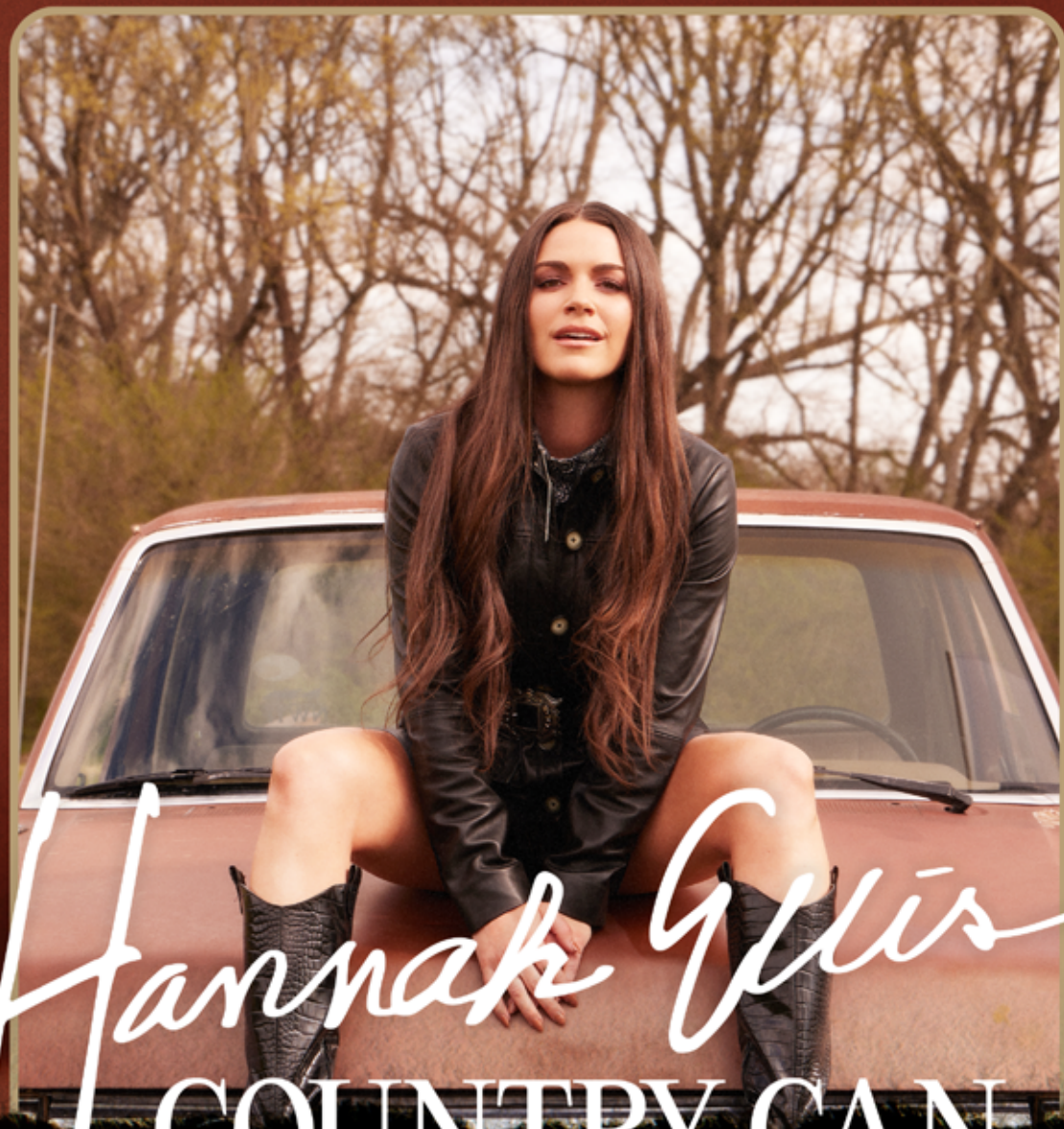
**MMI**  
**PROFILE**  
**CLAY HUNNICUTT**

*Country Edition*

**NASHVILLE**  
**APPROVED**

**SEPTEMBER 26, 2022**

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



*Hannah Gills*  
COUNTRY CAN

WATCH HERE

IMPACTING NOW!

# **MONDAY MORNING INTEL**

SEPTEMBER 26, 2022

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# Jake Owen

UP THERE DOWN HERE



**Add Today**

**BIG LOUD**

MONDAY  
MORNING  
INTEL

#1

**SONGS THIS WEEK**  
BY MMI COMPOSITE CATEGORIES **9.26.22**

**AIRPLAY**

LUKE COMBS "The Kind of Love We Make"

**RETENTION**

COLE SWINDELL "She Had Me At Heads Carolina"

**CALLOUT**

COLE SWINDELL "She Had Me At Heads Carolina"

**AUDIO**

MORGAN WALLEN "You Proof"

**VIDEO**

KANE BROWN & KATELYN BROWN "Thank God"

**SALES**

KANE BROWN & KATELYN BROWN "Thank God"

**COMPOSITE**

MORGAN WALLEN "You Proof"

**TRUE INTEGRATION**

**RCS**  
Sound Software

**GSelector**

Music Scheduling

**Zetta**

Automation

**Aquira**

Traffic

**Revma**

Streaming

**RCSCloud**

Peace-of-Mind

**RCS2GO**

Mobile

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



#3 OVERALL

#1 MIDWEST REGION

TOP 10 SOUTH & WEST REGIONS

(MMI CALLOUT)

**TIM DUGGER**

**HEART OF A  
SMALL  
TOWN**

**IMPACTING NOW**



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

TW RANK	TW RK AIRPLAY	TW MMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	49	23	<b>26</b>	ZACH BRYAN	Something in the Orange	Warner
2	35	14	<b>21</b>	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
3	47	27	<b>20</b>	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
4	43	24	<b>19</b>	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
5	37	22	<b>15</b>	CARLY PEARCE	What He Didn't Do	Big Machine
6	39	26	<b>13</b>	WALKER HAYES	Y'all Life	Monument
7	23	11	<b>12</b>	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
8	44	32	<b>12</b>	COREY KENT	Wild As Her	Combustion/RCA Nashville
9	31	21	<b>10</b>	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
10	14	5	<b>9</b>	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG

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



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

	ARTIST	TITLE	LABEL/IMPRINT
<i>HOTZONE</i>	GABBY BARRETT	Pick Me Up	Warner/WAR
<i>HOTZONE</i>	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
<i>HOTZONE</i>	JIMMIE ALLEN	down home	Stoney Creek
<i>HOTZONE</i>	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
<i>HOTZONE</i>	JORDAN DAVIS	What My World Spins Around	MCA Nashville
<i>HOTZONE</i>	NATE SMITH	Whiskey On You	Arista Nashville
<i>HOTZONE</i>	KELSEA BALLERINI	Heartfirst	Black River Entertainment
<i>HOTZONE</i>	BRETT YOUNG	You Didn't	BMLG
<i>HOTZONE</i>	SAM HUNT	Water Under The Bridge	MCA Nashville
<i>HOTZONE</i>	BLAKE SHELTON	No Body	Warner/WMN
<i>HOTZONE</i>	LAINEY WILSON	Heart Like A Truck	Broken Bow
<i>HOTZONE</i>	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
<i>HOTZONE</i>	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
<i>HOTZONE</i>	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville

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

	ARTIST	TITLE	LABEL/IMPRINT
<i>DEVELOPING</i>	LUKE BRYAN	Country On	Capitol Nashville
<i>DEVELOPING</i>	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra
<i>DEVELOPING</i>	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
<i>DEVELOPING</i>	DUSTIN LYNCH	Party Mode	Broken Bow
<i>DEVELOPING</i>	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
<i>DEVELOPING</i>	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
<i>DEVELOPING</i>	DIERKS BENTLEY	Gold	Capitol Nashville
<i>DEVELOPING</i>	CODY JOHNSON	Human	CoJo/Warner/WMN
<i>DEVELOPING</i>	KENNY CHESNEY	Beer With My...w/Old Dominion	Blue Chair/Warner/WEA
<i>DEVELOPING</i>	MICHAEL RAY	Holy Water	Warner/WEA
<i>DEVELOPING</i>	CARLY PEARCE	What He Didn't Do	Big Machine
<i>DEVELOPING</i>	WALKER HAYES	Y'all Life	Monument
<i>DEVELOPING</i>	PARKER MCCOLLUM	Handle On You	MCA Nashville
<i>DEVELOPING</i>	DAN + SHAY	You	Warner/WAR
<i>DEVELOPING</i>	COREY KENT	Wild As Her	Combustion/RCA Nashville
<i>DEVELOPING</i>	THOMPSON SQUARE	Country In My Soul	Quartz Hill
<i>DEVELOPING</i>	ERIC CHURCH	Doing Life With Me	EMI Nashville
<i>DEVELOPING</i>	TIM DUGGER	Heart Of A Small Town	MCC/Curb



# **MMI WEEK AT A GLANCE**

**JOHN SHOMBY**

Owner/CEO  
Country's Radio Coach, Inc.

Zach Bryan "Something In The Orange" continues to be the song that is outperforming its airplay, by far, with ranks of #2 and #8 in streaming and sales respectively, yet only at 45th in airplay!!! Hardy w/ Lainey Wilson is a close second with a superb video streaming rank at 7th (if you've seen the video, you know why the views are so high), 3rd in sales versus 35th in airplay.

Kane and Katelyn Brown's "Thank God" is moving so quickly that the airplay can't keep up with number one sales and video stream numbers (another impressive video, btw) and 3rd in audio streams and a rank of just 43rd in airplay. These three look like they are developing into real hits.

One more to catch attention this week is "Everything She Ain't" from Halley Whitters. This young lady hits the top 15 in streaming and 9th in sales but ranked at 47th in airplay.

Jellyroll is a new entry in the Powers top 5 with top 5 sales and streaming numbers and a definite increase in airplay at #14. Morgan, Cole Swindell, Luke Combs and Tyler Hubbard are a solid 1 through 4.

Baily Zimmerman continues to impress moving up to 7th overall with Ingrid Andress right behind him. Both developing a strong story across the board. New to the Top 10 are Jackson Dean and Luke Bryan both with definite gains in airplay and sales.



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

**MONDAY  
MORNING  
INTEL**

**YES,  
I  
GET  
IT**



I'm a bit  
**OBSESSED**

with MMI! Not only does  
our **music team** use the  
**invaluable research**  
**EVERY WEEK**  
for our market, but  
we can also keep up  
with what's going  
around us **in making**  
**MUSIC DECISIONS!**

**NANCY WILSON**

WHKO Program Director  
New Country Mornings Host

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

**YOUR STATION | YOUR MUSIC | YOUR RESEARCH | BY THE NUMBERS**



# CLAY HUNNICUTT INTEL

CURRENT POSITION:  
GENERAL MANAGER  
BIG MACHINE RECORDS

**It's been good number of years since you left a Sr programming gig in radio to cross the bridge to label management. As a former innovative Country programmer, how can you sum up the changes of how terrestrial radio exposes new artists and their music?**

Radio continues to be, and I believe always will be, a vital partner to expose new artists and break new music. Of course we all would like it to be more and to move faster, but that's been the story since I started in the business. There are still programmers that have passion about songs and will play them. The biggest change seems to be there is not as many of them as there used to be. The evolution of the radio business has necessitated more importation of music logs and air talent, which has led to fewer decision makers/passionate programmers that can get records started. Some radio companies have developed programs to help get new music and new artists started but we all need to work on ways to do that more in mutually beneficial ways. If not, radio will continue to cede the "new music discovery hill" to the DSP's.

**There are 158 Mediabase monitored chart reporters and 145 Billboard monitored reporters. If it's a fair statement to say far less are making their own independent music decisions, how will the structure of promotion staffs change with these adjustments?**

I think every label is different how they handle this changing landscape. Some labels have one person call on the radio programming leaders, fewer regionals, streaming specialists, and others. Every field of business changes over time because of different impact points – technology, revenue, expenses, products, distribution points, etc... At Big Machine our regionals are the best of the best. All of us, including we as managers, constantly work on learning, adapting, and succeeding at the goals we set. We always deploy our team into new areas, to promote our artists and music in non-traditional ways, and to find untapped potential of exposure. They have all embraced these areas openly and quickly. They want to win now and in the future.

**You have to spend from 6pm to 6am out on the town in Nashville. You have an Uber driver named Rufus. He has room in his Tahoe for you, an artist, a Country programmer, a regional record rep and morning show host. You and your posse have plans to stop at 4 locations before the sun comes up. Where are you going and who's being driven by Rufus?**

First – no pedal taverns. For me it's about having fun no matter what the person does. We definitely will get some drinks at a good rooftop bar. Maybe some food at Eddie V's, or if we don't want to go that nice it's a burger and beer at Jack Brown's. Then maybe some Ax throwing to get out our frustrations in a competitive way. Finally we end the night by going to a comedy show or TP the radio competitor's house (hahahahaha).

**There seems to be a trend towards unsigned high streaming breakout artist and bountiful tickets sales. Has the A&R process gone from the barroom stages to on-line? And are these acts ready for radio?**

We find artists everywhere (data, publishers, word of mouth, writers, producers, etc...) but the one common bond that is still needed is relationships. No matter where a talent is found you still have to do the leg work, get the meeting, make the pitch, and close it. This is a passion driven business. Scott Borchetta, Allison Jones, Carly Strickland, Darielle Schroeder, and our entire team are amazing at this. They are out all the time seeing acts play live, taking meetings, listening to music, watching data, and any other element that will show us an indication of success. Then, once you get an artist the real work begins. At Big Machine we all believe in true artist development. From social analysis, live performance enhancements, press/PR training, radio visit prep, etc...we break it all down with our full team. Without that time and effort from all of our experts the pieces don't come together. I've seen too many new artists skip these steps to move faster and it ultimately costs them.

**Let's imagine a weird world where music labels and radio stations didn't exist. In this alternative universe what career path would you have taken?**

I would probably be building houses. I did that in college and loved it. Love the aspect of starting something, building it, and then stepping back and saying "hey we built that". It would definitely be something using my hands and working outside.

**Please list 5 non-Country songs that we need to hear right now.**

Elevation Worship – "Might Get Loud" • Kane Brown – "Grand" (not a country song!)  
The Struts – "Fallin' With Me" • Kygo, Gryffin, Callum Scott – "Woke Up in Love"  
Doobie – "Meditate"

**You are backstage at the Ryman. Eddie Stubbs says, "And Now, Clay will sing a little song about people who have influenced him both professional and personally." You walk on stage with a banjo. Try to rhyme some of it please, this is Nashville.**

Hahahaha. Too many people to mention, and there's a reason I do what I do. I'll stay in my lane! The best music writers in the world are in Nashville and I'll leave that to them.



GEORGE BIRGE  
*MIND ON YOU*

IMPACTING 10/17



# LITTLE BIG TOWN ON TODAY



At MMI, somedays we stay up late and some days we get up early! This week we rose to meet "Mr Sun" the fantastic new album from Little Big Town. As we hit the percolate button, Karen, Kimberly, Philip and Jimi spilled it out on AM TV with antidotal info from the band's name to early performance blunders. All in all, LBT is one of MMI's all time faves. Like ever. Like ever, ever. No, really....ever, ever, ever, amen. [Click Here](#)



Check out these videos hand-picked by our staff!



### LITTLE BIG TOWN - "THREE WHISKEYS AND THE TRUTH"

While we're gushing about Little Big Town (see gushing above re: Intelescope) let's screen this amazingly atmospheric video of the friggin' magnificent aforementioned track "Three Whiskeys and The Truth". Apparently, it's an AI Roker pick to click. Start with one whiskey and click here:



### ASHLEY COOKE - "BACK IN THE SADDLE"

Young Ashley does many things well. One is storytelling. Her songwriting consistently contains the confidence and control of a narrative. She doesn't just rhyme, she paints a lyrical picture. The California to Florida girl brought her dreams and talent to Belmont University in Music City where she caught the ears and eyes of the town. "Back in The Saddle" is a gentle tale about regaining yourself and climbing back into the games of life and love. Click here:



### KELSEA BALLERINI - "IF YOU GO DOWN (I'M GOIN' DOWN, TOO)"

Picture perfect? Not a chance. Clean as a whistle? Hell no. Bright and shiny? Not really. Pick of the litter? Depends on what ya like! Kelsea fesses up and comes clean (sorta) in this pure Country twin fiddle laden upbeat romp of a buddy song. For a no-tell good time with no regrets, click here:



### KANE BROWN AND KATELYN BROWN - "THANK GOD"

From Kane's latest album "Different Man" comes this amazing duet with his wife Katelyn. And she holds her own in their vacation-like clip that features tree-sitting, water wading, dancin', romancin', lovin', and a little turtle-dovin'. Philadelphia naive Katelyn is no stranger to the studio with singles of her own and a degree in Music Biz from Berklee. Click here:



### LAUREN WEINTRAUB - "BOSTON"

You may have caught Lauren on "America's Got Talent". Why was she on the show? Because she has buckets of it. Weintraub came to Nashville via Belmont's music program after her pilgrimage from Boston, her hometown that has been immortalized in this amazingly well-crafted song. This music travelog can fit on both sides of the Pop and Country hallways. Check out her tracks on the DSPs. Songwriting deluxe, yo. For a heartbreak stroll around BeanTown, 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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