

MONDAY MORNING INTEL

ZACH BRYAN

SOMETHING IN THE ORANGE
IMPACTING NOW

#1 Streaming Country Song • #1 Consuming Country Song
Already Major Market Airplay



MMI
PROFILE
DJ TREMBLE
ON HURRICANE IAN

Country Edition

NASHVILLE
APPROVED

OCTOBER 3, 2022

Jake Owen

UP THERE DOWN HERE



Add Today



JAKE OWEN

BIG LOUD

MONDAY MORNING INTEL

OCTOBER 3, 2022

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YOUR HEART OR MINE JON PARDI

ON YOUR DESK NOW!

FOLLOW UP
TO JON'S #1
SMASH
"LAST NIGHT
LONELY"!

ADD DATE OCT. 3RD



Capitol
RECORDS
A UNIVERSAL MUSIC COMPANY

**MONDAY
MORNING
INTEL**

#1

SONGS THIS WEEK
BY MMI COMPOSITE CATEGORIES **10.3.22**

AIRPLAY

COLE SWINDELL "She Had Me At Heads Carolina"

AIRSCORE

COLE SWINDELL "She Had Me At Heads Carolina"

CALLOUT

MORGAN WALLEN "You Proof"

AUDIO

ZACH BYRAN "Something in the Orange"

VIDEO

MORGAN WALLEN "You Proof"

SALES

KANE BROWN & KATELYN BROWN "Thank God"

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

CONGRATULATIONS



HIGHEST FIRST WEEK ADD TOTAL OF 2022

FASTEST RISING #1 OF 2022

RECORD BREAKING 14TH CONSECUTIVE #1

THANK YOU COUNTRY RADIO

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	26	ZACH BRYAN	Something in the Orange	Warner
2	47	24	23	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
3	38	19	19	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
4	33	15	18	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
5	35	21	14	CARLY PEARCE	What He Didn't Do	Big Machine
6	41	29	12	COREY KENT	Wild As Her	Combustion/RCA Nashville
7	29	18	11	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
8	37	27	10	WALKER HAYES	Y'all Life	Monument
9	21	12	9	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
10	46	37	9	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville

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



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
HOTZONE	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
HOTZONE	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
HOTZONE	BLAKE SHELTON	No Body	Warner/WMN
HOTZONE	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
HOTZONE	JORDAN DAVIS	What My World Spins Around	MCA Nashville
HOTZONE	NATE SMITH	Whiskey On You	Arista Nashville
HOTZONE	DIERKS BENTLEY	Gold	Capitol Nashville
HOTZONE	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
HOTZONE	JIMMIE ALLEN	down home	Stoney Creek
HOTZONE	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
HOTZONE	LAINEY WILSON	Heart Like A Truck	Broken Bow
HOTZONE	KENNY CHESNEY	Beer With My...w/Old Dominion	Blue Chair/Warner/WEA
HOTZONE	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
HOTZONE	RANDY HOUSER	Note To Self	Magnolia Music
HOTZONE	COREY KENT	Wild As Her	Combustion/RCA Nashville

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	GABBY BARRETT	Pick Me Up	Warner/WAR
DEVELOPING	LEE BRICE	Soul	Curb
DEVELOPING	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
DEVELOPING	KELSEA BALLERINI	Heartfirst	Black River Entertainment
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	CARLY PEARCE	What He Didn't Do	Big Machine
DEVELOPING	PARKER MCCOLLUM	Handle On You	MCA Nashville
DEVELOPING	DAN + SHAY	You	Warner/WAR
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House
DEVELOPING	ERIC CHURCH	Doing Life With Me	EMI Nashville
DEVELOPING	PARMALEE	Girl In Mine	Stoney Creek
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	CODY JOHNSON	Human	CoJo/Warner/WMN
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	LUKE BRYAN	Country On	Capitol Nashville
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
DEVELOPING	MICHAEL RAY	Holy Water	Warner/WEA
DEVELOPING	MATT STELL	Man Made	RECORDS Nashville
DEVELOPING	DUSTIN LYNCH	Party Mode	Broken Bow
DEVELOPING	WALKER HAYES	Y'all Life	Monument
DEVELOPING	THOMPSON SQUARE	Country In My Soul	Quartz Hill

**100,000,000 STREAMS
AND COUNTING.
COUNTRY FANS DON'T
LIKE THIS SONG ...
THEY LOVE IT**

**CLICK [HERE](#)
SEE FOR YOURSELF**

LEE
BRICE



MMI WEEK AT A GLANCE

JOHN SHOMBY

Owner/CEO
Country's Radio Coach, Inc.

As with the past two weeks, Zach Bryan's "Something in the Orange" continues to be one that radio is missing, in general. It ranks #1 in audio streaming, 7th in video streams and is the 7th hottest selling track yet it remains at 49th in airplay. Kane and Katelyn Brown's "Thank God" is another that is outperforming its airplay despite the buzz on the song. It's the top selling song for the second consecutive week, the 2nd highest in video streams and the 4th best in streaming audio. Even though it moved up 5 spots, "Thank God" is still ranked a low 38th in airplay.

Once again, Halley Whitters and Hardy both have strong selling and streaming tunes that are lagging way behind in airplay (#47 and 35, respectively). These are the four strongest songs with the potential to see some action per our panel.

The Top 10 overall hasn't changed, apart from a move up or a down. Morgan Wallen, Luke Cobs, Cole Swindell, Tyler Hubbard, and Jelly Roll remain in that order in the top 5. Looks like Jelly Roll is definitely for real.

Bailey Zimmerman moves from 7th to 6th as airplay increases to top 10 and the song gets some legs in callout moving from 31st to 24th on top of its high ranks in streaming and sales. Thomas Rhett looks like the next top 10 candidate moving to 11th overall from 13th last week based on sales increases (20 to 16), strong callout (8th to 4th) and airplay (10 to 9).

One other to keep an eye on is Lee Brice who broke into the top 10 in sales this week at 9th and is starting to show some strength in streaming (16th in audio and 11th in video).



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



GEORGE BIRGE
MIND ON YOU

IMPACTING 10/17



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

**MONDAY
MORNING
INTEL**

**YES,
I
GET
IT**



If you're a numbers person, this is

DATA HEAVEN!

Sales, streaming, callout -
ALL IN ONE PLACE.

And for those of us that also program in the **video space**,
well that's there too.

As a national programmer,
seeing which songs work in
ALL parts of the country is a
HUGE ADVANTAGE.

JIM MURPHY

Senior Manager, Country Programming
Music Choice

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

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



DJ

TREMBLE

INTEL

CURRENT POSITION:
OPERATIONS MANAGER
WKRO
DAYTONA, FL

DEALING WITH THE AFTERMATH OF IAN

Florida took a serious wallop from Ian. Let's walk through this. And even though Daytona was on the other coast from Landfall, your city took quite a beating as well. What were the first preparations you had to make as Ian approached?

Well first and most importantly our thoughts and prayers to our everyone on Floridas west coast. It is heartbreaking to see the devastation in South West Florida. As a radio station seeing these storms heading our way we immediately make being on the air the main priority. Our engineer goes into a real mode when preparing for the storms. Power loss is almost guaranteed so making sure we have proper backups at transmitter sites and studios is crucial. And even with all that prep sometimes there are things you can't prepare for. In our case with Ivan we didn't expect the amount of water and time the storm would sit on top of us. Unfortunately we couldn't beat those elements and lost power at our locations.

In situations like this, radio becomes such an important part of getting information to the listeners. Describe the programming changes and focus before and during the storm?

I've been on air for 5 or 6 hurricanes since 2004. I can't stress enough how important radio is during hurricanes and emergencies. All of our stations switch to prep mode before a storm. You can't tell people enough how important it is to be prepared. Our news station is really the anchor for the storms. Local content is the main focus. Our music stations play music until it's time to simulcast the news stations broadcast. When we start to get through the storms music stations focus on music and updates. People are cleaning up and need to have their country music getting them through the tough times!

How about your staff? In emergencies, how do their duties change and were there any outstanding moments you'd like to mention?

Before a storm hits we make sure our staff has time to prepare their personal lives. They have families and personal property to secure. Not everyone is gonna be on-air during a storm. But everyone will be involved in providing timely and accurate information while the storm is happening. Our Dj's, sales team, and administration all live in our communities and can provide info that really helps people that are also at home. Our production director/on-air talent Paul Johnson was huge for us coming in at 10pm Wednesday evening and staying until 7am Thursday. He ran our tv affiliate and did local updates through the night leading up to storm impacting. TV was really focused on the west coast and we really focused on local impacts in our area.

Locally, what is the station doing to assist in cleanup in rebuilding for both Daytona and the rest of the effected areas?

We are provided with so much information after a hurricane hits. In Hurricane Ian's case it's been a lot of heartbreaking info about people losing their homes and actually being stuck in flooded homes unable to leave due to floods. We dissect a lot of information in a short period of time. But people want to know where they can get ice, gas, a hot meal and WHEN IS MY POWER COMING BACK ON! We try and relay as much local information as we can to our communities. On-air and through social media outlets.

What can others, such as other markets, labels and industry partners do to support the recovery?

In Ian's case most of Florida was impacted by this hurricane. A lot of markets were preparing the same we were for this storm. Ian definitely created a lot of stress in peoples lives. This is my first hurricane running a country station. The overwhelming amount of check ins from reps and labels was special. Whatever labels can do to help with recovery is welcomed. So many businesses and families are gonna be impacted for long periods of time. Just being aware what radio stations are dealing with in our individual markets means a lot.

What have you learned from the experience?

It takes a couple weeks to go through everything that has happened and how we can improve. But the one constant after every hurricane I have broadcast through was the people of our community stepping up to help each other through this. Our first responders, utility teams, hospital nurses and doctors all working around the clock and through the storms to save lives is extraordinarily special. Neighbors paddling boats to rescues stranded families is beyond special. I'm gonna go to work tomorrow and be on the air. I'm never gonna take that for granted. Please continue to say prayers for everyone that was impacted by this hurricane. I think as I wrote this 81 people in Florida have lost their lives. As bad as the pictures are I know In my heart how strong Florida is!! Florida says "hold my beer" and watch how we handle this!

THE DEBUT SINGLE FROM BMLG RECORDS ARTIST



HOW IT OUGHTA BE

BMLG
RECORDS

ALREADY 65+ STATIONS ON... ADD NOW!

JESSE JAMES DECKER + TEMECULA ROAD



MMI Ok, This is Cool Alert: A lot going on here. Jesse James Decker is way fabulous and can sing her beautiful brains out. Temecula Road has one of those cult followings and just this year went from trio to duo. Add in a Bose "info-commercial Like" look that makes the production slick as the Exxon Valdez. Then...then, we say a kick-butt soulful rendition of Wynonna's 1992 Chart buster "No One Else on Earth". Wow...this is a 5 minute whirlwind of ear and eye candy. Click here:



Check out these videos hand-picked by our staff!



LAINEY WILSON - "LIVE OFF"

Lainey is simply on fire. She's an act broken wide open and she's getting bigger as we speak. Her music and style are just so darn genuine and she speaks (loudly) to fans of pure Country. In "Live Off", she paints a picture of the excitement found in the simple life. Click here:



SHANE PROFITT - "HOW IT OUGHTA BE"

Shane is a home-town salt of the Earth, real deal singer-songwriter with all the trimmings. He's the solid package hailing from down the road in Columbia, Tenn. Big man, big voice, big hit. Click here:



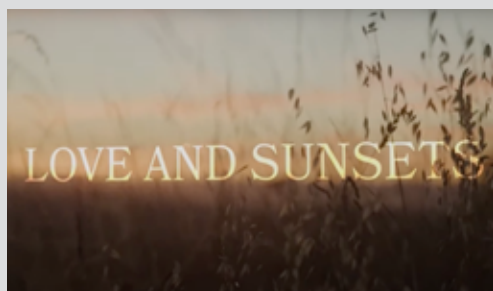
LEVI HUMMON - "DRINK ON"

Levi Hummon is an extremely hip and talented artist that makes a seriously great career the modern way. He's a big streamer, lots of touring and tons of dialed in loyal fans that know he's branded himself as a true to life troubadour. In "Drink On" young Levi (son of Grammy winner/writer Marcus Hummon) salutes one of the tried and true pillars of American Country Music, Al. K. Hall. Click here:



JAKE OWEN - "UP THERE DOWN HERE"

At MMI, we've been Jake fans since the git-go. Ever since "Yee-Haw" in '06 we've waved the JO flag. And as the seasons change and the breath of Fall is in the air, we turn our thoughts to Thanksgiving. And we're real appreciative that Jake grew his hair back out. The Country GQ look was cool, but his soul is barefoot and blue jeaned. Just like this out of the gate chart missile, "Up There, Down Here" is a Country kaleidoscope of 2 stepping appreciation. For some shoulder busting bull riding fun, Click here:



ZAC BROWN BAND AND JAMES TAYLOR - "LOVE AND SUNSETS"

Honestly, we put this one on repeat. There's something so loving and comforting in the interwoven vocals of Zac and Sweet Baby James that just will bring peace to your heart and mind. Listening to this is like that first night that you sleep with the window open and get out a blanket...or the first Fall afternoon with a sweater. Money can't buy that feeling. 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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