

# MONDAY MORNING INTEL

## ZACH BRYAN

SOMETHING IN THE ORANGE

225M US streams to date

+10M weekly global streams for 18 consecutive weeks

In the TOP 5 most streamed country artists  
for 11 consecutive weeks



WARNER  
MUSIC  
NASHVILLE



WARNER  
RECORDS

MMI  
PROFILE  
NANCY WILSON

*Country Edition*

NASHVILLE  
APPROVED

OCTOBER 10, 2022



# MAX SPINS NOW THROUGH 10/31



MORGAN WALLEN  
BIG LOUD

# **MONDAY MORNING INTEL**

OCTOBER 10, 2022

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**MONDAY  
MORNING  
INTEL**

# **#1 SONGS THIS WEEK**

**BY MMI COMPOSITE CATEGORIES**

**10.10.22**

**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"**

Upgrade to  
**GSelector**®



With upgrade incentives and enrollment discounts into RCS Academy, **NOW** is the time to reach out to our Music Scheduling Team! [sales@rcsworks.com](mailto:sales@rcsworks.com)

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Experience the latest GSelector scheduling innovations.

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- Multi-Attribute Timed Segue Bans
- No Restriction Scheduling
- Flex Clocks
- Selector2GO Mobile Creativity



Weighted Airplay, AIRscore, Streaming Scores, and Sales Scores this week combined and equally weighted deviser Powers Rankers.

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





GEORGE BIRGE  
*MIND ON YOU*

IMPACTING 10/17





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	20	29	ZACH BRYAN	Something in the Orange	Warner
2	33	13	20	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
3	46	26	20	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
4	29	16	13	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
5	40	27	13	COREY KENT	Wild As Her	Combustion/RCA Nashville
6	20	8	12	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
7	34	22	12	CARLY PEARCE	What He Didn't Do	Big Machine
8	37	28	9	WALKER HAYES	Y'all Life	Monument
9	50	44	6	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville
10	16	10	6	JORDAN DAVIS	What My World Spins Around	MCA Nashville
11	11	5	6	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
12	39	33	6	DAN + SHAY	You	Warner/WAR
13	27	21	6	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville

Songs that have significantly downtrended 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	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
2	JON PARDI	Last Night Lonely	Capitol Nashville
3	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
4	PARMALEE	Take My Name	Stoney Creek/BMG
5	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
6	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
7	MORGAN WALLEN	Wasted On You	Big Loud/Republic
8	SCOTTY MCCREERY	Damn Strait	Triple Tigers
9	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
10	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
11	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
12	KANE BROWN	Like I Love Country Music	RCA Nashville
13	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
14	DYLAN SCOTT	New Truck	Curb
15	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
16	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
17	LUKE COMBS	Forever After All	River House/Columbia Nash
18	WALKER HAYES	Fancy Like	Monument/RCA
19	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
20	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
21	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
22	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
23	LUKE COMBS	Cold As You	River House/Columbia Nash
24	SAM HUNT	23	MCA Nashville
25	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
26	THOMAS RHETT	What's Your Country Song	Valory Music Co.
27	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
28	DIERKS BENTLEY	Gone	Capitol Nashville
29	COLE SWINDELL	Single Saturday Night	Warner/WMN
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	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
HOTZONE	BLAKE SHELTON	No Body	Warner/WMN
HOTZONE	LAINÉY WILSON	Heart Like A Truck	Broken Bow
HOTZONE	DIERKS BENTLEY	Gold	Capitol Nashville
HOTZONE	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
HOTZONE	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
HOTZONE	KENNY CHESNEY	Beer With My...w/Old Dominion	Blue Chair/Warner/WEA
HOTZONE	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
HOTZONE	PARKER MCCOLLUM	Handle On You	MCA Nashville
HOTZONE	DILLON CARMICHAEL	Son Of A	Riser House
HOTZONE	ERIC CHURCH	Doing Life With Me	EMI Nashville
HOTZONE	MATT STELL	Man Made	RECORDS Nashville
HOTZONE	PARMALEE	Girl In Mine	Stoney Creek
HOTZONE	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
HOTZONE	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
DEVELOPING	GABBY BARRETT	Pick Me Up	Warner/WAR
DEVELOPING	JIMMIE ALLEN	down home	Stoney Creek
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	JORDAN DAVIS	What My World Spins Around	MCA Nashville
DEVELOPING	DUSTIN LYNCH	Party Mode	Broken Bow
DEVELOPING	LEE BRICE	Soul	Curb
DEVELOPING	NATE SMITH	Whiskey On You	Arista Nashville
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	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
DEVELOPING	CODY JOHNSON	Human	CoJo/Warner/WMN
DEVELOPING	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
DEVELOPING	CARLY PEARCE	What He Didn't Do	Big Machine
DEVELOPING	MICHAEL RAY	Holy Water	Warner/WEA
DEVELOPING	WALKER HAYES	Y'all Life	Monument
DEVELOPING	RANDY HOUSER	Note To Self	Magnolia Music
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	DAN + SHAY	You	Warner/WAR
DEVELOPING	COREY KENT	Wild As Her	Combustion/RCA Nashville
DEVELOPING	THOMPSON SQUARE	Country In My Soul	Quartz Hill
DEVELOPING	TIM DUGGER	Heart Of A Small Town	MCC/Curb



**MONDAY  
MORNING  
INTEL**



**YES,  
I  
GET  
IT**

**MMI is my multi week  
go-to for the best,  
freshest and well  
CURATED DATA.**

And **I love** the  
**interviews.** They  
are entertaining and  
**EYE OPENING.**

MMI? I use it. A lot.  
**I GET IT.**

**MARK RAZZ**  
WXTU

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



# **MMI WEEK AT A GLANCE**

**JOHN SHOMBY**

Owner/CEO  
Country's Radio Coach, Inc.

Zach Bryan "Something In The Orange" continues to be the one that radio is missing. It's the #1 audio streaming song, #2 video streamer and 7th in sales yet 49th in airplay. Kane and Katelyn Brown's "Thank God", again, is outperforming its radio airplay as the #1 selling song, 4th in video and 7th audio streaming. They are inching upward in airplay moving to 29th from 38th last week. Hardy and Lainey Wilson's "Wait In The Truck" looks more like a future hit every week ranking 4th in sales and 7th in streaming that powerful video. The song still sits at #33 in airplay but ranks 18th overall in callout. All 3 appear to have what it takes to secure some major attention from our panel.

---

Morgan Wallen, Cole Swindell and Luke Combs are still solid 1-2-3 overall with Tyler Hubbard and Jellyroll rounding out the top 5. New to the top 10 this week are Russell Dickerson moving from 12th to 8th behind consistently good numbers across the board and Jordan Davis gets to #10 from last week's 13th based on streaming, sales and increased airplay.

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Thomas Rhett looks like the next top 10 candidate with strong callout (#4) and airplay (#6) plus the sales are starting to pick as he moves into the top 15. Lee Brice "Soul" is now a consistent performer with increases in streaming and airplay.





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





# NANCY WILSON INTEL

CURRENT POSITION:

WHKO DAYTON  
MORNING/PD

**Ok let's get right down to it. We're coming to Dayton. Can you get us a table at The Pine Club?**

If you have patience grasshopper! They don't take reservations, but if you get there early, the wait's not too bad. You can sit at the bar until they call. BUT, remember they don't accept credit cards so bring plenty of cash. Otherwise, you'll have to go across the street to the Sunoco and use the ATM. BUT it's worth it.

**WHKO seems to have a lot of "live and local" air talent. (That includes you in AM Drive). This is a rarity in 2022. What is the secret and the idea behind it all?**

Actually, we are all local. Many of us are "homers" from around this area. My morning show partner Woody and I are from the same hometown of South Charleston, Ohio and both graduated from Southeastern High School (Go Trojans!) different decades of course. We're lucky we have so much pride and support in the Miami Valley from our air staff. We're fully invested in this community and are out and about at events, from dog walks to fundraisers. It's important. We're partners with the Children's Miracle Network benefiting our Dayton Children's Hospital. At the end of this month, we'll be doing our 25th Cares for Kids Radiothon. Over all this time, listeners have donated over 5 million dollars to the hospital.

**You are known in the industry as the classic mix of creativity and science. Seriously? More data is available than ever before. How do you keep your gut and original ideas in play when you're scouring thru numbers?**

For me, being on the morning show is key—you still have that connection to listeners in a way a traditional PD may not. You take the calls, you're out in the public with them, so you can hear what they like/don't like/are into in person and by how they vote on our app. It's also a benefit I'm from this area—it's my home. Johnny Chiang always told me, "stay true to Dayton." Some of the best advice ever—I know this market, because I AM this market and I'm a fan of country music. I surround myself with a music team of all ages and interests. I listen to my nephews. I look at streaming, Shazam, Pandora, Spotify, in addition to traditional numbers

from Mediabase and BDS. It is a fine dance between gut and common sense in choosing music. Our listeners tell us what they want.

**Did you hear about NASA slamming into a meteor on purpose? Supposed the test was real and THEY MISSED. There's a massive hunk of rock about to take Earth out of well, "power rotation".**

You have the time to listen to one complete album before they 'Big Kablewee'. What's it gonna be? You didn't specify which format. Country: Randy Travis "Storms of Life. Big hair band: Def Leppard "Hysteria".

**Double Header Question: The best Morning show bit you ever executed and the best station promotion (either yours or someone else's) you can remember?**

We used to send out our "Prize Guy to do stunts during the show---one day we told listeners they had to follow him around a local parking lot and whoever reached him first when he stopped would get free gas! They did. A can of beans. They were not happy, but it was great!! Station promotion---this has been an ongoing benchmark for us since 2012. The Second Date Update---I know others do it now, but we were one of the first---a couple goes on a date, one of them wants another, the other not so much. We get them on the phone to find out what went wrong. It never fails for this to be the number one comment from listeners in diary posts and in public. They love Second Date.

**There are all these Country tracks emerging with monster numbers on the streaming services. Zach Bryan, Haily Whitters, Warren Zeiders, Cory Kent...and they seem to be moving tickets as well. How and when do these explosive tracks effect airplay consideration?**

They ALWAYS get airplay consideration. We wouldn't be doing our due diligence if we didn't pay attention to those numbers---keeping in mind they're not likely our target audience---but we look for patterns. "How long have they been getting those numbers? Are we getting hit up on social media by fan club blasts?" Again, it's listening to the what the people want and using your common sense.

**You have a rare quiet day off. Describe your dream "best day ever"?**

Sleeping past my usual 2am alarm, walking my cat (yes on a leash) once we get up, starting the day listening to the station---as a listener---watching a rerun of "Law and Order: Criminal Intent"---salmon for dinner with asparagus in the air fryer, drinking an entire bottle of Champagne with no headache or hangover and (sorry everyone), not one call from a label.

**The Mic is hot, the red light is on, the audience is ready to you to rap a sailor to your heroes. Please try to rhyme a few of em, yo.**

Hey y'all it's N-Dub on the mic, shouting out some lines on what we all like, I got country on the speakers in my ride with my boo by my side, The Possum, Morgan, both Lukes and Hardy, Cranking it up, bout to have a party.

Thanks to the Man up above and those who keep us safe, remembering their sacrifice and what they gave. Love to those who tune us in, cause withoutcha how we gonna win?



THE DEBUT SINGLE FROM BMLG RECORDS ARTIST



# HOW IT OUGHTA BE

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RECORDS

ALREADY 65+ STATIONS ON... ADD NOW!



# THE PLAYLIST

## NETFLIX TRAILER



We don't speak Swedish (we think it's Swedish), but dang, if we did we'd LOVE this trailer! What? You can? Turn on the subtitles? Ok Take 2: At MMI, WE LOVE THIS Trailer! Netflix does their thing with a cool looking feature on Daniel Ek and entourage and the birthing of Spotify. Artist rights addressed? Yep? Pitfalls? Check....attempted global fire-storm domination? It's all here and coming to a couch near you on Oct 13th.



Check out these videos hand-picked by our staff!



### ZACH BRYAN - "SOMETHING IN THE ORANGE"

These thoughtful, acoustic based outlaw poetic songs are blowing up. Warren Zeiders is selling out venues, Bailey Zimmerman is streaming like the Mighty Mississippi, Hailey Whitters, Nate Smith...There's a shift happening in modern consumption and sound. Zach Bryan has been the number one MMI Action track for multiple weeks. And as it now lands at terrestrial radio the song is already deep in the soil of music fans. This isn't just a hit, the track is a piece of modern art and a signaling of a lane change. Click here:



### HARDY - "JACK"

He's the new master of edge. As "Wait In The Truck" is unfolding as a modern classic, taking it's place in the category reserved for brilliance. Now, Hardy hits hard "Jack". With some sympathetic channeling of Mick and Keith, Hardy dances with Mr. D in this scorching black and white performance of an amped up trip to hell and back. Say your prayers and click here:



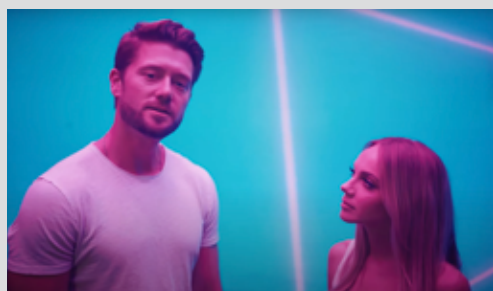
### COREY KENT - "WILD AS HER"

Corey's got mojo. And the former Voice alum's heat is not just from the TV world. His streaming numbers and ticket sales are real and glowing hot. On the show he was Corey Kent White, but he's re-emerged with a shorter name and a longer resume of data that points to "pay attention". This track moves and grooves and is finding it's way up the airplay chart. The song is co-written by Morgan Wallen, Brett Tyler and Kelly Archer...and our boy put his own spin on "Wild As Her". Click here:



### LOVE AND THEFT - "BETTER OFF"

It's been 7 years since we've had new music from Stephen and Eric. And the new EP is certainly one of their best. Diverse, thoughtful, and soaking in great songwriting, the 6 song EP is a welcomed homecoming for a duo that's scored platinum sales, a monster number one, and 6 top 20 charted hits. Where have they been? Writing, touring, recording and tirelessly working for The Little Yellow Schoolhouse for Disabled Kids on the Island of Isla Mujeres. Catch them headlining at the Island Time Music Fest later this month. Click here:



### ADAM DOLEAC & DANIELLE BRADBERRY - "FAKE LOVE"

There are certain things that don't apply when using the phrase, "fake it til you make it"...like love. You can look good, be dang adorable together, be the cutest campus couple, hold hands and play footsie, post happy couple selfies all day long. But if ya ain't got the glue, if ya ain't got the faith, trust, laughter and respect, your love boat is gonna sink like the USS Cement Block. Adam and Danielle nail it in this couplet-rich Country composition. 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.*

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# MONDAY MORNING INTEL

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