

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

YOU



PROOF

**MORGAN WALLEN**

**BIG LOUD**

**MMI**  
**PROFILE**  
**TYLER WAUGH**

*Country Edition*

**NASHVILLE**  
**APPROVED**

**OCTOBER 24, 2022**



# MAX SPINS NOW THROUGH 10/31



MORGAN WALLEN

BIG LOUD

# **MONDAY MORNING INTEL**

OCTOBER 24, 2022

## ***TABLE OF CONTENTS***

<b><i>4</i></b>	<b><i>#1 SONGS THIS WEEK</i></b>
<b><i>5</i></b>	<b><i>POWERS</i></b>
<b><i>7</i></b>	<b><i>ACTION/RECURRENTS</i></b>
<b><i>8</i></b>	<b><i>HOTZONE/DEVELOPING</i></b>
<b><i>10</i></b>	<b><i>WEEK AT A GLANCE</i></b>
<b><i>12</i></b>	<b><i>VIDEO STREAMING</i></b>
<b><i>13</i></b>	<b><i>COUNTRY CALLOUT</i></b>
<b><i>15</i></b>	<b><i>PROFILE</i></b>
<b><i>17</i></b>	<b><i>INTELESCOPE</i></b>
<b><i>18</i></b>	<b><i>INTELEVISION</i></b>
<b><i>19</i></b>	<b><i>METHODOLOGY</i></b>
<b><i>20</i></b>	<b><i>THE BACK PAGE</i></b>



MONDAY  
MORNING  
INTEL

#1

**SONGS THIS WEEK**  
BY MMI COMPOSITE CATEGORIES 10.24.22

**AIRPLAY**

MORGAN WALLEN "You Proof"

**AIRSCORE**

MORGAN WALLEN "You Proof"

**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"

**TRUE INTEGRATION**

**RCS**  
Sound Software

GSelector®

Music Scheduling

Zetta®

Automation

Aquira®

Traffic

Revma™

Streaming

RCSCloud

Peace-of-Mind

RCS2GO®

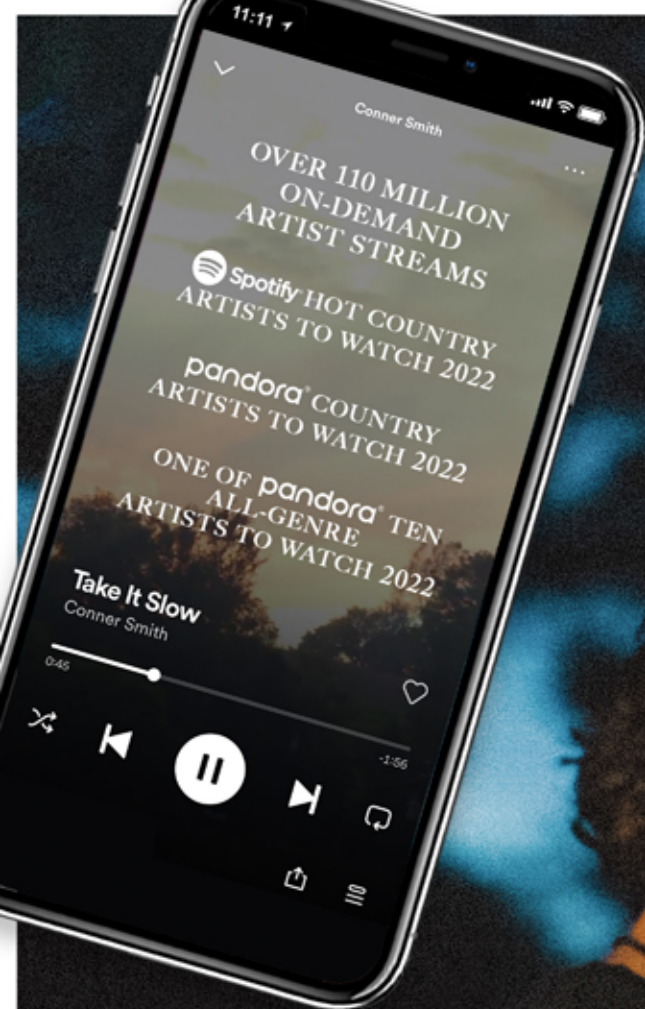
Mobile



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





*"Conner Smith is an  
unstoppable force  
to be reckoned with."*



3/30/22 **SOLD OUT**  
THE BLUE ROOM  
STATESBORO, GA

4/1/22 **SOLD OUT**  
RICKS CAFE  
STARKVILLE, MS

4/2/22  
TEXAS CLUB  
BATON ROUGE, LA

4/13/22 **SOLD OUT**  
BRICK STREET  
OXFORD, OH

9/15/22  
RICKS CAFE  
STARKVILLE, MS

# TAKE IT SLOW

## CONNER SMITH

IMPACTING NOW

RANKING TOP 30 IN CONSUMPTION  
ALREADY OVER 50 MILLION OD STREAMS ON THIS SONG  
2 MILLION OD STREAMS PER WEEK

*"Fans have been craving more of the Tennessee native's  
velvety vocals and addicting soundtracks and that's  
exactly what he delivered with this song."*

COUNTRY  
-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	50	21	<b>29</b>	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
2	46	18	<b>28</b>	ZACH BRYAN	Something in the Orange	Warner
3	27	7	<b>20</b>	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
4	44	29	<b>15</b>	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
5	40	25	<b>15</b>	COREY KENT	Wild As Her	Combustion/RCA Nashville
6	20	6	<b>14</b>	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
7	31	19	<b>12</b>	CARLY PEARCE	What He Didn't Do	Big Machine
8	19	9	<b>10</b>	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
9	45	37	<b>8</b>	MIRANDA LAMBERT	Strange	RCA Nashville
10	39	31	<b>8</b>	DAN + SHAY	You	Warner/WAR
11	25	17	<b>8</b>	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville

Songs that have significantly dntreanded on the Powers charts are reclassified as Recurent and can remain there for up to two years, before being reclassified as Gold.

RANK TW	ARTIST	TITLE	LABEL/IMPRINT
1	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
2	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
3	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
4	MORGAN WALLEN	Wasted On You	Big Loud/Republic
5	PARMALEE	Take My Name	Stoney Creek/BMG
6	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
7	JON PARDI	Last Night Lonely	Capitol Nashville
8	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
9	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
10	SCOTTY MCCREERY	Damn Strait	Triple Tigers
11	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
12	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
13	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
14	KANE BROWN	Like I Love Country Music	RCA Nashville
15	DYLAN SCOTT	New Truck	Curb
16	WALKER HAYES	Fancy Like	Monument/RCA
17	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
18	LUKE COMBS	Forever After All	River House/Columbia Nash
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	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
25	SAM HUNT	23	MCA Nashville
26	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
27	COLE SWINDELL	Single Saturday Night	Warner/WMN
28	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
29	DIERKS BENTLEY	Gone	Capitol Nashville
30	MICHAEL RAY	Whiskey And Rain	Warner/WEA



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	JORDAN DAVIS	What My World Spins Around	MCA Nashville
HOTZONE	NATE SMITH	Whiskey On You	Arista Nashville
HOTZONE	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
HOTZONE	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
HOTZONE	PARKER MCCOLLUM	Handle On You	MCA Nashville
HOTZONE	ERIC CHURCH	Doing Life With Me	EMI Nashville
HOTZONE	SHANE PROFITT	How It Oughta Be	BMLG
HOTZONE	BRETT ELDREDGE	Songs About You	Warner/WMN

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	JIMMIE ALLEN	down home	Stoney Creek
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	DUSTIN LYNCH	Party Mode	Broken Bow
DEVELOPING	LEE BRICE	Soul	Curb
DEVELOPING	BLAKE SHELTON	No Body	Warner/WMN
DEVELOPING	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
DEVELOPING	LAINEY WILSON	Heart Like A Truck	Broken Bow
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	DIERKS BENTLEY	Gold	Capitol Nashville
DEVELOPING	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
DEVELOPING	CARLY PEARCE	What He Didn't Do	Big Machine
DEVELOPING	WALKER HAYES	Y'all Life	Monument
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	MATT STELL	Man Made	RECORDS Nashville
DEVELOPING	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
DEVELOPING	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
DEVELOPING	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud





FOR YOUR GRAMMY® CONSIDERATION

# FOR KING + COUNTRY

FOR GOD IS WITH US (WITH HILLARY SCOTT)



for KING & COUNTRY

LITTLE DRUMMER BOY

ARENA CHRISTMAS TOUR SELLING OUT!



NOMINEE

# FOR KING & COUNTRY

VOTE NOW  @AMAs | [VoteAMAs.com](http://VoteAMAs.com)



**CURB | word**  
ENTERTAINMENT  
COUNCIL





# **MMI** **WEEK AT A** **GLANCE**

**JOHN SHOMBY**

Owner/CEO  
Country's Radio Coach, Inc.

Zach Bryan's "Something In The Orange" continues to vastly outpace its airplay ranking #1 in audio streaming, #2 streaming video and 5th in Sales. All that is enough to move the song up to 18th from #20 overall despite only advancing to 46th from 48th in airplay. Most of the panel is missing what appears to be a country hit.

---

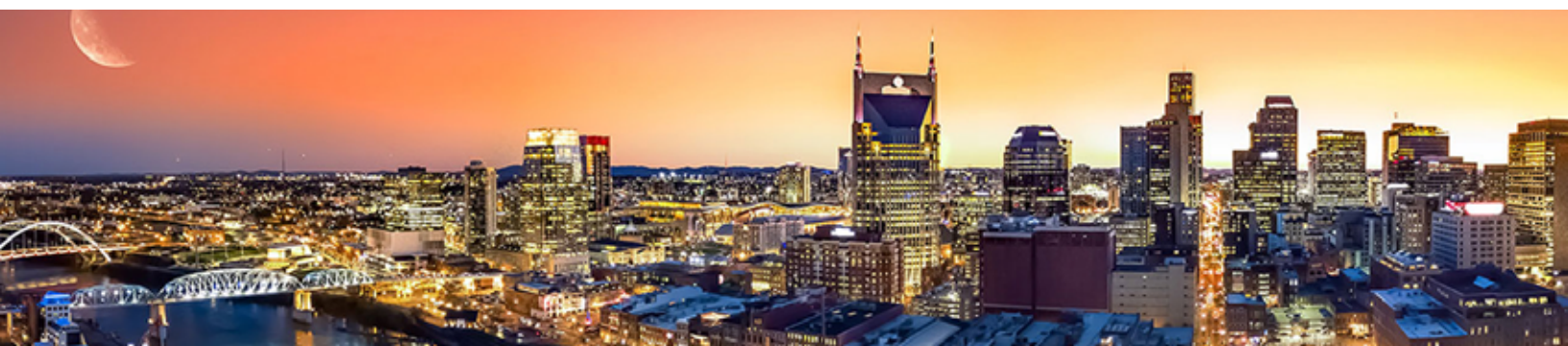
Then there's Bailey Zimmerman. First of all, his "Fall In Love" breaks into the top 5 overall ranked 7th in sales and audio streams, 4th in video streaming and a respectable 15th in callout. A **SECOND** cut, "Rock And A Hard Place" gets the nod for the most underexposed song this week in light of some amazing numbers – 8th in sales and 3rd in both video and audio streaming but dead last in airplay at #50. I'm guessing our panel, at some point, may face the possibility of playing two Bailey Zimmerman tunes at the same time!

---

Several up-and-comers getting some panel attention are Gabby Barrett going from 18th to 14th on the chart based on a solid ranking of 10th in airplay and top 20 ranks in both callout and audio streams. Jimmie Allen continues his rise into the top 15 at #15 from 19th last week. He breaks into the top 20 in sales at 18 and is appearing to be a radio audience favorite already ranking 8th in callout. Carly Pearce "What He Didn't Do" makes its move into the top 20 this week at 19th showing good numbers in audio and video streaming (15th and 11th, respectively) and a solid 14th in callout. These are 3 songs that need the panel's immediate attention, for sure.

---

One new entry into the top 5 is the aforementioned Bailey Zimmerman going from 7th to 5th and Jelly Roll advances to #3 overall from 5th with strong across the board numbers. Tyler Hubbard hangs in at #4 with a very impressive top 5 rank on callout. Still on top at 1 and 2 are Morgan Wallen and Cole Swindell. Cole appears to have some amazing staying power for the panel.





**MONDAY  
MORNING  
INTEL**



**YES,  
I  
GET  
IT**

MMI always provides a  
**GREAT OVERALL**  
look at the **COUNTRY**  
**MUSIC LANDSCAPE.**  
This helps me each  
**week to further**  
**ANALYZE**  
our music.

**NICK RUSSO**  
KILT Houston

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

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

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	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra	<a href="#">PLAY VIDEO ▶</a>
4	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra	<a href="#">PLAY VIDEO ▶</a>
5	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	<a href="#">PLAY VIDEO ▶</a>
6	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud	<a href="#">PLAY VIDEO ▶</a>
7	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville	<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	JORDAN DAVIS	What My World Spins Around	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
11	CARLY PEARCE	What He Didn't Do	Big Machine	<a href="#">PLAY VIDEO ▶</a>
12	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
13	LEE BRICE	Soul	Curb	<a href="#">PLAY VIDEO ▶</a>
14	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville	<a href="#">PLAY VIDEO ▶</a>
15	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
16	LUKE BRYAN	Country On	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
17	BRETT YOUNG	You Didn't	BMLG	<a href="#">PLAY VIDEO ▶</a>
18	NATE SMITH	Whiskey On You	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
19	LAINEY WILSON	Heart Like A Truck	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
20	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	<a href="#">PLAY VIDEO ▶</a>
21	GABBY BARRETT	Pick Me Up	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
22	JACKSON DEAN	Don't Come Lookin'	Big Machine	<a href="#">PLAY VIDEO ▶</a>
23	COREY KENT	Wild As Her	Combustion/RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
24	BLAKE SHELTON	No Body	Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
25	WALKER HAYES	Y'all Life	Monument	<a href="#">PLAY VIDEO ▶</a>
26	MIRANDA LAMBERT	Strange	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
27	CODY JOHNSON	Human	CoJo/Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
28	JIMMIE ALLEN	down home	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
29	MICHAEL RAY	Holy Water	Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
30	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
31	DAN + SHAY	You	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
32	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG	<a href="#">PLAY VIDEO ▶</a>
33	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG	<a href="#">PLAY VIDEO ▶</a>
34	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb	<a href="#">PLAY VIDEO ▶</a>
35	KELSEA BALLERINI	Heartfirst	Black River Entertainment	<a href="#">PLAY VIDEO ▶</a>
36	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
37	KENNY CHESNEY	Beer With My...w/Old Dominion	Blue Chair/Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
38	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville	<a href="#">PLAY VIDEO ▶</a>
39	SAM HUNT	Water Under The Bridge	MCA 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	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville	<a href="#">PLAY VIDEO ▶</a>
43	DUSTIN LYNCH	Party Mode	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
44	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
45	DIERKS BENTLEY	Gold	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
46	RANDY HOUSER	Note To Self	Magnolia Music	<a href="#">PLAY VIDEO ▶</a>
47	ERIC CHURCH	Doing Life With Me	EMI Nashville	<a href="#">PLAY VIDEO ▶</a>
48	BRETT ELDREDGE	Songs About You	Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
49	SCOTTY MCCREERY	It Matters To Her	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
50	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>



Country is tested every week for Popularity, Familiarity and Burn in myriad key demographics.  
Each of four regions test 200 individuals for a total Sample Size of 800 per format.

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

# "OVER FOR YOU"

× MORGAN EVANS ×

"Every once in a while, a song is going to come along that makes a career and stops listeners in their tracks. This is such a song." - *Charlie Cook*

"Morgan delivers Country emotion and lyrics that touch the heart and an emotional knockout with this new song." - *Tim Roberts*

"F@\$%, that is a career song." - *Jeff Kapugi*

## IMPACTING IMMEDIATELY

CLICK [HERE](#) TO LISTEN







# TYLER WAUGH INTEL

CURRENT POSITION:  
NATIONAL DIRECTOR OF  
RADIO PROMOTION  
BIG LOUD

**You've had successful promotion stints at Rock, Pop and now Country. With programmers absorbing more oversight and extended duties, what advice would you give programming execs who are taking over Country for the first time?**

Communication...we are a passionate bunch of promo reps over here at country, and the most important thing (for me at least) is communication...and I will do the same for you. Good news or bad news, I would just like to know what's up. What's up with a potential ADD, what's up with my record(s) at your station, what's up with the show I'm bringing my artist in for. Information is key.

**We see a pattern. The Uber successful Big Loud seems to have a strategy to convert successful writers into performing artists. Looking at Hardy, Ernest, Lily Rose, and Hailey Whitters, what is the genesis of this model?**

We have an amazing team at Big Loud from Management, to A&R, to Publishing, to Marketing, to Radio Promotion, and everyone else in the building. We also have really close and trusting relationships with our writers & artists. Teamwork, and thorough communication across the board is a big key to our success. But I've got to give major credit to our Publishing Dept, our A&R dept, and our management dept. They have the ability to discovery talent before others do. They have an ear and an eye for star power and are able to take that talent and push these writers/artists to be the best they can be.

**You are the captain of a rowing team that has to win a race along the Cumberland River starting in Nashville and ending in Williamsburg, Kentucky. The goal: winning. Your row-mates are are a PD, an Artist, a non-Big Loud promo rep, and a songwriter. Who are they and why?**

For the PD, I'm recruiting Meg Stevens (PD WUBL/Atlanta). She takes rowing classes for fitness, and she's a force to be reckoned with. I'd do anything for Meg, and I trust her to help our team win! For the Artist, I'm taking Jimmie Allen. The dude is ripped! He will for sure be the muscle on this boat, but even more important for this rowing journey, he's absolutely hilarious! If you're hanging out with me, we're going to have fun and were going to laugh.

Jimmie makes me laugh every time I'm around him and he's a bad ass and 100% the best dressed everywhere he goes, and we want to look good as we cross that finish line! For the Non BLR Promo Rep, that's an easy choice. I'm choosing my good friend Stephanie Hagerty (National Dir., Radio for Warner WEA). She's an athlete (played college basketball) and back to my previous comment about having fun on this boat, she's so dang funny and a joy to hang out with. For the songwriter, I'm taking my dude HARDY. He's a lyrical genius, he's a friend to everyone he meets, he'll have Busch Light beer on him in case we get thirsty, and he has the ability to take out any wildlife that may get in our way on our race to the finish line.

**You're walking into a programmer's office and you only have one tool from which to extract from your bag of tricks. Would you choose:**

**A. 50 million streams?**

**B. A song so good that it can knock you off your chair?**

**C. Favorable call-out from 15 other markets?**

**D. Your extremely good looks and charm?**

...Programmers may question streams and research stories. Looks and charm can be subjective. So this is an easy answer, B. A Song so good that it can knock you off your chair. For me, it's all about the song! I'll never forget what my father, Butch Waugh, told me regarding radio Promotion as he was leading successful record labels and promotion teams... he said to me, speaking from the point of view of a Promotion Rep, "You're only as good as the song you're working." If you don't have the song, you're not going to get the radio airplay needed to secure a "hit". It has to always be about the song first and foremost. You can use a lot of smoke & mirrors to make a song appear great, but if it's not truly great, it'll never last.

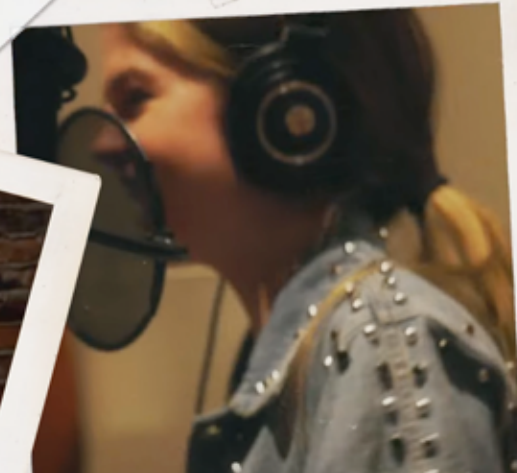
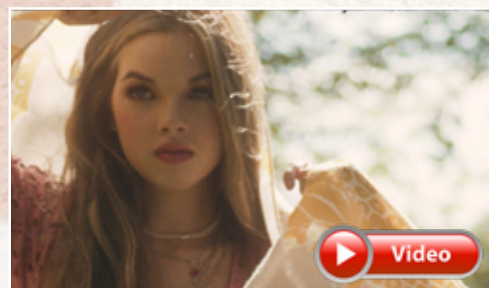
**You're sitting down and writing a letter to your 18 year old self. What advice do you have for a young Tyler?**

Oh man, I've been reflecting on my past a lot lately, so this question is top of mind for me. First, I would tell myself to not waste my money on material items. Instead, invest that money for your future, and use that money to create experiences which will create memories. Instead of buying motorcycles, expensive clothing, and going out every single night to restaurants and to bars until they closed for the night, I wish I used that time and money to travel and explore this beautiful world. I wish I spent time traveling around the US, and more time traveling around the world experiencing all the amazing adventures, and people, and cultures out there. And to my previous statement about not spending all my money drinking at clubs and bars every night, I'd tell myself to not get so caught up in the party scene. Yeah, it's fun, but once you're older and look back, you'll realize nothing much came from it other than headaches and drama. Lastly, and most importantly, I'd tell myself to spend more time on Self Care and Personal Health. Life is so short and it goes by so fast. The healthier you are mentally and physically, the more you'll enjoy each wonderful day.



# CALLISTA CLARK ALBUM PREVIEW **REAL TO ME**

MMI History Reference: In 2003 a 16 year old English kid named Joss Stone released her first EP of covers called "The Soul Sessions". The industry reacted with, 'how can a child know these feelings and emotion that she carries in her vocals?' The question returns with one listen to Georgia Teen Callista Clark's debut album "Real To Me". The child is gifted beyond description. The vocals and sentiment in the track "Gave It Back Broken" alone is such a head and heart turner that one scratches ones head with, again..."How can someone so young be such an old soul?" (Accent on soul). Callista Clark has a very long and very bright future. There's more to her than just another emerging artist. Click on the video.



CRS 

MARCH 13-15 | NASHVILLE

***REGISTRATION  
NOW OPEN!***

**\$649**

***NEW FACES OF COUNTRY MUSIC TICKETS  
ARE NOW SOLD SEPARATELY, AND WILL BE  
\$100 WHILE SEATS LAST!***



Check out these videos hand-picked by our staff!



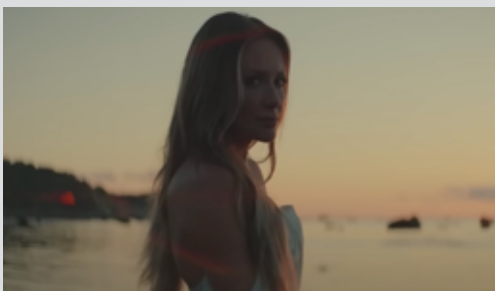
### CHASE RICE - "WAY DOWN YONDER"

We used to call it Country and Western and now we can again cuz Chase has gone hard-core cowboy and there's itchy fingers on the 6 guns. This magnificently produced one-shot cinematic bomb-shell brings the Old West's barroom alive with pure Western movie magic. Chase is edgier than ever and this one resonates with the cowboy/girls in all of us. Giddy-up and click here:



### HAILEY WHITTERS - "PLAIN JANE" (ACOUSTIC)

It's time. Maybe past time. But it's sure time to start taking Hailey Whitters really seriously. Check the streams. The fans have found her and eaten her up like a Krispy Kreme. She's from Iowa. We don't know where that is but we think they must produce gifted songwriters there. Ask Maren, Alan, LBT, Mr. Pardi and so many others who have recorded her songs or taken her on tour. This acoustic version of "Plain Jane" from the fabulous "Raised" collection makes the sweet edge of the lyrics the centerpiece. Click here:



### CARLY PEARCE - "WHAT HE DIDN'T DO"

Clearly autographical and about the much bally-hooed non-secret break-up, Carly is soaking in heartbreak. This beautifully shot beach "golden hour" video creates tension and builds anxiety as our beloved Ms. Pearce walks adorned in a wedding dress along.... and then into the surf...and then disappears under. We're not trying to be a spoiler, but the conclusion clearly states, you can re-emerge from the deepest and darkest of times. Click here:



### BAILEY ZIMMERMAN - "ROCK AND A HARD PLACE"

Passion has two sides. The thin line is real. All the energy can flow both ways. In "Rock and a Hard Place" Bailey Z depicts the dance we do between the two. Bailey's meteoric popularity is a sign in the sky of the changing landscape of how music is breaking. Like Zach Bryan, Warren Zeiders, and many more, there's a new breed of white hot heroes and Country outlaws that are selling out venues in minutes and garnering millions of streams. Click here:



### RYAN HURD - "THE KNIFE OR THE HATCHET"

The album Pelago is a year old and is a real "go back to" collection of songs. Ryan's music is in the category of "let it flow" from track to track and defines singer/songwriter personified. The modern troubadour calls Kalamazoo home and made his way to Nashville on a road paved with huge hits for other artists. But his songs, his sound, and his collections are his own. This acoustic take on "The Knife or The Hatchet" paints a picture and tells a story, which is what true artists do. Click here:



## CHARTS/POWERS:

**1 AIRPLAY** is calculated by Trailing 14 Days of radio airplay on the Key Influencer radio stations – Top 157 radio stations by Average Quarter Hour. Charts are weighted using currently assigned points in Mediabase...100% point value for Morning Drive, 90% for Afternoon Drive, 80% for Mid-days, 70% for nights, 50% for Overnights.

**2 AIRSCORE: THE AIRPLAY INTEL 3.0 RETENTION SCORE** predicts listener tune-in/tune-out on song play by contemplating the trend over time relationship between local and national airplay, local/regional callout, and audio and video streaming.

**3 NATIONAL CALLOUT** contemplates more than 1,000 respondents weekly in four regions geographically equivalent over the trailing 14 days of calls.

**4 STREAMING, AUDIO** contemplates trailing 14 days of all streaming. Songs with insufficient data are designated with an "x". These songs do not affect the Total Performance Score in any way.

**5 STREAMING, VIDEO** contemplates trailing 14 days of all streaming. Songs with insufficient data are designated with an "x". These songs do not affect the Total Performance Score in any way.

**6 SALES** is based on 14 days trailing results. Songs with insufficient data are designated as PENDING. Pending songs do not affect Total Performance Score in any way.

## HOT ZONE / DEVELOPING

All five components listed above are contemplated. Songs moving up and increasing significantly in TWO or more categories are designated in the Hot Zone. Other new releases are designated as Developing.

## RECURRENTS

Recurrents are a simple calculation of songs that have trended downward and no longer qualify for Current status. Trailing 14 days are contemplated, along with 6 weeks of Retention Data, and are computed on a 50/50 level of importance.

## ACTION

Songs that are testing either in Callout or in Retention significantly higher than current Airplay rank. These songs are considered UNDEREXPOSED and deserving generally of greater airplay.

## STREAMING AUDIO, VIDEO AND SALES

Streaming Audio and Video, and Sales, are based on trailing 14 days data. All major streaming services are used wherever possible, along with sales.

*NOTE: Hot AC Callout information is provided as stand-alone information. This data does not factor into the main chart rankings in any way.*



CALL US at  
818-699-6400  
or EMAIL  
[contact@mmi2020.com](mailto:contact@mmi2020.com)

# MONDAY MORNING INTEL

© AIRPLAY INTELLIGENCE, LLC, 2021,  
No part of the materials available through the  
MONDAY MORNING INTEL presentation  
may be copied, photocopied, reproduced,  
translated or reduced to any electronic  
medium or machine-readable form, in  
whole or in part, without prior written  
consent of AIRPLAY INTELLIGENCE, LLC.  
Any other reproduction in any form without  
permission of AIRPLAY INTELLIGENCE, LLC  
is prohibited. All materials contained on this  
presentation are protected by United States  
copyright law and may not be reproduced,  
distributed, transmitted, displayed, published or  
broadcast without the prior written permission of  
AIRPLAY INTELLIGENCE, LLC. 2021.

PRIVACY POLICY  
[Click Here](#)



**THANK YOU**  
from the entire staff:

**PUBLISHERS:**

**ZEN CZAR**

Rich Meyer

**CHIEF WRANGLER**

Steve Lehman

**MARKETING, PROMOTION  
& Magic Fueled by Studio2Bee**

**MASTERS OF THE SUN**

Skip Bishop

Butch Waugh

Kylee Laynee Higgins

**RESEARCH TEAM**

**PEOPLE WHO ACTUALLY  
DO THE WORK**

Richard R. Deitemeyer

Kate Collins

Brittany Whitney

Brenda Manney

Todd Morris

**GRAPHIC DESIGN**

EGO Design

**PYTHON POWER RANGER**

Trent Trento

**OPERATIONS**

Kylee Laynee Higgins

**PAW POWER  
NOT IN MY BOWL**

Heidi Dogg

Monkey Dog

Cooper