

MONDAY
MORNING
INTEL

DYLAN
CAN'T HAVE MINE
SCOTT

CURB
RECORDS
curb.com

MMI
PROFILE
ELAINA SMITH

Country Edition

NASHVILLE
APPROVED

OCTOBER 31, 2022

#3 CONSUMPTION PER SPIN
#19 TOTAL CONSUMPTION TO DATE
#18 TOTAL STREAMS TO DATE

DEBUTS AT **#10** ON OUR MMI
ACTION CHART!

MOVES TO **#44** MMI POWERS

DYLAN CAN'T HAVE MINE SCOTT



"BECAUSE OF A VERY SIGNIFICANT JUMP ON STREAMS AND SALES DYLAN SCOTT'S "CAN'T HAVE MINE" HAS LANDED ON OUR MOST SIGNIFICANT CHART. MMI ACTION. **IT SHOWS THAT THE RESEARCH IS OUT-PACING AIRPLAY** AND IS **READY FOR IMMEDIATE CONVERSION.**"

- RICH MEYER MMI

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MONDAY MORNING INTEL

OCTOBER 31, 2022

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MONDAY
MORNING
INTEL

#1

SONGS THIS WEEK
BY MMI COMPOSITE CATEGORIES 10.31.22

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"

Introducing OMT Lite

THE ONLINE MUSIC TEST

When a full-sized OMT is a strain on time or budget, get answers from 100 screened respondents on 400 titles for under \$10,000.



ACTIONABLE



SPEEDY



AFFORDABLE



MUSIC RESEARCH

nuvoodoo



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MORGAN WALLEN



THANK YOU COUNTRY RADIO FOR
MULTIPLE WEEKS AT #1

"THOUGHT YOU SHOULD KNOW" ON YOUR DESK TUESDAY

BIG LOUD

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

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	44	15	29	ZACH BRYAN	Something in the Orange	Warner
2	27	10	17	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
3	45	30	15	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
4	34	22	12	WALKER HAYES	Y'all Life	Monument
5	18	6	12	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
6	30	19	11	CARLY PEARCE	What He Didn't Do	Big Machine
7	37	28	9	COREY KENT	Wild As Her	Combustion/RCA Nashville
8	32	23	9	CODY JOHNSON	Human	CoJo/Warner/WMN
9	20	12	8	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
10	50	44	6	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb

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

*I Hate
My
Heart*

CARRIE UNDERWOOD



Capitol
A UNIVERSAL MUSIC COMPANY

ADD NOW!

FROM THE #1 ALBUM, *DENIM & RHINESTONES*



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
HOTZONE	PARKER MCCOLLUM	Handle On You	MCA Nashville
HOTZONE	CARLY PEARCE	What He Didn't Do	Big Machine
HOTZONE	ERIC CHURCH	Doing Life With Me	EMI Nashville
HOTZONE	JOE NICHOLS	Good Day For Living	Quartz Hill
HOTZONE	DAN + SHAY	You	Warner/WAR
HOTZONE	COREY KENT	Wild As Her	Combustion/RCA Nashville
HOTZONE	SHANE PROFITT	How It Oughta Be	BMLG
HOTZONE	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
HOTZONE	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
HOTZONE	ZACH BRYAN	Something in the Orange	Warner

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	JORDAN DAVIS	What My World Spins Around	MCA Nashville
DEVELOPING	JIMMIE ALLEN	down home	Stoney Creek
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
DEVELOPING	NATE SMITH	Whiskey On You	Arista Nashville
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	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
DEVELOPING	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
DEVELOPING	KENNY CHESNEY	Beer With My...w/Old Dominion	Blue Chair/Warner/WEA
DEVELOPING	CODY JOHNSON	Human	CoJo/Warner/WMN
DEVELOPING	WALKER HAYES	Y'all Life	Monument
DEVELOPING	RANDY HOUSER	Note To Self	Magnolia Music
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House
DEVELOPING	MATT STELL	Man Made	RECORDS Nashville
DEVELOPING	BRETT ELDREDGE	Songs About You	Warner/WMN
DEVELOPING	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
DEVELOPING	PARMALEE	Girl In Mine	Stoney Creek
DEVELOPING	HAILEY WHITTERS		Pegasus/S&D/Big Loud



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

JOHN SHOMBY

Owner/CEO
Country's Radio Coach, Inc.

Still having difficulty matching the streaming and sales results with the airplay is Zach Bryan's "Something In The Orange". The song has strong enough numbers to break the top 15 overall being the top audio streamer, 9th in sales and 2nd in video streams but only inches up to 44th overall from 46th in airplay. The performance consistency of the song in the streaming world is a definite head-scratcher when it comes to radio. Sooner or later, the panel will have to deal with this song because it appears that it not going away!

Regardless of it being a definite reaction song, Hardy and Lainey Wilson's "Wait In The Truck" continues to underperform with radio (#27!) despite the fact that is ranked 9th in callout, 2nd in sales and 4th in video streaming. The panel has to start noticing the weekly consistency in callout (15th to 11th to 10th) above and beyond sales and streaming.

Jackson Dean is one of two big movers this week entering the top 10 overall at #8. He's now 8th in audio streams, 11th in callout and up to 6th in airplay. No question the panel sees this as a hit. Lainey Wilson's solo effort "Heart Like A Truck", meanwhile, is not far behind moving up to 17th from #22 with an especially impressive #13 at callout and 9th in sales. Airplay is a tad behind at #21 but you just know that the panel will see this one as a second big hit for the CMA 6-time nominee.

The top 5 looks just about the same as last week only with Bailey Zimmerman and Jelly Roll changing positions to 3rd and 5th respectively. Bailey Z's "Fall In Love" looks like the next big hit in the format ranking 6th in sales and callout, 5th in audio streams, 3rd in video streaming and up to 7th overall in airplay. Morgan Wallen's "You Proof", once again, owns the top spot with Cole Swindell's "She Had Me At Heads Carolina" hanging in strong at #2.



INGRID ADDRESS
WITH **SAM HUNT**

Wishful Drinking

MAX SPINS NOW THROUGH 11/6



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

**MONDAY
MORNING
INTEL**



**YES,
I
GET
IT**

MMI is literally how I

**START
MY DAY...**

right behind coffee.

KAREN WEST

APD/MD/Middays
WGH-FM, Norfolk, VA

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

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

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



ELAINA

SMITH

INTEL

CURRENT POSITION:

INTERNATIONALLY
SYNDICATED HOST OF
NIGHTS WITH ELAINA

You have had an amazing path-swerving, dynamic career. (So Far) A stint with Entertainment Tonight, Sports Talk Radio, major market Top40 post-hitting Jock and now Nationally syndicated Country. Have you ever thought about playing pro-basketball?

That's usually the first question people ask me when I walk into a room. But for real...my height is a full time job. Constantly being asked to get things in small places, bottom shelves, getting picked up, thrown like a rag doll, asked if I can get on roller coasters. Its exhausting and I need a raise from the under 5ft society (see my last TikTok for proof)

For no good reason, you have been exiled to a small Caribbean island for the rest of your days. You are stocked with all the coconuts you can eat and I 3rd generation iPod that only has ten tracks. All genres and accepted: What are they?

- | | |
|---------------------------------------|--|
| 1. God Only Knows - The Beach Boys | 6. Fine - Kacey Musgraves |
| 2. Don't Stop Me Now - Queen | 7. Cuz I Love You - Lizzo |
| 3. Toxic - Britney Spears | 8. Phantom of the Opera |
| 4. Fly As Me - Silk Sonic | 9. Mamma Mia - Abba |
| 5. Heart Like A Truck - Lainey Wilson | 10. Here You Come Again - Dolly Parton |

You represent the new modern diversity in Country. Our format has kicked the door open to more women, more artists of various color, more inventive sounds and now a woman of Hispanic lineage is hosting one of America's most successful and listened to Country Music Radio shows (that's you, BTW). What caused this much needed evolution?

Well, I think time just evolves everything. Eventually we crave change, right? But, I truly believe it was social media and new media (like podcasts) in this case. If you weren't seeing a space for yourself, all of a sudden you could make your own. So many people took charge and created their own platforms, instead of just accepting what traditional media wanted to portray and brand. Chances are, if you feel like something is not right, you're not alone. Having the ability to create your own platform lets you find those people that are with you, and address the issue. That's what happened with my podcast Women Want to Hear Women.

I think these new platforms were allowing us to really SEE that the genre was so much more than we were giving it credit for and that needs to be celebrated. However, it's a long a road considering that

"stereotype" was pretty stamped, at least in my eyes. I remember growing up in San Diego and really loving country music, but I was surrounded by a community telling me it was not for people like us or even for people that live where we did. At the time, I couldn't find the lie. My instincts were to shy away, I mean it was popular to say "I like everything BUT country music". I was guilty of saying it, but never actually lived it. As social media became more and more popular, I was finding my little safe corners of the internet. I was seeing that not everyone who loved country music fit the stereotype I was seeing on TV. Without access to that visibility, I'm not sure I would have found the confidence or felt safe enough to pursue the love of the genre. Now that we are seeing more diversity, the genre is also starting to lift those voices up which is so exciting and important. I'm a part of a few Diversity Task forces within the industry, and to see such strong brands like the ACMs backing this up, that just keeps the important conversation and action taking alive and well. Country music is for everyone, and I'm so proud to represent Latinos who love it!!

Country loves warm, fuzzy and hometown. Being in so many markets nightly, how do you capture the local feel?

I like to approach the show like I'm on FaceTime with my friend. If you ever see me in studio, I am very expressive because that's how I talk to my friends in real life. Friendly always feels local. We also love working with affiliates to get as many liners as possible in each market that highlight local spots, events, inside jokes, etc. Phone calls are BIG for me. On any given night, we'll have somewhere between 15-50 people chiming in over 5 hours. And even though they may be calling in from different towns and states, there is a sense of community because we're chatting about the same things, whether that is country music, the topic of the night, the stupid thing I just said, or the TikTok sound that lives in your head rent free. Anyone that listens and participates in the show, IS essentially a local in this community we've created together.

Adam Driver, RuPaul, Tom Waits, Nick Cannon and Charlene Tilton want you to take them to lunch and dinner in San Diego. Wait...left out Ron Burgundy. Where are you hosting this crew of your fellow Southern Californians?

Old Town Mexican Cafe. And RuPaul is sitting next to me, no exceptions. Then we're going to Oceana Coastal Kitchen for a nightcap and dessert.

After a long journey, you throw back the curtain and there is The Mighty Oz (not the TV doctor, the one with the magic powers) and he grants you one wish for Terrestrial Radio. What would that be?

Eliminate the mindset of "this is how it's always been done"

Who are your personal and professional heroes?

OH my, so many. But for now I'll say...My mom, Mike McVay, Dave Rickards, Dolly Parton, RuPaul, Taylor Swift, Rihanna, Delilah, Whitney Allen.

OVER FOR YOU

× MORGAN EVANS ×

"Everyone wants raw, honest, and compelling. Here it is, in a song." - *Bobby Bones*

"I haven't bought Kleenex in a while so I had issues finding a good absorbent brand. This powerful song changed my week" - *Travis Moon*

"Great Country Music is about real emotions, relatable stories, and making people feel something. Morgan has created something beautiful out of something sad. That's country music at its best." - *Patrick Thomas*

IMPACTING NOW

CLICK [HERE](#) TO LISTEN

REMEMBERING A HUGE TINY SHINING STAR LESLIE JORDAN

Tennessee, The USA and the Universe lost a treasure last week when Leslie Jordan left this Earth. Everyone who crossed his path came away with a brighter light. Just under 5 feet tall, he harbored the biggest of hearts, the quickest of wit and oceans of joy, that he spilled out freely. With a litany of television and film roles his greatest success may have been his emergence on Instagram during the Pandemic. On May 22nd 2021 Jordan gushed his gospel self through his Grand Ole Opry Debut. The clip below captures a portrait of a Chattanooga born Country Gentleman deluxe. Click here:



NEON UNION



IT'S ALMOST TIME...

RED STREET



Check out these videos hand-picked by our staff!



THOMAS RHETT AND KATY PERRY - “WHERE WE STARTED”

This track has more hooks than a tackle box. Thomas and Katy’s voices blend like velvet and the lyric is nuttin’ but honey. If you can’t sing along with this smash well then, you can’t sing. This is a windows down, hand holding, chorus laced, major key, cornucopia of multiple chart destiny boiled down to 3 minutes of music magic. So do we like it? Oh, yes we do. Click here:



ELLE KING - “TRY JESUS”

Please come forward and accept Elle King as your personal rocker. If you open your heart and let her in, she will be your lighted guide to the grocery store of happiness. And so, as I walk through the aisle of frozen foods I will fear no imitator. As usual, Miranda’s drinking’ buddy Elle King plays multiple characters as she leads us down paths of cereals, produce, and bad past relationships until she finds the one guy who can lift her (literally) to a life of Pride, Joy, and other dishwashing liquids. Click here:



DIERKS BENTLEY - “GOLD”

Dierks spins a tale about a feller who has his priorities in order. Is it really worth all the time and toil we put into days, months, and years of work to scrimp and save for a brighter tomorrow? Well hell, Leroy, What about today? You may dream of the shiny new Benz, and a high stone wall around your mansion, but the real stuff’s on the other side and all you gotta do is open your peepers. To see all that glitters, click here:



RUSSELL DICKERSON - “BIG WHEELS”

Russell has it all rolled out for us in this exercise in inventory listing. Starring Russell, a sleeveless T and some way green big-ass tractors, we’re taken through the ABCs of Country backroad living, with a checklist that can’t be found in any fancy Mall in the middle of town. Now, if there are questions regarding the origin of the title of the song, it’s because of the ‘wheels’ and ‘big’. Wanna see? Click here:



SCOTTY MCCREERY - “SMALL TOWN STORY”

“Up against the wall, Scotty”. This cool textured visualizer is a one-shot, vibe-filled tale beautifully projected against a building wall obviously in a small town. Simple, artistic, and fun, this video displays McCreery at his upbeat best as he tells us his “Small Town Story”. Click here:



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!***

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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