

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

**DYLAN**  
CAN'T HAVE MINE  
**SCOTT**

**CURB**  
RECORDS  
curb.com

**MMI**  
**PROFILE**  
**KAREN WEST**

*Country Edition*

**NASHVILLE**  
**APPROVED**

**NOVEMBER 7, 2022**



**#4** CONSUMPTION PER SPIN  
**#17** TOTAL STREAMS TO DATE  
**#18** TOTAL CONSUMPTION TO DATE

# DYLAN CAN'T HAVE MINE SCOTT

**#3** OVERALL MMI CALLOUT

"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

**CURB**  
RECORDS  
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# **MONDAY MORNING INTEL**

NOVEMBER 7, 2022

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MONDAY  
MORNING  
INTEL

#1

**SONGS THIS WEEK**  
BY MMI COMPOSITE CATEGORIES **11.7.22**

**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



# MORGAN WALLEN

Thought you should know

- Morgan

## IMPACTING NOW

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

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



# NEON UNION



# BOUT DAMN TIME

RED STREET



RECORDS





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	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
HOTZONE	COREY KENT	Wild As Her	Combustion/RCA Nashville
HOTZONE	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
HOTZONE	ZACH BRYAN	Something in the Orange	Warner
HOTZONE	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud

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	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	KELSEA BALLERINI	Heartfirst	Black River Entertainment
DEVELOPING	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	PARKER MCCOLLUM	Handle On You	MCA Nashville
DEVELOPING	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
DEVELOPING	CARLY PEARCE	What He Didn't Do	Big Machine
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	ERIC CHURCH	Doing Life With Me	EMI Nashville
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	DAN + SHAY	You	Warner/WAR
DEVELOPING	RANDY HOUSER	Note To Self	Magnolia Music
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House
DEVELOPING	SHANE PROFITT	How It Oughta Be	BMLG
DEVELOPING	MATT STELL	Man Made	RECORDS Nashville
DEVELOPING	BRETT ELDREDGE	Songs About You	Warner/WMN
DEVELOPING	PARMALEE	Girl In Mine	Stoney Creek
DEVELOPING	MIRANDA LAMBERT	Strange	RCA Nashville
DEVELOPING	TIM DUGGER	Heart Of A Small Town	MCC/Curb



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

**JOHN SHOMBY**

Owner/CEO  
Country's Radio Coach, Inc.

More and more each week, Zach Bryan's "Something In The Orange" is that one song our panel continues to have that "wait and see" attitude. Although ranked 15th overall and #5 in sales, 2nd in video streaming and 1st in audio streams, it still lags way behind in airplay moving from 44th to just 40th this week. With some impressive regional callout numbers, the song definitely is reaching some listeners. Remains to be seen how our panel deals with it but, sooner or later, they will have to.

Bailey Zimmerman is slowly becoming a multi-hit artist all at once with the emergence of a second cut "Rock and A Hard Place" at #24 overall. The song sits at 7th in sales, and 3rd in both video and audio streams as our panel just begins to discover it at #49 in airplay. One other song outdistancing its radio play is Hardy and Laney Wilson's "Wait In The Truck" that goes from 10th to 8th overall with strong sales (3rd) and excellent streaming numbers – 5th in video and 9th in audio. The rise in callout rank to 11th shows that listeners are liking what their hearing unfortunately not enough are hearing it with a rank of 27th in airplay.

Top mover of the week goes to Thomas Rhett and Riley Green's "Half Of Me" moving up to 6th from #11. It appears to be a listener favorite ranked 5th in callout and is gaining ground on the audio streaming side at #10. Luke Combs comes in with the highest debut of the week at #21 driven by a #2 overall rank in callout. The panel has noticed quickly with a rank of 32nd in airplay for the first week.

New to the top 5 this week is Kane and Katelyn Brown's "Thank God" at #5 ranking first in sales, 7th in video streaming and 4th in audio streaming. Airplay is still a tad behind at #15 up from 18th but it looks as if the panel is a believer in this one, for sure. Jellyroll goes from 5th to 4th with excellent numbers across the board including 2nd in sales and 4th in video streaming. Tyler Hubbard rises to 3rd from 4th and stays consistent with top 10 numbers in every category and Bailey Zimmerman's "Fall In Love" has definitely picked up just about all of the panel with a strong performance in sales, streaming and callout moving from 3rd to 2nd overall. Morgan Wallen continues to hold down the top spot this week behind #1 ranks in airplay, callout and video streams.





**MONDAY  
MORNING  
INTEL**

**YES,  
I  
GET  
IT**



I really love MMI because of the  
**COMPREHENSIVE**  
music research and data.

You can see **AUDIO** and  
**VIDEO NUMBERS**,  
**REGIONAL DATA**, and  
find the highest performing  
**CURRENTS** and  
**RECURRENTS**.

For programmers, making the  
best informed decisions  
for your station is of the utmost  
**importance.**

**BRENT MICHAELS**

KUZZ AM/FM & KRJK-FM  
Program Director/On-Air Personality

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



# KAREN WEST INTEL

## CURRENT POSITION:

APD/MD/MIDDAYS  
WGH-FM, NORFOLK, VA

**Let's start with career longevity. In an environment where U-Haul stock is at a premium, you have been at WGH for almost 32 consecutive years. That's practically unheard of. Thinking of it as advice to the newbies in radio. To what do you contribute your magnificent tenure?**

God, I cannot believe it's been that long. It feels like just yesterday I began at the Eagle. I had just left another country station where I'd been for 6 years just to start at the brand new Eagle 97... with no history in the country format. It was a larger market, and I started at nearly the bottom, but all I could see was the top. My former employer warned that it would be a huge mistake to leave, and predicted that I would be looking for a new job in less than a year. That frightened me. For a minute. Ha! Then...my new PD gave me absolutely the best career advice that I still live by to this day....and I believe that was the secret. You ready for this? Mike Carta said to me, "You've got enough rope to hang yourself. Just try not to do it." My former employer's words implied that I couldn't trust my judgement.. My new employers words said that I could. And I do.

**Let's stick with this. Ladder climbing and market size hopping is the usual radio journey. But staying in one place has clear advantages. Can you describe the professional and personal nuggets of that?**

Oh definitely a couple of advantages to staying in one place! Applying for a mortgage is a hell of a lot easier. \*wink\* Actually, it was pretty easy for me. I already call Hampton Roads "home." I had established my roots here. So keeping my hometown relationships have been such a blessing for me personally. Professionally, I think having that same kind of relationship with the industry is beneficial. Even before I became APD/MD, I had already established relationships with many industry professionals, so when the transition happened, most things seemed to flow naturally. Folks knew me , knew of me, and knew the Eagle. We weren't strangers. We were already friends.

**Ok maybe this is a dumb question but has there ever been a radio show, TV show or newspaper called The Newport News? We had to ask. Haha!**

Actually that IS a good question. I was born and raised in Newport News, so to my knowledge, no there hasn't been. HOWEVER, I am up for a good debate, so bring it!

**In most cities, The top ten streaming tracks and the top ten most played terrestrial tracks are quite different. Are they serving 2 separate audiences of music consumers and will we see them grow together?**

That is a really good question! I look at streaming tracks almost daily and I think for the most part they do serve different audiences, but lately I see the charts starting to compliment each other. Is that a sign of a good marriage to come? I think so. I think more and more programmers are taking their local streaming numbers into consideration when choosing new music and it shows.

**There is a 5000 seat venue In Norfolk. You have to chose the acts that will sell out the quickest. One classic and one new artist. Who are you booking?**

OMG a few weeks ago I had a nice chat with Jelly Roll...and experienced my first Jelly Roll concert. THAT GUY. Holy crap he's the real deal and he just sold out Bridgestone Arena. So Jelly is definitely my new artist. Classic? Bring on King George! Dang. I think I might have already bought a ticket!

**Ella Fitzgerald, Benny Blanco and Mark Ruffalo and Mike Dungan are all coming to your house for dinner. What are you serving to this crew? Catch: You actually have to be able to prepare it.**

Oh dear. Fortunately, all of those guests seem to be gracious enough to forgive a girl who couldn't cook her way out of a paper bag. But I do know how to dress up ramen pretty fancy! Seriously. And we would use the cloth napkins.

**What is the greatest and hardest part of choosing new music for a Country radio station in 2022?**

This one is easy. The greatest part is the new artists coming on the scene with their own sound and style. I am loving Bailey Zimmerman, Jackson Dean, Corey Kent, Hailey Whitters, Nate Smith...Priscilla Block...just so many that's taking this format to the next level. The hardest part is when I have no room for adds or conversions. Seriously, that bums me out. I have to go take a walk, buy me some of God's chicken (chick fila), and get over myself. You think I'm making that up? Ask anybody.



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# CARRIE UNDERWOOD

## ELLE SONG ASSOCIATION

When the MMI research nerds go “click-counting” Elle Song Association always racks up mucho open/shares. And, further research shows us that everybody loves Carrie like, a lot. Bunches. So, our MMI mathematicians put 2 and 2 together can came up with this highly entertaining clip...just for you to click here:



# STANFORD

*Before He Cheats*

# FOOL



Check out these videos hand-picked by our staff!



### JOY OLADOKUN FT. CHRIS STAPLETON - "SWEET SYMPHONY"

You'll find some Joy after hearing this. Arizona born of Nigerian parents and steeped in gospel, Joy Oladokun is a musical and creative force. Her lyrics and voice are full of spiritual and emotional clarity. Teamed with Chris Stapleton, this duet is as sweet and strong as they get. The video's puppet theme? Joy simply said that she got her idea when.. "I was inspired as a kid by watching Sesame Street and The Muppets". Click here:



### CRAIG MORGAN - "HOW YOU MAKE A MAN"

Craig Morgan is timeless. His talent and career will never be measured by chart position or ticket sales. Morgan is more than that. He's always with us and always brilliantly transparent. Craig's music embodies raw emotion. His heart is as achingly visible as they come. The love, the loss, and the pain he has endured are as plain, bright, and clear as a Tennessee Autumn morning. He is and always will be the real Country deal. Click here:



### RUSSELL DICKERSON - "BLAME IT ON BEING YOUNG"

Russell is a real MMI fascination. His music never stops spiking in our data. His audience is real, active, and loyal. He constantly appears in the MMI Action Column which signifies that his research outpaces airplay (which always catches up). The numbers don't lie...there are no smoke and mirrors. He's big. This video employs a tried and true setting that never misses in Country: sitting on a truck tailgate. Click here:



### LEVI HUMMON AND CASSADEE POPE - "RSVP"

Levi and Cassadee share something. Their music is consumed by a modern active audience. They both garner big online streaming numbers. Fast and furious. In this clever song about doors left open and unfinished love, both vocals intertwine beautifully and emotion runs like an electrical current. Both Hummon and Pope have teeming fan bases. When put together this song is going to reach a very large audience quickly. Click here:



### CAITLYN SMITH - "THE CARD YOU GAMBLE" (THEME FROM MONARCH)

Caitlyn is a Nashville treasure. She's a revered singer-songwriter and when she does anything new, we pay attention. The Country Music TV Drama "Monarch" has gained attention through the industry gossip mill because of its whispered parallel to real music royalty families. But producers say no... it's all pure fiction. But music contributor Smith is as real as it gets. Click here:





## CHARTS/POWERS:

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

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

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

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

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

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

## HOT ZONE / DEVELOPING

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

## RECURRENTS

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

## ACTION

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

## STREAMING AUDIO, VIDEO AND SALES

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

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

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