

Country Edition

**HASHVILLE APPROVED** 

DECEMBER 12, 2022



## FOR KING + COUNT

FOR GOD IS WITH US (WITH HILLARY SCOTT)



IMPACTING NOW

COUNTRY "LITTLE DRUMMER BOY"

AC / HOT AC / TOP 40 "DO YOU HEAR WHAT I HEAR?"

CONTEMPORARY CHRISTIAN "JOY TO THE WORLD"





#### FOR KING + COUNTRY & FRIENDS



REBECCA ST. JAMES RISSY METZ **IE GRANT** 







MONDAY DECEMBER 12 • 10/9c CMT



## MONDAY MORNING INTEL

**DECEMBER 12, 2022** 

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COMPOSITE JELLY ROLL "Son Of A Sinner"

AIRPLAY BAILEY ZIMMERMAN "Fall in Love"

ARSCORE BAILEY ZIMMERMAN "Fall in Love"

**CALLOLT** THOMAS RHETT "Half Of Me f/ Riley Green"

**ALIDIO** ZACH BRYAN "Something in the Orange"

**VITUE** MORGAN WALLEN "Thought You Should Know"

**SALES** HARDY "wait in the truck f/La.Wilson"

## Introducing **OMT Lite**

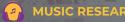
#### THE ONLINE MUSIC TEST

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.









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

TW RK AIRPLAY	TW RK AIRscore	TWRK Callout	TW RK AUDIO	TW RK VIDEO	TW RK Sales	TW COMP Rank	ARTIST	TITLE	LABEL
3	2	4	8	4	4	1	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
1	1	11	5	5	6	2	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra
9	4	9	3	7	5	3	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
16	10	8	4	2	1	4	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
15	12	13	7	1	3	5	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
2	3	1	12	24	15	6	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
5	6	21	6	10	8	7	JORDAN DAVIS	What My World Spins Around	MCA Nashville
8	9	7	11	17	16	8	NATE SMITH	Whiskey On You	Arista Nashville
10	8	12	10	20	11	9	JACKSON DEAN	Don't Come Lookin'	Big Machine
14	13	5	14	13	12	10	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
4	5	10	20	21	14	11	LUKE BRYAN	Country On	Capitol Nashville
13	14	16	15	9	7	12	LAINEY WILSON	Heart Like A Truck	Broken Bow
20	16	6	13	8	17	13	CARLY PEARCE	What He Didn't Do	Big Machine
7	11	14	19	19	20	14	GABBY BARRETT	Pick Me Up	Warner/WAR
6	7	3	28	25	25	15	JIMMIE ALLEN	down home	Stoney Creek
46	Χ	Χ	2	6	9	16	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
35	31	44	1	3	2	17	ZACH BRYAN	Something in the Orange	Warner
19	19	24	18	28	19	18	PARKER MCCOLLUM	Handle On You	MCA Nashville
25	24	29	23	14	13	19	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
23	22	26	21	12	26	20	CODY JOHNSON	Human	CoJo/Warner/WMN
18	18	18	36	15	23	21	BRETT YOUNG	You Didn't	BMLG
26	23	23	16	18	33	22	COREY KENT	Wild As Her	Combustion/RCA Nashville
12	15	17	26	44	29	23	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
11	17	19	37	34	36	24	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
21	21	41	34	22	18	25	BLAKE SHELTON	No Body	Warner/WMN
49	44	Χ	9	16	10	26	MEGAN MORONEY	Tennessee Orange	Arista Nashville
29	28	2	38	29	46	27	DAN + SHAY	You	Warner/WAR
30	30	32	33	23	28	28	WALKER HAYES	Y'all Life	Monument
17	20	35	39	40	24	29	DIERKS BENTLEY	Gold	Capitol Nashville
34	32	20	40	31	21	30	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
22	25	33	29	37	39	31	SAM HUNT	Water Under The Bridge	MCA Nashville
38	33	40	17	27	38	32	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
45	42	15	27	32	31	33	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
47	47	X 07	25	11	32	34	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
36	34	27	41	30	37	35	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
27	29	45 27	47 45	42	22	36	KENNY CHESNEY	Beer With Myw/Old Dominion	Blue Chair/Warner/WEA
40	40 26	37 34	45 35	26 40	30 47	37	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
24 39	20 38	34 42	31	49 36	47 35	38 39	KEITH URBAN Elle King	Brown Eyes Baby Worth A Shot f/Dierks Bentley	Capitol Nashville RCA/Columbia Nashville
31	36 27	38	43	47	43	40	ERIC CHURCH	Doing Life With Me	EMI Nashville
42	41	43	<del>4</del> 3	46	34	41	JON PARDI	Your Heart Or Mine	Capitol Nashville
43	49	28	32	33	40	42	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
32	37	31	46	45	42	43	RANDY HOUSER	Note To Self	Magnolia Music
41	45	36	30	39	48	44	MIRANDA LAMBERT	Strange	RCA Nashville
44	43	Х	44	41	27	45	MORGAN EVANS	Over For You	Warner/WEA
48	46	25	42	35	44	46	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG
33	35	39	49	43	45	47	DILLON CARMICHAEL	Son Of A	Riser House
50	48	Х	22	38	41	48	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
28	36	22	50	50	50	49	JOE NICHOLS	Good Day For Living	Quartz Hill
37	39	30	48	48	49	50	MATT STELL	Man Made	RECORDS Nashville
			-	-	•				<del>-</del>



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	46	16	30	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
2	49	26	23	MEGAN MORONEY	Tennessee Orange	Arista Nashville
3	35	17	18	ZACH BRYAN	Something in the Orange	Warner
4	47	34	13	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
5	45	33	12	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
6	16	4	12	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
7	15	5	10	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
8	20	13	7	CARLY PEARCE	What He Didn't Do	Big Machine
9	9	3	6	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
10	38	32	6	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
11	25	19	6	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville

## Country

#### MMI-RECURRENTS

12.12.22

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

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

#### WE'RE VERY GRATEFUL FOR YOU...

# All the best this Holiday Season

Rich, Steve, Skip, Butch, Rick, Alissa, John, George, Trent, Kate, Kylee, Charlie, Monkey Dog, Hailey Dog and Cooper







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

ARTIST	LABEL/IMPRINT
HOTZONEHARDYwait in theHOTZONESHANE PROFITTHow It OugHOTZONEDAN + SHAYYouHOTZONEHAILEY WHITTERSEverything	Warner/WAR She Ain't Pigasus/S&D/Big Loud Then f/Vince Gill Valory Music Co.

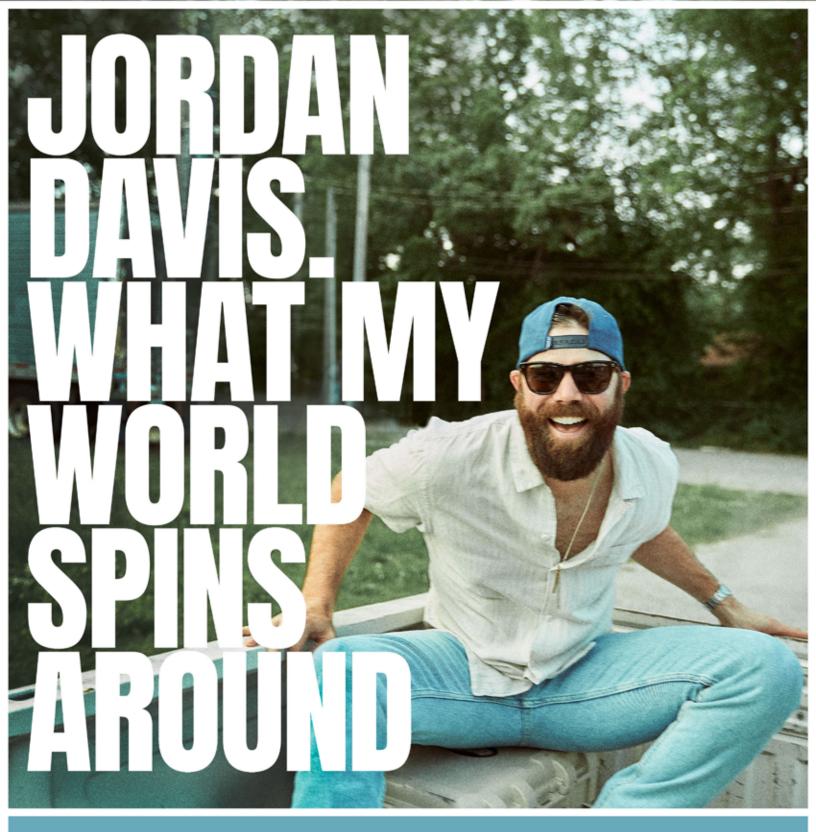


## MMI-DEVELOPING

12.12.22

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
<b>DEVELOPING</b>	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
<b>DEVELOPING</b>	LAINEY WILSON	Heart Like A Truck	Broken Bow
<b>DEVELOPING</b>	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
<b>DEVELOPING</b>	DIERKS BENTLEY	Gold	Capitol Nashville
<b>DEVELOPING</b>	BRETT YOUNG	You Didn't	BMLG
<b>DEVELOPING</b>	PARKER MCCOLLUM	Handle On You	MCA Nashville
<b>DEVELOPING</b>	CARLY PEARCE	What He Didn't Do	Big Machine
<b>DEVELOPING</b>	SAM HUNT	Water Under The Bridge	MCA Nashville
<b>DEVELOPING</b>	CODY JOHNSON	Human	CoJo/Warner/WMN
<b>DEVELOPING</b>	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
<b>DEVELOPING</b>	COREY KENT	Wild As Her	Combustion/RCA Nashville
<b>DEVELOPING</b>	KENNY CHESNEY	Beer With Myw/Old Dominion	Blue Chair/Warner/WEA
<b>DEVELOPING</b>	JOE NICHOLS	Good Day For Living	Quartz Hill
<b>DEVELOPING</b>	WALKER HAYES	Y'all Life	Monument
<b>DEVELOPING</b>	RANDY HOUSER	Note To Self	Magnolia Music
<b>DEVELOPING</b>	DILLON CARMICHAEL	Son Of A	Riser House
<b>DEVELOPING</b>	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
<b>DEVELOPING</b>	ZACH BRYAN	Something in the Orange	Warner
<b>DEVELOPING</b>	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
<b>DEVELOPING</b>	MATT STELL	Man Made	RECORDS Nashville
<b>DEVELOPING</b>	PARMALEE	Girl In Mine	Stoney Creek
<b>DEVELOPING</b>	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
<b>DEVELOPING</b>	KOLBY COOPER	Excuses	Combustion/Wheelhouse
<b>DEVELOPING</b>	MIRANDA LAMBERT	Strange	RCA Nashville
<b>DEVELOPING</b>	JON PARDI	Your Heart Or Mine	Capitol Nashville
DEVELOPING	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
DEVELOPING	MORGAN EVANS	Over For You	Warner/WEA
DEVELOPING	DRAKE MILLIGAN	Sounds Like Something I'd Do	Stoney Creek



OVER 5 MILLION ON DEMAND STREAMS TW OVER 116 MILLION STREAMS RTD TOP 5 AT MEDIABASE

# 4 TOP POINT GAINER AT MEDIABASE

# 2 GAINER IN MEDIABASE REALTIME

**#6 SHAZAM COUNTRY CHART** 

TOP 5 RESEARCH IN: ATLANTA, BOSTON, PHOENIX, MINNEAPOLIS, TAMPA, INDIANAPOLIS, PORTLAND AND MORE!

POWER UP NOW - EVERY METRIC IS SCREAMING MULTIPLE WEEK #1!



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## MMI WEEK AT A GLANCE

JOHN SHOMBY
Owner/CEO

Country's Radio Coach, Inc.

If we were voting for the best new country artist for the Fall of 2022, Bailey Zimmerman would get a ton of support. His song "Rock And A Hard Place" is showing the panel that he is, most likely, not a one-hit wonder ranking 16th overall despite sitting at 46th in airplay. Convincing numbers include #9 in sales, 6th in video streaming and #2 in audio streams. His current hit "Fall In Love" was the most played song of the week ranking 2nd overall, 6th in sales, 5th in both audio and video streaming and 11th in callout.

A good portion of the panel continues to ignore Zach Bryan's "Something In The Orange" still stuck at #35 in airplay regardless of being #2 in sales, 3rd in video streaming and the number one song streamed on audio this week. Meanwhile, new female artist, Megan Moroney's orange song "Tennessee Orange", is getting the panel's immediate attention before the break moving up to 26th overall ranking 10th in sales and 9th in audio streams while placed at 49th in airplay. This is only after two weeks!

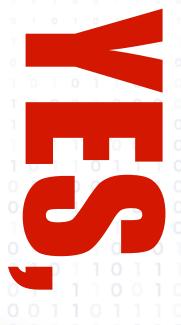
Biggest mover on the overall chart this week was Parker McCollum's "Handle On You" going from 24th to 18th moving into the top 20 in sales (19th), audio streams (18th) and airplay (19th). He's been a panel favorite with his past two hits and this one is shaping up to be another. A couple strong moves from Luke Combs and Nate Smith who both break into the top 10 with "Going Going Gone" at #10 from 13th and "Whiskey On You" moving from 12th to 8th. Both with solid numbers across the board including increased airplay.

There's a new entry in the top 5 which happens to be the second biggest mover of the week. Morgan Wallen's "Thought You Should You Know" rising to 5th from #11 last week ranking 3rd in sales, #1 in video streams, 7th in audio streaming and 13th in callout plus a 7-place increase (22-15) in airplay. The panel is quickly getting behind this one as Morgan appears to be on his way to another hit.

Hardy and Lainey Wilson's "Wait In The Truck" hangs in at 4th overall and as the #1 seller in the entire group plus #2 in video streaming, 4th in audio streams and 8th in callout. Somewhat disappointing is 16th in airplay. This is one the rest of the panel should be dealing with now. If you're looking for an attention-getter, this would be it.

Kane and Katelyn Brown's "Thank God" looks like a solid hit moving up to 3rd overall from #5 with impressive numbers in all categories – 5th in sales, 7th in video streams, 3rd in audio streaming and 9th in callout. Mentioned earlier, Bailey Zimmerman's "Fall In Love" hangs in at #2 overall and Jellyroll's "Son Of A Sinner" spends its second week at number one ranking 4th in sales, video streams and callout. This is a strong enough top 5 for the panel to hang into at least through the break with no problem.







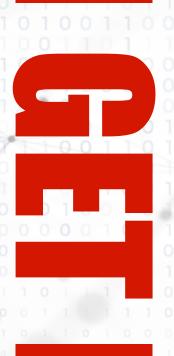
I absolutely LOVE that I can just click and have the very

## **BEST TOOLS**

at my disposal!
There is SO MUCH to use.

## I TRUST MMI

with their research and implement it EVERY week for music and trends for our stations. What an amazing gift and I am forever grateful! I GET IT so please keep it COMING!



#### **SHAWN PARR**

Host of Nationally Syndicated Shawn Parr's Across The Country

MMI AND THE AIRPLAY INTEL FAMILY OF PUBLICATIONS

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	Thought You Should Know	Big Loud/Mercury/Republic	PLAY VIDEO ▶
2	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud	PLAY VIDEO ▶
3	ZACH BRYAN	Something in the Orange	Warner	PLAY VIDEO ▶
4	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	PLAY VIDEO ▶
5	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra	PLAY VIDEO ▶
6	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra	PLAY VIDEO ▶
7	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville	PLAY VIDEO ▶
8	CARLY PEARCE	What He Didn't Do	Big Machine	PLAY VIDEO ▶
9	LAINEY WILSON	Heart Like A Truck	Broken Bow	PLAY VIDEO ▶
10	JORDAN DAVIS	What My World Spins Around	MCA Nashville	PLAY VIDEO ▶
11	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville	PLAY VIDEO ▶
12	CODY JOHNSON	Human	CoJo/Warner/WMN	PLAY VIDEO ►
13	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash	PLAY VIDEO ►
14	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville	PLAY VIDEO ▶
15	BRETT YOUNG	You Didn't	BMLG	PLAY VIDEO ►
16	MEGAN MORONEY	Tennessee Orange	Arista Nashville	PLAY VIDEO ►
17	NATE SMITH	Whiskey On You	Arista Nashville	PLAY VIDEO ►
18	COREY KENT	Wild As Her	Combustion/RCA Nashville	PLAY VIDEO ►
19	GABBY BARRETT	Pick Me Up	Warner/WAR	PLAY VIDEO ►
20	JACKSON DEAN	Don't Come Lookin'	Big Machine	PLAY VIDEO ►
21	LUKE BRYAN	Country On	Capitol Nashville	PLAY VIDEO ►
22	BLAKE SHELTON	No Body	Warner/WMN	PLAY VIDEO ►
23	WALKER HAYES	Y'all Life	Monument	PLAY VIDEO ►
24 25	THOMAS RHETT JIMMIE ALLEN	Half Of Me f/Riley Green down home	Valory Music Co./BMLG	PLAY VIDEO ►
25 26	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Stoney Creek Valory Music Co.	PLAY VIDEO ▶
26 27	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	PLAY VIDEO ► PLAY VIDEO ►
28	PARKER MCCOLLUM	Handle On You	MCA Nashville	PLAY VIDEO >
29	DAN + SHAY	You	Warner/WAR	PLAY VIDEO >
30	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville	PLAY VIDEO >
31	SCOTTY MCCREERY	It Matters To Her	Triple Tigers	PLAY VIDEO ▶
32	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury	PLAY VIDEO ▶
33	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb	PLAY VIDEO ▶
34	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow	PLAY VIDEO ▶
35	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG	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	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash	PLAY VIDEO ▶
39	MIRANDA LAMBERT	Strange	RCA Nashville	PLAY VIDEO ▶
40	DIERKS BENTLEY	Gold	Capitol Nashville	PLAY VIDEO ▶
41	MORGAN EVANS	Over For You	Warner/WEA	PLAY VIDEO ▶
42	KENNY CHESNEY	Beer With Myw/Old Dominion	Blue Chair/Warner/WEA	PLAY VIDEO ▶
43	DILLON CARMICHAEL	Son Of A	Riser House	PLAY VIDEO ▶
44	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	PLAY VIDEO ▶
45	RANDY HOUSER	Note To Self	Magnolia Music	PLAY VIDEO ▶
46	JON PARDI	Your Heart Or Mine	Capitol Nashville	PLAY VIDE0 ►
47	ERIC CHURCH	Doing Life With Me	EMI Nashville	PLAY VIDE0 ►
48	MATT STELL	Man Made	RECORDS Nashville	PLAY VIDEO ▶
49	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	PLAY VIDEO ▶
50	JOE NICHOLS	Good Day For Living	Quartz Hill	PLAY VIDEO ▶

## Country MMI-COUNTRY CALLOLT 12.12.22

Country is tested every week for Popularity, Familiarity and Burn in myraid 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	RHETT, THOMAS FEAT. RILEY GREEN	Half Of Me	2	1	4	30
2	DAN + SHAY	You	7	5	10	48
3	ALLEN, JIMMIE	Down Home	13	10	1	14
4	CORBIN, EASTON	I Can't Decide	5	30	11	29
5	JELLY ROLL	Son Of A Sinner	34	2	6	47
6	COMBS, LUKE	Going, Going, Gone	21	3	13	18
7	PEARCE, CARLY	What He Didn't Do	6	21	12	38
8	SMITH, NATE	Whiskey On You	15	12	20	36
9	HARDY FEAT. LAINEY WILSON	Wait In The Truck	3	33	2	24
10	BROWN, KANE FEAT. KATELYN BROWN	Thank God	37	13	3	3
11	BRYAN, LUKE	Country On	27	4	15	2
12	ZIMMERMAN, BAILEY	Fall In Love	28	8	8	15
13	DEAN, JACKSON	Don't Come Lookin'	25	9	5	19
14	WALLEN, MORGAN	Thought You Should Know	41	7	9	22
15	BARRETT, GABBY	Pick Me Up	18	26	14	39
16	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	You, Me, & Whiskey	23	45	17	9
17	WILSON, LAINEY	Heart Like A Truck	20	23	22	32
18	BROWN BAND, ZAC	Out In The Middle	12	31	7	13
19	YOUNG, BRETT	You Didn't	24	15	29	25
20	ALDEAN, JASON	That's What Tequila Does	16	20	18	23
21	MCCREERY, SCOTTY	It Matters To Her	17	18	31	42
22	DAVIS, JORDAN	What My World Spins Around	9	14	33	43
23	NICHOLS, JOE	Good Day For Living	10	11	37	46
24	KENT, COREY	Wild As Her	32	16	19	49
25	MCCOLLUM, PARKER	Handle On You	45	22	23	33
26	COOKE , ASHLEY FEAT. BRETT YOUNG	Never Til Now	4	42	41	5
27	JOHNSON, CODY	Human	14	28	28	40
28	UNDERWOOD, CARRIE	Hate My Heart	19	19	38	44
29	SCOTT, DYLAN	Can't Have Mine	30	39	24	41
30	STAPLETON, CHRIS	Joy Of My Life	42	29	21	27
31	STELL, MATT	Man Made	29	43	27	21
32	HOUSER, RANDY	Note To Self	26	47	16	17
33	HAYES, WALKER	Y'all Life	33	6	34	26
34	HUNT, SAM	Water Under The Bridge	22	27	30	/
35	URBAN, KEITH	Brown Eyes Baby	48	25	25	12
36	BENTLEY, DIERKS	Gold	8	17	46 25	6
37	LAMBERT, MIRANDA	Strange	36	36	35 20	11
38	GILBERT, BRANTLEY & B. SHELTON FT. V.GILL	Heaven By Then	11	44	39 26	10
39 40	PARMALEE MILLICAN DRAKE	Girl In Mine Sounds Like Something I'd Do	39 1	24 40	36 50	31 34
41	MILLIGAN, DRAKE CHURCH, ERIC	Doing Life With Me	44	48	26	
42	CARMICHAEL, DILLION	Son Of A	35	46	32	4 35
43	HAILEY WHITTERS	Everything She Ain't	46	41	43	50
43 44	SHELTON, BLAKE	No Body	38	35	40	20
<del>45</del>	KING, ELLE FEAT. DIERKS BENTLEY	Worth A Shot	31	34	47	45
46	PROFITT, SHANE	How It Oughta Be	43	37	48	1
<del>4</del> 7	PARDI, JON	Your Heart Or Mine	40	49	42	37
48	BRYAN, ZACH	Something In The Orange	49	38	45	28
49	COOPER, KOLBY	Excuses	47	32	49	8
50	CHESNEY, KENNY WITH OLD DOMINION	Beer With My Friends	50	50	44	16
	,		50			





#### CURRENT POSITION:

PROGRAM DIRECTOR PM DRIVE PERSONALITY KCYY - Y100 SAN ANTONIO, TX

## You program in a very competitive major radio market. In what ways is this like playing sports in the major leagues

Just like major league sports, it's not life or death. This took awhile for me to figure out when I first came here. We play music for a living. We aren't performing life saving surgery. It should be fun every single day. I try and stay focused on what we are doing and my team. Are we as a team providing our audience entertaining content and serving our community to the best of our abilities? Are we having fun doing that? If yes, then we are doing our jobs and it will pay off. You aren't going to win EVERYTHING. The Astros didn't win every game, but they won the big one and that in my eyes is what counts.

Please help us with our math: Country radio is targeted at a female audience. Out of the current 156 monitored reporters, 23 are programmed by women. Although bad-asses all, thats only 14.8 percent of the panel. What the holy heck is that about and do you feel it changing?

Ha! You're guess is as good as mine. I'm extremely lucky that I was given certain opportunities to grow here at CMG. I don't feel it's changing THAT much at least on the radio side. I have seen the shift on the records side. I see Kristen Williams and Stacy Waugh just to name a couple move mountains all while running kids between practices and performances. Granted I have accomplished great things in my career, but it took me A LOT longer than some of my male counterparts. Plus there is still this belief that women don't like other women. Can we PLEASE stop saying that? Now more than ever women are standing up for each other and celebrating one another.

San Antonio is a brilliantly diverse city both culturally and by demographic origins. In a market that's upwards to 65% Hispanic how does that effect your programming decisions when the "charts" reflect a different demo?

We see what our listeners like and we continue to give it to them. It's that simple. You are right, San Antonio is special because of it's culture and we embrace it every chance we get.

Tommy Lee Jones, Chuck Aly, Carol Burnett, Natalie Stovall, Shaquille O'Neal and Johnny Chiang are coming to your house for Christmas dinner. And darnit, they are hungry. What are you making for this crew?

Well I can't cook, ask my family, so I would probably just order something. Most likely some of our great Tex-Mex because it's Johnny's favorite, right Johnny?

There is a Country track that is streaming at number one in San Antonio. There's a sizable gap between the top 2 ranking tracks. The artist is unsigned and no one is working it. The artist just sold out a local Country Nightclub in an hour. Do you play it?

You can't ignore it but you have to be strategic. As long as the artist isn't saying he/she hates radio or doesn't need us then it would be a good idea to explore and see if it's real.

You have been assigned by NASA to fly to Saturn and establish the planets first radio station. It has recently been discovered that Saturnarians are mostly over 7 feet tall, have small heads and are blueish in skin tone. They eat only tofu and kale and worship an Idle that looks remarkable like Todd Snider. Your handpicked team consist of a label promotion rep, A programmer outside of Country, an artist (any genre) and sports figure. Who is boarding this spaceship with you?

Wait...I only get one rep? Do you know how many reps I have? I'm going to end up hurting feelings here. If I could combine Miranda McDonald, Jill Brunett and Mara Sidweber into one person that would be a perfect world. Yes their promotion talent would be great, but I think the 4 of us together could probably rule the world. Programmer would be Leslie Whittle from KRBE in Houston. I have always respected her and her work. Artist Taylor Swift, no explanation needed there. Sports figure, JJ Watt.

&. In 1982, Ozzie Osborne (allegedly) relieved himself on the Alamo. (Technically in Alamo Plaza). Now, over 40 years later, have the citizens of San Antonio forgiven him?

I've only been here two years so I'm not really 100% sure. I don't think it's top of mind. It's not like we say "Remember the Alamo...and that Ozzy peed on it." I can say that as a Texan, I haven't really forgiven him.



Even though we lost Loretta this year, her influence and music will be with us and generations to come. It just seemed like a perfect holiday moment to dust off this home-grown video classic of Ms Lynn's "Country Christmas". Click here:







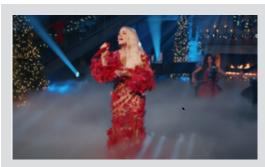
## REGISTRATION MOMOPENIA

\$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!



#### **CARRIE UNDERWOOD - "O HOLY NIGHT"**

There's very little to say because the music and clip say it all. Carrie rules and (as always) nails it beyond belief. May the Holiday Season bring you days of peace, nights of joy, and happy ever-afters!





#### **ERNEST** - "COMFORTABLE WHEN I'M CRAZY"

We see a pattern here. The Big Loud camp is perfecting the art of turning monster songwriters into superstar artists. Hardy is currently sporting one of the biggest songs in the format, Hailey Whitters is becoming bigger than life, and there's Lily Rose, some guy named Morgan....see what we're sayin'? Ernest has a string of hits for Country's elite and now is emerging as his own bright light aimed at the top. Who else is cool enough to record in a graveyard of rusted buses? Click here:



#### **MEGAN MORONEY - "TENNESSEE ORANGE" LIVE**

What a seismic model shift. These monster smashes are emerging with mega-streaming numbers that match the weight of ticket sales. The discovery process morphing has hit Country like an earth-shaking Cat 5. In the wake of Bailey Z and Zach B comes Double-M with streaming numbers deluxe. Megan Moroney recently strummed acoustically at Music City's Brooklyn Bowl and it looks like there's room for yet another chart-topping orange flavored smash: Click here:



#### **ROD + ROSE - "CHRISTMAS HALLELUJAH"**

Hubby and Wife Rose Falcon and Rodney Atkins put a holy twist on Leonard Cohen's iconic "Hallelujah". The video is a precious liveaction nativity scene with a haunting duet performed with sweetness and reverence. The late Mr. Cohen would be surprised that his dark masterpiece had taken such a turn. For a sacred holiday musical moment, click here:



#### **ASHLEY COOKE - "IT'S BEEN A YEAR"**

MMI Fave Ashley Cooke takes us on a personal travelog of the last 12 months with some home-style clips with heavy cameos deluxe. Here's Ashley's "It's Been a Year". All we can say is that it certainly has. Click here:



#### **CHARTS/POWERS:**

- **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.
- **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.
- **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.
- **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.

CALL US at 818-699-6400 or EMAIL contact@mmi2020.com

## MONDAY MORNING INTEL

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#### **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

#### HEAD INTELLICOMMENTATOR

John Shomby

#### **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**

Hailey Dogg Monkey Dog Cooper