## MONDAY MORNING INTEL

MATT STELL



## REPROACHING TOP 30 SCHOOL SCHO

MMI PROFILE ASHLEY WILSON



Jountry Edition

**NASHVILLE APPROVED** 

JANUARY 9, 2023

## MORGAN WALLEN

Thought you should know

- Morgan

POWER UP NOW

BIG LOUD

## MONDAY MORNING INTEL

JANUARY 9, 2023

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**COMPOSITE** JELLY ROLL "Son Of A Sinner"

AIRPLAY JELLY ROLL "Son Of A Sinner"

AIRSCORE JELLY ROLL "Son Of A Sinner"

CALLOUT JIMMIE ALLEN "down home"

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

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

**SALES** LAINEY WILSON "Heart Like A Truck"

## TRUE INTEGRATION





Zetta

**Automation** 

Aquira.

Traffic

Revma

**RCSCloud** 

RCS2GO

Streaming

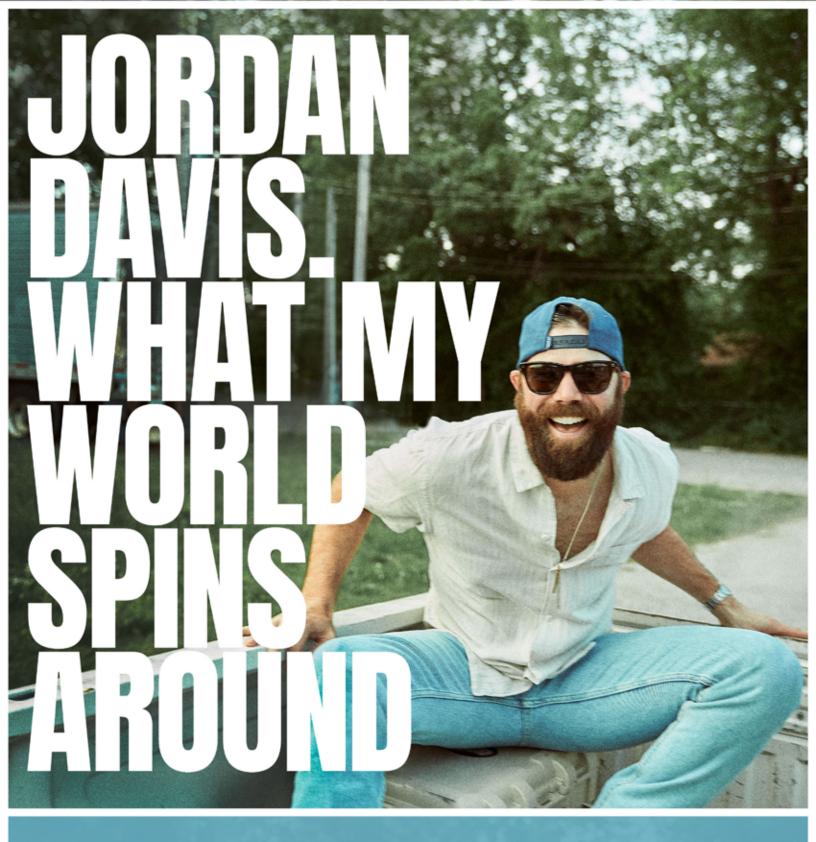
Peace-of-Mind

Mobile



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



MAX SPINS 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	44	23	21	MEGAN MORONEY	Tennessee Orange	Arista Nashville
2	34	16	18	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
3	50	32	18	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury
4	25	8	17	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
5	46	31	15	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
6	43	29	14	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
7	41	28	13	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
8	37	26	11	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
9	13	3	10	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
10	14	6	8	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra

#### Country

#### MMI-RECURRENTS

1.9.23

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



1.9.23



#### MMI-HOTZONE

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

ARTIST TITLE LABEL/IMPRINT

HOTZONE

MEGAN MORONEY

Tennessee Orange

Arista Nashville



#### MMI-DEVELOPING

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
<b>DEVELOPING</b>	CARLY PEARCE	What He Didn't Do	Big Machine
<b>DEVELOPING</b>	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
<b>DEVELOPING</b>	DIERKS BENTLEY	Gold	Capitol Nashville
<b>DEVELOPING</b>	PARKER MCCOLLUM	Handle On You	MCA Nashville
<b>DEVELOPING</b>	BRETT YOUNG	You Didn't	BMLG
<b>DEVELOPING</b>	BLAKE SHELTON	No Body	Warner/WMN
<b>DEVELOPING</b>	CODY JOHNSON	Human	CoJo/Warner/WMN
<b>DEVELOPING</b>	COREY KENT	Wild As Her	Combustion/RCA Nashville
<b>DEVELOPING</b>	SAM HUNT	Water Under The Bridge	MCA Nashville
<b>DEVELOPING</b>	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
<b>DEVELOPING</b>	SHANE PROFITT	How It Oughta Be	BMLG
<b>DEVELOPING</b>	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
<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>	DAN + SHAY	You	Warner/WAR
<b>DEVELOPING</b>	DILLON CARMICHAEL	Son Of A	Riser House
<b>DEVELOPING</b>	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
<b>DEVELOPING</b>	WALKER HAYES	Y'all Life	Monument
<b>DEVELOPING</b>	ERIC CHURCH	Doing Life With Me	EMI Nashville
<b>DEVELOPING</b>	RANDY HOUSER	Note To Self	Magnolia Music
<b>DEVELOPING</b>	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
DEVELOPING	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
DEVELOPING	MATT STELL	Man Made	RECORDS Nashville
DEVELOPING	PARMALEE	Girl In Mine	Stoney Creek
<b>DEVELOPING</b>	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
DEVELOPING	KOLBY COOPER	Excuses	Combustion/Wheelhouse
DEVELOPING	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
DEVELOPING	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
DEVELOPING	JON PARDI	Your Heart Or Mine	Capitol Nashville
DEVELOPING	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
DEVELOPING	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
DEVELOPING	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
DEVELOPING	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
DEVELOPING	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers



## MMI WEEK AT A GLANCE

JOHN SHOMBY Owner/CEO

Panel take notice! Two new artists are making their presence known to start 2023. Bailey Zimmerman looks as if he has hit number two on his hands with "Rock And A Hard Place" moving up to 8th overall (from 16th) with top 10 numbers in sales, video streams and callout and #2 in audio streams. The second biggest increase comes from Corey Kent as he makes into the top 15 for the first time up from #22 with top 20 ranks in sales, video streams and callout and up to 14th in audio streams. His airplay rank continues to rise as more of the panel begins to believe each week.

It's a new year but Zach Bryan is still not being embraced by country radio despite being a major part, musically, of television's #1 show "Yellowstone". "Something In The Orange" is still ranked 2nd in sales and video and audio streams but hovering at #34 in airplay. Meanwhile, the other orange song, "Tennessee Orange" by Megan Moroney, is getting increased noticed from the panel moving up to 44th in airplay after only two weeks. I'm sure they are seeing her top 15 ranks in sales and audio streams. Keep a close eye on this one.

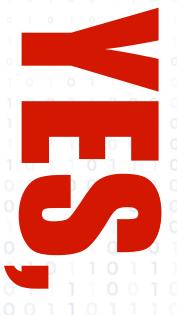
Lainey Wilson, like Bailey Zimmerman, has the distinction of having two songs in the top 10 and moving upward. Her solo effort "Heart Like A Truck" jumps to 7th overall from #12 and is the number one selling song on the chart along with being ranked 5th in audio streaming and 8th in video streams. Her collaboration with Hardy "Wait In The Truck" moves up to 3rd from #4 and is the top audio streamed song also 3rd in sales and video streams and top 15 in callout. Lainey is living up to her CMA Best Female award.

The rest of the top 5 has a couple of changes although Morgan Wallen's "Thought You Should Know" stays at #5 overall ranking 4th in sales and video streams and 7th in audio streams along with top 15 callout. Luke Combs "Going Going Gone" registers the third biggest increase of the week rising from 10th to 4th overall with top 10 ranks in sales and both streams plus #5 rank in callout. Mark down another hit for him.

As mentioned, Hardy and Lainey at #3 and then Kane and Katelyn Brown move up to 2nd from #3 overall with a #3 rank in audio streams and 6th in sales, 7th in video streams and 10th in callout. Staying in the top spot through the break is Jellyroll's "Son Of A Sinner" with top numbers in sales, video streams and callout.











I'm sure glad that

MMI keeps it away from our

**RADIO STATIONS.** 

Now I don't hate

Mondays so much!

#### MIKE VINCENT

Corporate Director of Country Programming West Virginia Radio Corporation



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	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud	PLAY VIDE0 ►
2	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR	PLAY VIDEO ▶
3	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	PLAY VIDEO ▶
4	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic	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	LAINEY WILSON	Heart Like A Truck	Broken Bow	PLAY VIDEO ▶
9	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash	PLAY VIDEO ▶
10	CARLY PEARCE	What He Didn't Do	Big Machine	PLAY VIDE0 ▶
11	JORDAN DAVIS	What My World Spins Around	MCA Nashville	PLAY VIDE0 ▶
12	CODY JOHNSON	Human	CoJo/Warner/WMN	PLAY VIDEO ▶
13	BRETT YOUNG	You Didn't	BMLG	PLAY VIDE0 ►
14	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury	PLAY VIDEO ▶
15	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville	PLAY VIDE0 ►
16	GABBY BARRETT	Pick Me Up	Warner/WAR	PLAY VIDE0 ►
17	COREY KENT	Wild As Her	Combustion/RCA Nashville	PLAY VIDE0 ►
18	NATE SMITH	Whiskey On You	Arista Nashville	PLAY VIDE0 ►
19	MEGAN MORONEY	Tennessee Orange	Arista Nashville	PLAY VIDE0 ►
20	LUKE BRYAN	Country On	Capitol Nashville	PLAY VIDE0 ►
21	BLAKE SHELTON	No Body	Warner/WMN	PLAY VIDEO ►
22	JIMMIE ALLEN	down home	Stoney Creek	PLAY VIDEO ▶
23	WALKER HAYES	Y'all Life	Monument	PLAY VIDEO ►
24	PARKER MCCOLLUM	Handle On You	MCA Nashville	PLAY VIDEO ▶
25	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	PLAY VIDEO ▶
26	DILLON CARMICHAEL	Son Of A	Riser House	PLAY VIDEO ▶
27	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury	PLAY VIDEO ▶
28	DAN + SHAY	You	Warner/WAR	PLAY VIDEO ▶
29	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.	PLAY VIDEO ▶
30	TYLER HUBBARD	Dancin' In The Country	EMI Nashville	PLAY VIDEO ►
31	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow	PLAY VIDEO ►
32	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb	PLAY VIDEO ►
33	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG	PLAY VIDEO ►
34	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville	PLAY VIDEO ►
35	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash	PLAY VIDEO ►
36 27	DIERKS BENTLEY	Gold	Capitol Nashville	PLAY VIDEO ►
37 20	SAM HUNT	Water Under The Bridge	MCA Nashville Blue Chair/Warner/WEA	PLAY VIDEO ►
38	KENNY CHESNEY Elle King	Beer With Myw/Old Dominion	RCA/Columbia Nashville	PLAY VIDEO ►
39 40	MIRANDA LAMBERT	Worth A Shot f/Dierks Bentley	RCA Nashville	PLAY VIDEO ►
41	SCOTTY MCCREERY	Strange It Matters To Her	Triple Tigers	PLAY VIDEO ►
42	MORGAN EVANS	Over For You	Warner/WEA	PLAY VIDEO ► PLAY VIDEO ►
43	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	PLAY VIDEO >
44	JON PARDI	Your Heart Or Mine	Capitol Nashville	PLAY VIDEO ►
45	RANDY HOUSER	Note To Self	Magnolia Music	PLAY VIDEO >
46	ERIC CHURCH	Doing Life With Me	EMI Nashville	PLAY VIDEO >
47	PARMALEE	Girl In Mine	Stoney Creek	PLAY VIDEO ►
48	SHANE PROFITT	How It Oughta Be	BMLG	PLAY VIDEO ▶
49	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	PLAY VIDEO ▶
50	JOE NICHOLS	Good Day For Living	Quartz Hill	PLAY VIDEO ▶
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## REGISTRATION MOMOPEME

\$649

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

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 Each of four regions test 2	TITLE	N'EAST	MIDWEST	SOUTH	WEST
1	ALLEN, JIMMIE	Down Home	8	5	5	3
2	JELLY ROLL	Son Of A Sinner	26	1	6	16
3	DAN + SHAY	You	9	7	8	2
4	PEARCE, CARLY	What He Didn't Do	3	12	16	1
5	COMBS, LUKE	Going, Going, Gone	16	4	11	9
6	BRYAN, LUKE	Country On	36	3	9	8
7	ZIMMERMAN, BAILEY	Rock And A Hard Place	34	2	1	42
8	ZIMMERMAN, BAILEY	Fall In Love	38	6	17	4
9	BARRETT, GABBY	Pick Me Up	6	14	7	21
10	BROWN, KANE FEAT. KATELYN BROWN	Thank God	22	25	2	14
11	HARDY FEAT. LAINEY WILSON	Wait In The Truck	11	28	3	18
12	SMITH, NATE	Whiskey On You	27	8	18	13
13	DEAN, JACKSON	Don't Come Lookin'	15	17	13	12
14	UNDERWOOD, CARRIE	Hate My Heart	13	13	31	7
15	ALDEAN, JASON	That's What Tequila Does	4	20	27	19
16	WALLEN, MORGAN	Thought You Should Know	39	9	14	23
17	YOUNG, BRETT	You Didn't	12	21	29	11
18	WILSON, LAINEY	Heart Like A Truck	17	27	28	6
19	DAVIS, JORDAN	What My World Spins Around	7	24	25	20
20	KENT, COREY	Wild As Her	29	18	20	28
21	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	You, Me, & Whiskey	18	31	12	31
22	BROWN BAND, ZAC	Out In The Middle	33	11	22	35
23	MCCREERY, SCOTTY	It Matters To Her	20	22	19	32
24	SCOTT, DYLAN	Can't Have Mine	31	15	26	25
25	HUBBARD, TYLER	Dancin' In The Country	14	29	15	36
26	MCCOLLUM, PARKER	Handle On You	44	19	24	17
27	NICHOLS, JOE	Good Day For Living	10	23	32	40
28	JOHNSON, CODY	Human	19	26	36	29
29	STELL, MATT	Man Made	23	38	21	22
30	URBAN, KEITH	Brown Eyes Baby	28	34	30	26
31	BENTLEY, DIERKS	Gold	5 45	16	43	44
32	HAYES, WALKER	Y'all Life	45 25	10	34	41
33	HOUSER, RANDY	Note To Self	35 40	41	23	24
34 25	MORONEY, MEGAN	Tennessee Orange	46 41	48 27	10	10
35 36	HAILEY WHITTERS	Everything She Ain't	41 30	37 46	41 37	5 15
36 37	CHURCH, ERIC HUNT, SAM	Doing Life With Me Water Under The Bridge	30 37	30	35	15 43
38	DICKERSON, RUSSELL	God Gave Me A Girl	48	32	4	43 47
39	PARMALEE	Girl In Mine	40	35	33	33
40	GILBERT, BRANTLEY & B. SHELTON FEAT. V. GILL	Heaven By Then	21	44	40	34
41	KING, ELLE FEAT. DIERKS BENTLEY	Worth A Shot	25	36	45	39
42	CARMICHAEL, DILLION	Son Of A	24	33	42	48
43	MILLIGAN, DRAKE	Sounds Like Something I'd Do	1	47	50	38
44	PARDI, JON	Your Heart Or Mine	32	49	38	37
45	SHELTON, BLAKE	No Body	42	40	39	45
46	COOPER, KOLBY	Excuses	43	43	46	30
47	BRYAN, ZACH	Something In The Orange	49	45	48	27
48	PROFITT, SHANE	How It Oughta Be	47	42	49	46
49	TENPENNY, MITCHELL	We Got History	2	50	44	50
50	CHESNEY, KENNY WITH OLD DOMINION	Beer With My Friends	50	39	47	49
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# ASHLEY WILSON INTEL

#### CURRENT POSITION:

DIRECTOR OF COUNTRY PROGRAMMING, KENTUCKY iHEARTMEDIA

You're in a competitive market. There's another 'reporting monitored' Country station right down the street and dial. Yet, you seem to all play nice in the sandbox. What is the secret of playing hardball yet getting along? Live music is such a big part of our business so the likelihood I'm going to wind up at the same event as our competitor is high. I was once peripheral to a market with a couple competitive brands and would often travel there for events. Those program directors were always kind to me, but it was usually very awkward when they were in the same room together. I promised myself that regardless of how a competitor might act, I would never create that situation. Life is too short to be that petty and you never know, you might end up working together one day. It's also likely you share relationships and clients, so it's best to maintain a positive reputation. My approach is to stay focused on creating and managing the best brand possible while not getting too distracted by our competition. That doesn't mean ignore them, but in my experience, I've been best served by paying more attention to our audience and what is happening in the market instead of what our competitor is doing.

Please help us with our math: Country radio is targeted at a female audience.Right? 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?

When I first started working at a reporting station, it seemed there were only a handful of females leading the helm at country radio stations, but it has since definitely improved and of course there is room to continue to grow. Our industry needs to continue to encourage and cultivate female talent and young people who have an interest in programming and brand management. I've come up with an excellent class of women who have worked hard for many years at their craft to get to the programming seat; None of us feel entitled to that position because we are female. With that being said, it's Brand Management 101 that your product is likely to perform better if those working behind it are representative of the audience you are serving; if you are not in the target audience, you better work closely with someone who is. I was fortunate to get that first shot at a reporting station because of a programmer who saw the value of having a female on the team. The brand improved and so did the ratings.

Bourbon. MMI does not condone drinking while being interviewed but dang-it Ashley, you're right in the heart of it...or liver. In your humble opinion what are the 3 best genuine Kentucky bourbons and why?

My career has taken me to some great areas of the country, with Kentucky being no exception. The spirits industry employs over 22,000 people in the state and generates more than \$9 billion in revenue, so it's

something that I've tried to steep myself in without being too overindulgent! You can go down the rabbit hole with bourbons (if you want some top shelf picks, ask Chuck Swaney!), so I'll just stick to my favorite brands - Four Roses, Woodford Reserve and Old Forester. Each of those also has an incredible tour experience. Tip - book it several months in advance as they are in high demand.

#### The Tech world has become a superhighway of modern media outlets (the cool kids call it MMO). What are the best ways to expand a station brand and listeners without challenging your own terrestrial loyal participants?

Stick to what works, but you if you have an opportunity to expand your reach on other platforms, it is worthwhile exploring. We need to be everywhere our listeners are, whether they are listening to our station in the car or on their phone through the iHeartRadio app. But if you can't manage or deliver content that is representative of your brand, it's probably not worth the time and resources you'd put into it. Constantly chasing the shiny new thing or trying to go viral can become a distraction to managing the actual product, which should always be your top priority. If you are trying to perform on a local level, it's a better investment to dig into your market research, pay attention to news outlets, know what is going on with your community and what matters in the lives of the people you are trying to reach.

## Your house is sliding into a giant sinkhole and will soon be swallowed up into a river of mud and earthworm hotels. Your family and pets are safe. You have only a few minutes to grab 3 things that you just can't live without. What are your arms cradling as your feet fly?

Coffee, my Kindle, and my phone. I've accumulated way too much stuff the last few years, but I'm not attached to much of it. As long as I have caffeine, an endless supply of books to read, and a way to navigate to my next destination, listen to music, and get in touch, we are good!

#### New breakout artists are becoming 'a thing'. How can radio expose and embrace these ticket selling, millions-o-streaming, break out artists without compromising familiarity?

We should absolutely be paying attention to the artists and songs that are quickly emerging on any platform, but that doesn't mean we should latch on to every single one. Be calculated about a song or artist you want to embrace, go all in and own it but keep delivering what your listeners expect from you. People are loyal to our brands because of familiarity. It feels like "home" to them and if there are too many strangers in the house they may decide to hit the door. With so many artists emerging at breakneck speed, we can't possibly embrace them all on the playlist, but if you are a good brand manager, you will find a way to associate your brand, whether it's through socials, interviews, content, a promotion, or an event. Always connect with those artists when given the opportunity.

#### You have a history of successful, creative promotions. But there's always a dud and the day you'd like to forget. What is the worst promotion with which you were involved and what went wrong?

When I almost electrocuted Jordan Davis and his band! I made the mistake of trusting someone who claimed to have a sound system and the knowledge to run it. Neither the system or the operator was up to par, and on top of that we got hit by a deluge of rain when the event started. Thankfully everyone survived and Jordan has since forgiven me. It actually turned out to be a great day. We gave out 200+ backpacks to kids going back to school and raised some money for Special Olympics. Lesson learned - it is always worth making an investment to have the best look and sound at your events.

#### Have you ever spent the night at a radio station? If so, why? And if so, what did you use for a pillow?

The last time I spent the night at a radio station was during Hurricane Irma when I was living in Jacksonville in 2017. As with any weather event of that magnitude, it should be all hands on deck, so there were several of us hunkering down at the station. Fortunately, I had the foresight to bring some stuff to sleep on, but there wasn't much sleep happening thanks to the crazy weather, the power and generator going in and out and the overall hustle that our staff was doing keeping people updated.







Check out these videos hand-picked by our staff!



### ASHLEY MCBRYDE, CAYLEE HAMMACK AND PILLBOX PATTI - "BRENDA PUT A BRA ON"

Welcome to 2023. As for this video, there are no words to capture the brilliance. Buckly your seatbelt and click here:





#### CHARLEY CROCKETT - "I'M JUST A CLOWN"

We know that you know that he knows that you know that Charley Crockett is the Texas bomb diggity. We have no idea if his label folks will ever take this mega-talented vibey superstar to Country radio but you can bet your listeners know about the boy. Crockett is an award-winning, ticket-selling star and a main pillar at Americana radio. It's always good to know what's percolating down the hall and Charlies at a rolling boil. Click here:



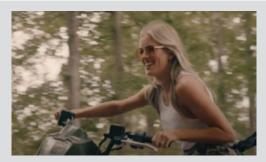
#### MADELINE EDWARDS - "MAMA, DOLLY, JESUS"

Californian via Texas Country Hot Rocket, Madeline Edwards is taking off. She's climbing the critic's ladder with accolades at every step. Besides being one of CMT's Next Women Of Country, she has plaques from Spotify, Apple, and NPR all over her mantlepiece. And as an added bonus, this video has a righteous cameo from Nashville Angel in Residence..poet, activist, and empress of chill, Amara GiveLove Hall. Click here:



#### **JACKSON DEAN - "FEARLESS" UNPLUGGED**

Jackson Dean is on the front lines of the revolution. There is a new brigade of rebel-like, soulful artists that are blowing up in the digital world like musical warriors taking the playing field. Why is this happening? Because they are great singer-songwriters and they have built a rabid following online and on the road. Jacksons track "Fearless" already has heat. And this dressed-down acoustic version lets the passion in his voice and lyrics soar. Click here:



#### **MCKENZIE CARPENTER - "HUNTIN" SEASON"**

Before the break, we picked up on the track "Jesus, I'm Jealous" from Ms. Carpenter. The clever and provocative title hooked us for a few listens. The Georgia Girl/Belmont Music Grad has quickly become a magnet for A-lister opening slots and co-writes. To say that there's a buzz is an understatement. With" Huntin' Season", the cleverness shines with a turnaround/flipped coin attitude towards camo and shotgun season. 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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