

MONDAY MORNING INTEL

Thought you should know

- Morgan

MMI
PROFILE
GROVER COLLINS

Country Edition

NASHVILLE
APPROVED

JANUARY 16, 2023

MORGAN WALLEN

Thought you should know

- Morgan

POWER UP NOW

BIG LOUD

MONDAY MORNING INTEL

JANUARY 16, 2023

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

MONDAY
MORNING
INTEL

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

1.16.23

COMPOSITE

JELLY ROLL "Son Of A Sinner"

AIRPLAY

JORDAN DAVIS "What My World Spins Around"

AIRSCORE

JORDAN DAVIS "What My World Spins Around"

CALLOUT

BAILEY ZIMMERMAN "Rock And A Hard Place"

AUDIO

ZACH BRYAN "Something in The Orange"

VIDEO

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

SALES

LAINIEY WILSON "Heart Like A Truck"

Faster Programming Intel From NuVoodoo.

The ASAP Study from NuVoodoo:

300 respondents, 10-minute interview and answers
in large markets in just 4 weeks for under \$10,000.

 ACTIONABLE  SPEEDY  AFFORDABLE  PERCEPTUAL STUDY

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



PUT A
LAST NAME
ON YOUR FIRST PLAYLIST!

LAST NAME ON IT
GOING FOR NEW AIRPLAY NOW

ALREADY ADDED:

KKBQ • KBEQ • KSON • KILT • WCOL • KNUC • WQDR • Music Choice
KDRK • KTEX • WYCT • KCYE • WKRO • WJVC • WOLF • KXLY • KRTY

OVER 3.5 MILLION COLLECTIVE STREAMS AND GROWING!



**STUDIO
2BEE**

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	42	21	21	MEGAN MORONEY	Tennessee Orange	Arista Nashville
2	50	30	20	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury
3	32	14	18	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
4	21	3	18	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
5	41	25	16	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
6	37	23	14	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
7	45	31	14	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
8	12	2	10	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
9	34	26	8	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud

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



MATT STELL



MAN MADE

APPROACHING TOP 30
AND GROWING





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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
HOTZONE	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
HOTZONE	JOE NICHOLS	Good Day For Living	Quartz Hill
HOTZONE	DAN + SHAY	You	Warner/WAR
HOTZONE	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
HOTZONE	RANDY HOUSER	Note To Self	Magnolia Music
HOTZONE	MATT STELL	Man Made	RECORDS Nashville
HOTZONE	OLD DOMINION	Memory Lane	Arista Nashville
HOTZONE	JON PARDI	Your Heart Or Mine	Capitol Nashville
HOTZONE	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
HOTZONE	JAKE OWEN	Up There Down Here	Big Loud
HOTZONE	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash

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
DEVELOPING	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
DEVELOPING	CARLY PEARCE	What He Didn't Do	Big Machine
DEVELOPING	PARKER MCCOLLUM	Handle On You	MCA Nashville
DEVELOPING	DIERKS BENTLEY	Gold	Capitol Nashville
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	BLAKE SHELTON	No Body	Warner/WMN
DEVELOPING	COREY KENT	Wild As Her	Combustion/RCA Nashville
DEVELOPING	CODY JOHNSON	Human	CoJo/Warner/WMN
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	SHANE PROFITT	How It Oughta Be	BMLG
DEVELOPING	KENNY CHESNEY	Beer With My...w/Old Dominion	Blue Chair/Warner/WEA
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House
DEVELOPING	ERIC CHURCH	Doing Life With Me	EMI Nashville
DEVELOPING	WALKER HAYES	Y'all Life	Monument
DEVELOPING	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
DEVELOPING	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
DEVELOPING	PARMALEE	Girl In Mine	Stoney Creek
DEVELOPING	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
DEVELOPING	KOLBY COOPER	Excuses	Combustion/Wheelhouse
DEVELOPING	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb
DEVELOPING	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
DEVELOPING	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
DEVELOPING	MEGAN MORONEY	Tennessee Orange	Arista Nashville
DEVELOPING	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
DEVELOPING	DRAKE MILLIGAN	Sounds Like Something I'd Do	Stoney Creek



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

JOHN SHOMBY

Owner/CEO
Country's Radio Coach, Inc.

Orange appears to be the new hit color this week with two songs – Megan Moroney's "Tennessee Orange" and, once again, Zach Bryan's "Something In The Orange" continuing to build each week, although country radio is still not "all in" on Mr. Bryan. For the fifth consecutive week, he has the top audio streaming song, the #2 video streamed song and 3rd highest seller. His overall power rank sits at #14 up from 16th last week. With all that, his airplay rank inches up to 32nd from 34th. Still a good part of the panel is missing this one.

On the other hand, Ms. Moroney's Orange song is moving quickly. In the past three weeks, she has moved into the top 25 overall and this week finishes 21st cracking the top 10 in audio streams at #8 and showing some sales strength ranking 12th. Airplay is increasing gradually going from 44th to 42nd but it appears this one should be on the panel's radar now.

The biggest rank mover of the week outside of the top 10 is Dierks Bentley's "Gold" with a jump into the top 20 in callout (18th) and closing in on the top 20(21st) in sales. Cracking the top 15 overall is Parker McCollum's "Handle On You" slowly, but surely, rising from #17 last week. It's now in the top 15 (#14) in audio streams and top 20 (16th) in sales. Both could be light rotation considerations for the panel.

Bailey Zimmerman's "Rock And A Hard Place" looks like a hit right now with a huge move to #3 from its debut at #8 last week. Not only is the song #1 in callout but it's 2nd most audio streamed, #5 in video streams and already at #7 in sales. Surprisingly, its airplay rank only moves from 25th to 21st. This should be a no-brainer for the panel.

The remainder of the top 5, apart from one short move, is virtually unchanged. Morgan Wallen's "Thought You Should Know" hangs in at #5 overall while ranking 4th in sales and video streams and 7th in audio streaming. Luke Combs "Going Going Gone" remains in the 4th position with top 10 numbers in sales (9th), video streams (8th) and callout (7th) and advances to 4th in audio streaming. Hardy and Lainey Wilson's "Wait In The Truck" rises to 2nd overall with strong numbers across the board including the #1 video streamer. Airplay is still a disappointing 12th considering how strongly this song has performed since its release. Jellyroll's "Son Of A Sinner" spends its second week at #1 with top 10 numbers in sales (6th) and audio streams (9th) and top 5 in video streaming (3rd) and callout (3rd).



**MONDAY
MORNING
INTEL**

**YES,
I
GET
IT**



There's plenty of
DATA out there,
but when you're looking for
**ACCOUNTABLE
REAL DATA,**
and **MMI** is the straight-forward
choice! We use **MMI**
as part of our
DECISION-MAKING
process weekly.

TYLER REESE

APD/MD
103.3 Country WKDF-FM, Nashville

**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 VIDEO ▶
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	Rock And A Hard Place	Warner/WEA/Elektra	PLAY VIDEO ▶
6	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville	PLAY VIDEO ▶
7	LAINNEY WILSON	Heart Like A Truck	Broken Bow	PLAY VIDEO ▶
8	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash	PLAY VIDEO ▶
9	CARLY PEARCE	What He Didn't Do	Big Machine	PLAY VIDEO ▶
10	JORDAN DAVIS	What My World Spins Around	MCA Nashville	PLAY VIDEO ▶
11	CODY JOHNSON	Human	CoJo/Warner/WMN	PLAY VIDEO ▶
12	BRETT YOUNG	You Didn't	BMLG	PLAY VIDEO ▶
13	COREY KENT	Wild As Her	Combustion/RCA Nashville	PLAY VIDEO ▶
14	GABBY BARRETT	Pick Me Up	Warner/WAR	PLAY VIDEO ▶
15	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury	PLAY VIDEO ▶
16	NATE SMITH	Whiskey On You	Arista Nashville	PLAY VIDEO ▶
17	MEGAN MORONEY	Tennessee Orange	Arista Nashville	PLAY VIDEO ▶
18	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville	PLAY VIDEO ▶
19	BLAKE SHELTON	No Body	Warner/WMN	PLAY VIDEO ▶
20	JIMMIE ALLEN	down home	Stoney Creek	PLAY VIDEO ▶
21	WALKER HAYES	Y'all Life	Monument	PLAY VIDEO ▶
22	CODY JINKS	Loud And Heavy	Late August/16camino	PLAY VIDEO ▶
23	PARKER MCCOLLUM	Handle On You	MCA Nashville	PLAY VIDEO ▶
24	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury	PLAY VIDEO ▶
25	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	PLAY VIDEO ▶
26	TYLER HUBBARD	Dancin' In The Country	EMI Nashville	PLAY VIDEO ▶
27	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.	PLAY VIDEO ▶
28	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow	PLAY VIDEO ▶
29	DAN + SHAY	You	Warner/WAR	PLAY VIDEO ▶
30	DILLON CARMICHAEL	Son Of A	Riser House	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	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville	PLAY VIDEO ▶
34	DIERKS BENTLEY	Gold	Capitol Nashville	PLAY VIDEO ▶
35	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash	PLAY VIDEO ▶
36	SAM HUNT	Water Under The Bridge	MCA Nashville	PLAY VIDEO ▶
37	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville	PLAY VIDEO ▶
38	KENNY CHESNEY	Beer With My...w/Old Dominion	Blue Chair/Warner/WEA	PLAY VIDEO ▶
39	SCOTTY MCCREERY	It Matters To Her	Triple Tigers	PLAY VIDEO ▶
40	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	PLAY VIDEO ▶
41	MORGAN EVANS	Over For You	Warner/WEA	PLAY VIDEO ▶
42	JON PARDI	Your Heart Or Mine	Capitol Nashville	PLAY VIDEO ▶
43	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment	PLAY VIDEO ▶
44	RANDY HOUSER	Note To Self	Magnolia Music	PLAY VIDEO ▶
45	ERIC CHURCH	Doing Life With Me	EMI Nashville	PLAY VIDEO ▶
46	PARMALEE	Girl In Mine	Stoney Creek	PLAY VIDEO ▶
47	SHANE PROFITT	How It Oughta Be	BMLG	PLAY VIDEO ▶
48	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	PLAY VIDEO ▶
49	JAKE OWEN	Up There Down Here	Big Loud	PLAY VIDEO ▶
50	OLD DOMINION	Memory Lane	Arista Nashville	PLAY VIDEO ▶

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



GROVER

COLLINS

INTEL

CURRENT POSITION:

WUBE
HUBBARD MEDIA
CINCINNATI

You're married to Holly Morgan from Mix 94.9's Morning show. Honestly now G, is there ever a sense of competition and what do you talk about over dinner?

LOL The truth is we really don't talk about radio that much. I'm much more of a radio 'nerd' than her so if I start getting excited about a software update to our operating system she shuts me down pretty quickly!

What's up with active Country music? The Baileys and the Zachs and now Megan's Maroney, Hardy and anything to do with orange.....it seems like streaming has accelerated. Should terrestrial rations mirror these bottle rockets?

Definitely a pendulum move to what I would call more of a raw/real/honest sound in our format using Jelly Roll, Bailey Zimmerman and Jackson Dean as a few examples. The average listener to WUBE is not a streamer...or not a heavy streamer. It still takes a hot minute to see research coming back on everything unless your name is Luke Combs or Morgan Wallen and that's even on some of these songs that are seeing huge streaming numbers. I feel streaming is (for the most part) 15-34 and my average listener is older than that. I can't just throw too much new stuff at them or they'll be oversaturated and it becomes too unfamiliar. I just added 90's BACK into the recipe last year to give you an idea of what we (and many others) are seeing in our research. I like the word 'newish'...and hold on to them longer in a current rotation. As a good PD once said to me a long time ago "It's great to be late!" I know the record companies hate that but keep it familiar.

Hats Off the the CRB. During the lock down the virtual CRS was a mega well produced success and the came roaring back live and with record breaking attendance in 2022. So...with 2023 just ahead, if the convention was both broadcast visually and live...you had the choice, is that a good idea? Which would you choose?

Live all the way...I want to look people in the eye, shake hands and hug my friends I haven't seen in a year. Virtual is just stale in my opinion.

Let's say you had zero access to research. No call-out, zip for retention scores, no sales or streaming numbers... nada. How would you make your music decisions?

When I was in small markets and mediabase was still rather new in the 90's I asked a few of my record reps that I trusted what stations that get research do you trust and believe. I would get a list from multiple people and then whittle it down to say the top 4-6 stations that got mentioned multiple times then create

my own custom playlist only using those stations. That became my 'real' chart. I would study it weekly and notice the moves up (and down) and know that was based on research. I knew the cross-section of multiple stations would make it an even higher number of participants so that's how I factored everything from adds, drops and conversions. I would also do a deep dive 2-3 times a year on recurrents and golds to make sure that I wasn't still playing a song that clearly wasn't testing for them. I actually enjoyed doing it... it was fun homework.

Have you ever considered dropping turkeys out of a helicopter?

Obviously we've never done that but that was arguably the most classic episode of WKRP.

Your market manager, your GM, your company's Head of Programming, a consultant and a Ohio State Trooper ask you to join them in a meeting. They all have shiny shoes and leatherette briefcases and you are wearing that same t-shirt and Converse High-Tops so you're already sweating like hot yoga. Your GM speaks first. "Mr Collins, I have made the group aware that you had some ideas on bring younger demo's back to terrestrial radio. Can you please address the subject?" The room falls quiet and you stand up and say.....what?

I would say that the younger demos have so many choices to hear the new Morgan Wallen song so we have to offer them something that is unique to B-105 and that lies with our personalities! We are fortunate to have live & local jocks on the air that live the country lifestyle. We're at the shows, we're at the clubs and we all live in both Ohio & N. Kentucky. Back to the music changing to being more raw/honest/vulnerable we also MUST be that way on the air with our lives. We have to make a real connection so we become a part of their daily lives. I wonder what happened after that disagreement between (morning talent) Ashley and her husband or whatever. Real life, real circumstances and real conflict. I used to love the show 'Rescue Me' with Denis Leary and once in an interview he was asked why can't you and your wife (in the show) figure it out and get back together and just be happy? His response was because then you wouldn't watch anymore! Tension and release. Classic story telling but unlike the canned comedy we all did in the old days these kids can smell that a mile away...has to be real.

What is one great pop song that would make an awesome Country single? Current or not. And vice versa. Who should record these?

Super Freaky Girl by Nicki Minaj would make a great country song! Just kidding...Reba always said there is only two kinds of music...good and bad. That being said I would think any great song from any genre (almost) could be a song for any format with the right arrangement. For our format obviously it has to be the story..that's what we do so to give you an answer I could hear Ed Sheeran 'Bad Habits' rearranged to be a country song. As for country to pop 'Thank God' by Kane and Katelyn Brown seems like a layup.

List 5 Radio Programmers (any format...living or not currently using oxygen) that have influenced you. And give us one word descriptions of why they are great. Example: Grover Collins-Handsomenity.

I don't know if he ever programmed but the reason I'm in radio was hearing Dale Dorman on 68 RKO Boston back in the 70's!

Randy Davis – First job

Justin Case – Taught me

Mike Moore – Dear old friend

Patti Marshall – Partner in crime at Hubbard Cincinnati.

SHANIA TWAIN

ON THE LATE SHOW WITH STEPHEN COLBERT



Unless you've been under a rock in Canada, you know that Shania is about to launch a global stadium tour to support her new album "Queen Of Me". BUT....Did you know there is really something called the "Shania Train" that you can ride? Did you know Shania frequently locks herself in her closet. Did you know Harry Styles wants her phone number? At MMI, we dont usually stay up this late but we did and this interview was awesome. Click here:

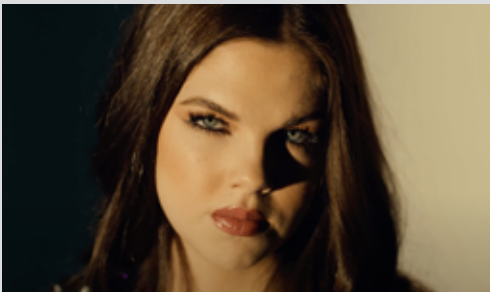


Check out these videos hand-picked by our staff!



SHANIA TWAIN - "GIDDY UP!"

And while we have Shania on deck, we couldn't resist sharing this mega-user fun feel-good dance-a-rama video of "Giddy Up". The 3 best parts of this clip are the beginning, the middle, and the end. Skip the Zoloff this morning and watch this twice. Click here:



CALLISTA CLARK FT. JIMMIE ALLEN - "WISH YOU WOULDN'T"

This is a seriously sensational intersection. Jimmie Allen is a new master of weaving musical magic and the king of collaborations. And we knew that Callista was gifted beyond her years with a big future. The multi-format massive potential of the stunningly sensational "Wish You Wouldn't" can only be stopped by nothing. Co-written by Ms. Clark, this soulful music missile carries angst and desire like a freight train burning one ton of coal. Click here:



CHASE RICE - "I HATE COWBOYS"

Haters gonna hate and cowboys gonna buck them broncos and ol' Chase done went and got his heart all broken. This rodeo round-up of red dirt detrimental emotions has some mighty cool retro footage of the days gone bye-bye, just like Mr. Rice's girlfriend. This video has a lil' bit of anger, a lil' bit of jealousy, a lil' bit of sadness, and a whole lot of hit potential. Click here:



LITTLE BIG TOWN - "RICH MAN"

At MMI we're certified fans and card-carrying Big Town-aholics. They never let you down. This amazingly poignant song was written by Jimi Westbrook and has a heart-wrenching twist as Westbrook emerges as a "grown-up" of the kid in the video who is smitten with respect for his dad, played by "Nashville" star Charles Esten. So much to love and so much to see here. Click here:



MEGAN MORONEY - "TENNESSEE ORANGE"

It's been a big year for all things orange. This track is one of the 'new breeds' that has been orange hot with music fans for many months, percolating up quickly through MMO (what the kids are calling Modern Music Outlets). Young Megan has sure been stirring the pot with everything from romance rumors to massive streaming numbers while the industry sprints and tries to keep up. Ps...MMI numbers have been waving this orange flag for ions now...we love it when we get to say, "Told ya so"! 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.

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