

MONDAY
MORNING
INTEL



the
mockingbird



THE
CROW

BIG LOUD

MMI
PROFILE
BO MATTHEWS

Country Edition

NASHVILLE
APPROVED

JANUARY 23, 2023

MONDAY MORNING INTEL

JANUARY 23, 2023

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*I Hate
My
Heart*

CARRIE UNDERWOOD



TOP 30 BOUND!

MONDAY
MORNING
INTEL

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES 1.23.23

COMPOSITE

JELLY ROLL "Son Of A Sinner"

AIRPLAY

JORDAN DAVIS "What My World Spins Around"

AIRSCORE

JORDAN DAVIS "What My World Spins Around"

CALLOUT

JELLY ROLL "Son Of A Sinner"

AUDIO

ZACH BRYAN "Something in The Orange"

VIDEO

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

SALES

LAINIEY WILSON "Heart Like A Truck"

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- Multi-Attribute Timed Segue Bans
- No Restriction Scheduling
- Flex Clocks
- Selector2GO Mobile Creativity

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

CHAYCE BECKHAM

23



OVER 112 MILLION
US STREAMS AND COUNTING!

70 CONSECUTIVE WEEKS
WITH OVER 1 MILLION ON DEMAND STREAMS

31 WEEKS
OF OVER 1.5 MILLION STREAMS

DEBUTED AT #1
ON THE BILLBOARD COUNTRY
DIGITAL SONG SALES CHART

DEBUTED AT #1
ON THE ITUNES COUNTRY CHART
(SPENT 2 WEEKS AT #1)

— AMERICAN IDOL WINNER —

IMPACTING 1/23/23



BMG 19

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	41	20	21	MEGAN MORONEY	Tennessee Orange	Arista Nashville
2	50	32	18	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury
3	33	16	17	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
4	44	28	16	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
5	42	27	15	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
6	36	23	13	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
7	37	25	12	OLD DOMINION	Memory Lane	Arista Nashville
8	45	33	12	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
9	17	7	10	BAILEY ZIMMERMAN	Rock And A Hard Place wait	Warner/WEA/Elektra
10	12	3	9	HARDY	in the truck f/La. Wilson	Broken Bow/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	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
7	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra
8	PARMALEE	Take My Name	Stoney Creek/BMG
9	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
10	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
11	MORGAN WALLEN	Wasted On You	Big Loud/Republic
12	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
13	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
14	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
15	JON PARDI	Last Night Lonely	Capitol Nashville
16	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
17	LUKE BRYAN	Country On	Capitol Nashville
18	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
19	SCOTTY MCCREERY	Damn Strait	Triple Tigers
20	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
21	LUKE COMBS	Forever After All	River House/Columbia Nash
22	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
23	JACKSON DEAN	Don't Come Lookin'	Big Machine
24	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
25	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
26	LUKE COMBS	Cold As You	River House/Columbia Nash
27	WALKER HAYES	Fancy Like	Monument/RCA
28	DYLAN SCOTT	New Truck	Curb
29	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
30	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
HOTZONE	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
HOTZONE	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
HOTZONE	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
HOTZONE	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
HOTZONE	OLD DOMINION	Memory Lane	Arista Nashville
HOTZONE	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
HOTZONE	JAKE OWEN	Up There Down Here	Big Loud

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	CARLY PEARCE	What He Didn't Do	Big Machine
DEVELOPING	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
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	CODY JOHNSON	Human	CoJo/Warner/WMN
DEVELOPING	COREY KENT	Wild As Her	Combustion/RCA Nashville
DEVELOPING	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	SHANE PROFITT	How It Oughta Be	BMLG
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	DAN + SHAY	You	Warner/WAR
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House
DEVELOPING	WALKER HAYES	Y'all Life	Monument
DEVELOPING	ERIC CHURCH	Doing Life With Me	EMI Nashville
DEVELOPING	RANDY HOUSER	Note To Self	Magnolia Music
DEVELOPING	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
DEVELOPING	MATT STELL	Man Made	RECORDS Nashville
DEVELOPING	PARMALEE	Girl In Mine	Stoney Creek
DEVELOPING	JON PARDI	Your Heart Or Mine	Capitol Nashville
DEVELOPING	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb
DEVELOPING	MEGAN MORONEY	Tennessee Orange	Arista Nashville
DEVELOPING	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
DEVELOPING	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
DEVELOPING	DRAKE MILLIGAN	Sounds Like Something I'd Do	Stoney Creek

TOP 40 AND CLIMBING

DYLAN SCOTT

CAN'T HAVE MINE

EARLY RESEARCH



BRAND NEW MUSIC VIDEO

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MMI WEEK AT A GLANCE

JOHN SHOMBY

Owner/CEO
Country's Radio Coach, Inc.

The Zach Bryan "paradox" continues. His song "Something In The Orange" continues to burn up the streaming side of music ranking 2nd in video and #1 in audio streams plus 5th ranked in sales. On the terrestrial radio side, there are still a lot of non-believers with the tune ranked 33rd in airplay thus it sits at 16th overall. Not sure if the panel will come around all the way on this one.

Meanwhile, there are two other songs that need the panel's attention this week. Megan Moroney's "Tennessee Orange" broke into the top 25 in callout and now hits the power top 20 overall – after only three weeks!! The song is 14th in sales, 11th in video streams and up to 8th in audio streaming this week yet still ranked 41st in airplay. I have a feeling the panel will pick up on this one quickly. Morgan Wallen has yet another with "One Thing At A Time" starting to make some noise. It's 8th in sales, 18th in video streams and 10th in audio streams. The song is getting very limited airplay at this point but, still, with its overall rank of 32, the panel will soon be looking for something else to play from the one of the biggest voices in the format.

The power top 10 is very solid again this week. Lainey Wilson shows up twice – at #6 with her solo "Heart Like A Truck" ranked as the #1 selling song of the week again plus 7th in video streams and 5th in audio streaming. Her duet "Wait In The Truck" with Hardy checks in at #3 overall. Ranked 4th in sales, 6th in audio streams and as the top video streamed song again this week, this one is now a hit even though it is still ranked 12th in airplay. Time for this one to be a total panel choice.

Luke Combs "Going Going Gone" hits # 5 this week with good numbers across the board. Morgan Wallen's "Thought You Should Know" gets the nod for having the biggest jump of the week going from 5th to 2nd overall. Sales are strong at #2 and the song is 4th in video streams and 7th on the audio side. Lots of life left for this one. Speaking of lots of life, Jelly Roll's "Son Of A Sinner" is shaping up to be a lot bigger than expected sticking at the number one overall position for the second consecutive week. 3rd in sales, 9th in audio streams, 3rd with video streaming and the top callout tune again this week. With numbers like this, the panel needs to ignore the charts and continue to play the heck out of this one.



**MONDAY
MORNING
INTEL**



**YES,
I
GET
IT**

MMI is able to take
**COLD HARD
DATA**

and bring it to life.
IT'S A GREAT TOOL
for any programmer
to add to their arsenal.

NIKKI THOMAS

PD/Morning Co-Host WXBQ, Bristol,
Johnson City, Kingsport, TN

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

the
mockingbird
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CROW

OUT NOW

BIG LOUD BIG LOUD ROCK

**MONDAY
MORNING
INTEL**

MondayMorningIntel.com



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BO MATTHEWS INTEL

CURRENT POSITION:
OPERATIONS MANAGER,
PROGRAM DIRECTOR
KBAY/KEZR

Yo Bo. Let's talk about podcasting. Like music streaming, podcasting found its lane and has an abundant audience. For years, you have been an advocate of terrestrial radio embracing and using podcasting to enhance the brand. How can a programmer do that without detracting from your live signal?

It's all about being where your audience is, and recognizing that podcasting is just another delivery vehicle for content. That's it. Some talent will totally "get this" and see the opportunity to compliment their brand and create a podcast that can help them, and some won't. That's ok. Not every radio person is a "podcaster" and we shouldn't force the funk either. I think too many radio people put listeners in "boxes". There are "streamers" - There are people that like "podcasts" - There are people that are "radio listeners". I just don't believe it works that way. Listeners are going to go where the best content is. They don't think "oh... I don't listen to podcasts because I am a radio listener." If there is an opportunity to be in the space of ANY other delivery system, that's good for your radio brand. Then, when your listeners are IN the CAR and ready to listen terrestrially, they will choose you.

There's no way to ignore the success of the late great behemoth KRTY. As KBAY continues to build a music audience and with KRTY no longer being a terrestrial competitor, do you recognize it's heritage to attract fans or ignore it's history?

The situation with KRTY being sold to EMF is unfortunate for KRTY. We saw the opportunity to be the Bay Area's only country radio station, especially with our "behemoth" signal coverage (comparatively), and jumped at it. KRTY built an audience with an appetite for new music and we appreciate that. But, this is about a bigger opportunity. While KRTY left the format with their highest ratings, if you look at their history, we have already surpassed their averages. If our goal was to only replace KRTY, the business wouldn't be sustainable. 95.3 (then KRTY) had a signal of 7400 watts. We are on two signals- KBAY (44,000 watts) and KKDV (3,000 watts). We have so many new listeners happy to have a country station they can hear in the Bay Area. We have also hired the former KRTY afternoon drive talent, Tony Michaels and he's a very talented addition to our on air staff. I'm intrigued by their migration to an online-only brand. It will be interesting to see if they can show viability and profitability without being associated with an FM frequency.

Wait, what? Your zip code and cell digits says you live in the 615? Sub-Culturally, the Bay Area and Nashville are as different as Canada and the moon. But it's a modern tech world and visual has become reality. How does one program day to day from a remote location in 2023.

I am responding to these questions from my office in San Jose. One thing the pandemic taught us is that you can be very productive, no matter where you are. Before programming in the Bay Area, I was programming our Ohio stations. Halfway through the pandemic, I hadn't been in a radio station for over a year. My son had moved to Nashville for music. My daughter was wrapping up highschool and looking at colleges in Nashville. My wife and I are helicopter parents, and were conspiring on ways to move and be closer to the kids. Honestly, Alpha has been amazing to me and they allowed me to work remotely. The plan was to travel back to Ohio a lot when things opened up. Then, the opportunity in the Bay Area happened. I was working with KBAY/KEZR for the better part of a year, spending about a week a month in the Bay Area. When we made the decision to take KBAY country, there was no

question that I wanted to be a part of this. When you are launching what we expect to be one of the nation's biggest cuming country radio stations - Nashville isn't a terrible place to live. Everyone in Nashville has been awesome. Living in Nash has given me a unique opportunity to meet the players in town, and start some great relationships. I'm also in the Bay Area a lot, at least a week a month. It's working, but also because I have amazing colleagues in the Bay Area. The key is to be totally accessible, connected and solutions oriented. Thank you technology.

You and your team are competing in the radio olympics, held in Thailand next week. The first competition is "Modern Music Selection". You are taking 5 team players to create the most effective music playlist. You are wearing a red, white and blue Speedo and goggles. You have 20 minutes. Who are your team-mates and why? Bang! (That was the starter pistol BTW...no one was hurt).

This is easy. This is my first country station. We are enjoying some great early success, but this is all about the team. I have learned so much from the people around me in the Country space. My job right now is to be a "sponge" and here is my team.

Brooks- APD/Afternoon guy on Bay Country 94.5. He is probably annoyed by how much I ask him about country music.

Kenny Jay - Consultant. One of my favorite calls of the week is when Brooks, Kenny and I get on and talk about what is best for KBAY.

Emily Harlan - Local Midday talent on KBAY. MUSIC fan, connected to the audience... She IS the audience. Important part of the team!

The smart folks at KUPL - Sorry, I know this isn't just a person, but I believe in the power of the pack. It's smart to lean on peers.

Phil Becker - Because we will need someone telling us to try new things and break stuff.

The Pandemic landed most of us working from home. Radio and many other industries, thought well heck this kinda works. What are the advantages and disadvantages of having a remote staff and if required to be present in the facility, should employees be allowed to bring their pets to work?....No, really.

My day to day co-worker's name is Cash. He's kinda lazy, sleeps a lot, and the most stubborn co-worker I have ever had. I ask him to do stuff, and sometimes I don't even think he's listening to me. I am a fan of pets in the workplace, if allowed! (honestly... I love working next to my lil dude... he encourages me to take breaks... keep the blood pressure down)

Does AM radio have a "savior format" or should the gear become fishing reefs?

There are some great performing AM radio stations still. Kinda going back to what I said earlier- it's only a vehicle. Good content wins. Spoken word, sports, talk, good talent - they win. In ten years, will any of us be delivering content to cars from towers in fields? This should be a great time for AM radio - Every day that passes by, listeners are streaming more. Think AM BRAND, rather than AM BAND. Move your brand online... be where your listeners are, and make it free and EASY for them to consume your content. If your content is exclusive and superior, you will be fine, regardless how it's delivered.

You have long been on a crusade to discover new artists. Who are 3 artists/bands/songs that we probably don't know but should go listen to right now?

I am just getting started in the Country format and I spend half of my time looking at all the different data points available to us to find out what's next, and who will be the new brand names of tomorrow. Rather than pick 3 new unfamiliar artists- Can I use my response to ask Nashville for more female artists? It's weird as a new country programmer to hear artists make jokes on award stages about how radio doesn't play female artists enough. Why is that? Are labels signing enough female artists? Sometimes, it feels like labels are signing a female to meet a quota. Is there truth to that? Are the best songs from the brilliant songwriters in Nashville going to female artists, or do the female artists that rise to the top get there because they are an amazing songwriter? Being in the Bay Area - we get questions from our listeners asking why there aren't more female artists being played. I end up agreeing with them, and it's my job to have a voice with Nashville to ask those questions why? I also program a HOT AC station, and 90% of the artists there are female. IS that just the way it is? Of course the listeners play a role here - and maybe there is never a 50/50 split M/F. I want the best music to get played more. Are females getting the best music opportunities?

HARDY

TALKS ABOUT BIRDS

Wut chawl do this weekend? Well, what we did was listen to the just release ridiculously rich and edgy swimming pool of sound called "The Mockingbird and THE CROW" from Hardy. Goodness P. Gracious, what an album! Looky here, if you haven't already, go to your 'musical watering trough of choice' and take a deep drive into Country artistic freedom that pushes the edges without falling off the ledge. Oh heck, why listen to us when the man himself can tell you about it! Click here:

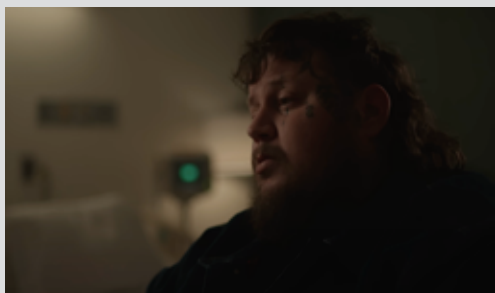


Check out these videos hand-picked by our staff!



HARDY - "THE MOCKINGBIRD AND THE CROW"

As we mentioned up yonder, the new Hardy LP is seriously amazing. He has planted his flag on Planet N-D-Vidge and delivered the message that "Immah gonna do me and make art, yo". Under the thundering guitars and kinetic production lies the infectious melodies and signature masterful lyrics that are paving Hardy's way to new horizons. In this stunning clip, which echos "Davey and Goliath" (google if you must), the message is clear that the title track of this album contains the thesis within. Click here:



JELLY ROLL - "NEED A FAVOR"

Jelly Rolls on with this high-powered cinematic video of his latest chart missile "NEED A FAVOR". One listen/one viewing is a lesson to us all. What makes an artist blow up? Talent, passion, no limits, heart-wrenching soul, and the ability to pour your heart and guts out to the fans. Jelly has no barriers or filters. There are no more walls to break down because he doesn't see them anyway. And THAT is how Jelly Rolls. Click here:



IAN FLANIGAN - "UNDER A SOUTHERN SKY"

Mega Buzz Creator and former Voice Alum, Ian Flanigan continues to turn heads. The humble, soft-spoken singer-songwriter displays all the gifts that will lead to a lifetime career of making moving music his way. Flanigan is on a trailblazed path forged by greats like Kristofferson and Stapleton, with style and grit-encased poetry. If Ian Flanigan is coming anywhere within a 100-mile radius of your hometown, find a ticket. For a sample of poetic quiet thunder, click here:



DYLAN SCOTT - "CAN'T HAVE MINE"

Dylan! Didn't your Mama tell you 'sharing is caring'? Handsome Mr Scott is very generous with advice on who and how to find the heart-throb of your dreams. He musically and methodically walks us through the do's and don't of successful match-making while gently and harmoniously instructing us to keep our grubby paws off his honey..or else. Click here:



TIGIRLILY GOLD - "SHOOT TEQUILA"

Dang. I guess you gotta stay warm somehow but those North Dakota girls can DRINK. We got a headache just by previewing this bathroom-becomes-the-barroom romp. Yes, as you can guess these talented blonde-shells are indeed sisters and have an extensive upper Midwest touring base. The girls have done it the modern way...social media, content, touring, and great songs with blood harmonies deluxe. Belly up to the bathroom sink and bite this lime. oh, and click here:



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CHARTS/POWERS:

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

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

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

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

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

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

HOT ZONE / DEVELOPING

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

RECURRENTS

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

ACTION

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

STREAMING AUDIO, VIDEO AND SALES

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

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

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MONDAY MORNING INTEL

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**PAW POWER
NOT IN MY BOWL**

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