

MONDAY
MORNING
INTEL

MORGAN WALLEN

Thought you should know

- Morgan

MAX SPINS NOW

BIG LOUD

MMI
PROFILE
RJ CURTIS

Country Edition

NASHVILLE
APPROVED

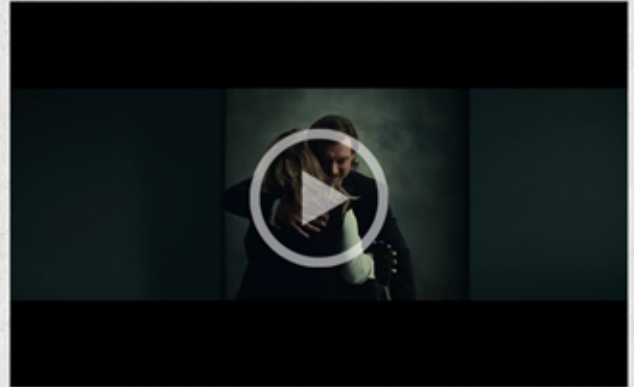
FEBRUARY 20, 2023

MORGAN WALLEN

Thought you should know

- Morgan

RIAA CERTIFIED PLATINUM



MAX SPINS NOW

BIG LOUD

**MONDAY
MORNING
INTEL**

MondayMorningIntel.com



CLICK HERE to E-MAIL Monday Morning Intel with your thoughts, suggestions, or ideas.

MONDAY MORNING INTEL

FEBRUARY 20, 2023

TABLE OF CONTENTS

<i>4</i>	<i>#1 SONGS THIS WEEK</i>
<i>5</i>	<i>POWERS</i>
<i>7</i>	<i>ACTION/RECURRENTS</i>
<i>8</i>	<i>HOTZONE/DEVELOPING</i>
<i>10</i>	<i>WEEK AT A GLANCE</i>
<i>12</i>	<i>VIDEO STREAMING</i>
<i>13</i>	<i>COUNTRY CALLOUT</i>
<i>14</i>	<i>PROFILE</i>
<i>16</i>	<i>INTELESCOPE</i>
<i>17</i>	<i>INTELEVISION</i>
<i>19</i>	<i>METHODOLOGY</i>
<i>20</i>	<i>THE BACK PAGE</i>

MONDAY
MORNING
INTEL

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES 2.20.23

COMPOSITE

MORGAN WALLEN "Thought You Should Know"

AIRPLAY

KANE BROWN & KATELYN BROWN "Thank God"

AIRSCORE

MORGAN WALLEN "Thought You Should Know"

CALLOUT

MORGAN WALLEN "Thought You Should Know"

AUDIO

ZACH BRYAN "Something in the Orange"

VIDEO

HARDY F/LA. WILSON "wait in the truck"

SALES

MORGAN WALLEN "Thought You Should Know"

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

nuvoodoo 

nuvoodoo.com | 888.986.6366 | tellmemore@nuvoodoo.com

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	1	1	3	2	1	1	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
3	2	6	5	7	3	2	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
8	3	2	2	4	7	3	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
1	5	5	6	5	5	4	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
9	7	4	9	1	2	5	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
5	4	13	7	6	4	6	LAINIEY WILSON	Heart Like A Truck	Broken Bow
4	6	7	10	16	15	7	NATE SMITH	Whiskey On You	Arista Nashville
10	8	16	13	9	11	8	PARKER MCCOLLUM	Handle On You	MCA Nashville
12	11	19	11	12	19	9	COREY KENT	Wild As Her	Combustion/RCA Nashville
7	9	10	14	31	12	10	CARLY PEARCE	What He Didn't Do	Big Machine
14	13	17	16	13	16	11	CODY JOHNSON	Human	CoJo/Warner/WMN
24	19	9	18	19	10	12	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
13	12	24	15	17	17	13	BRETT YOUNG	You Didn't	BMLG
31	21	23	8	10	13	14	MEGAN MORONEY	Tennessee Orange	Arista Nashville
29	23	46	1	3	6	15	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
34	20	25	29	11	9	16	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
6	10	18	31	29	32	17	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
11	14	15	35	30	21	18	DIERKS BENTLEY	Gold	Capitol Nashville
19	17	11	26	34	23	19	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
16	16	33	28	20	26	20	BLAKE SHELTON	No Body	Warner/WMN
15	15	21	34	22	31	21	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
37	29	22	22	23	14	22	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
49	40	x	4	15	8	23	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury
25	22	27	19	39	18	24	OLD DOMINION	Memory Lane	Arista Nashville
17	18	31	25	32	37	25	SAM HUNT	Water Under The Bridge	MCA Nashville
26	25	34	36	14	25	26	WALKER HAYES	Y'all Life	Monument
50	x	x	12	8	22	27	JORDAN DAVIS	Next Thing You Know	MCA Nashville
32	31	37	17	25	36	28	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
35	34	30	21	37	29	29	JON PARDI	Your Heart Or Mine	Capitol Nashville
45	38	32	20	18	35	30	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
22	27	28	40	38	38	31	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
42	37	41	23	28	28	32	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
21	48	3	44	27	47	33	DAN + SHAY	You	Warner/WAR
39	32	14	37	45	30	34	THOMAS RHETT	Angels	Valory Music Co.
38	45	20	32	24	45	35	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb
18	24	36	48	43	33	36	SHANE PROFITT	How It Oughta Be	BMLG
23	26	39	49	26	41	37	DILLON CARMICHAEL	Son Of A	Riser House
27	28	26	39	44	46	38	ERIC CHURCH	Doing Life With Me	EMI Nashville
28	33	29	42	42	43	39	RANDY HOUSER	Note To Self	Magnolia Music
36	36	43	24	40	39	40	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
44	42	42	30	33	24	41	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment
48	47	x	27	21	44	42	CHAYCE BECKHAM	23	Wheelhouse
33	35	45	46	46	27	43	COLE SWINDELL	Drinkaby	Warner/WMN
43	41	40	38	35	40	44	CHRIS YOUNG	Looking For You	RCA Nashville
47	49	x	33	36	20	45	MORGAN EVANS	Over For You	Warner/WEA
41	46	8	47	49	42	46	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
40	43	44	43	41	34	47	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
30	39	38	41	48	48	48	PARMALEE	Girl In Mine	Stoney Creek
46	44	12	45	47	50	49	DUSTIN LYNCH	Stars Like Confetti	Broken Bow
20	30	35	50	50	49	50	JOE NICHOLS	Good Day For Living	Quartz Hill

BROKEN BOW RECORDS IS PROUD TO INTRODUCE...

JORDAN HARVEY

ALONG FOR THE RIDE

IMPACTING MARCH 6TH
OVER 25 ADDS ALREADY CONFIRMED!



BBR
MUSIC GROUP

BBR

BMG

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	49	23	26	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury
2	50	27	23	JORDAN DAVIS	Next Thing You Know	MCA Nashville
3	34	16	18	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
4	31	14	17	MEGAN MORONEY	Tennessee Orange	Arista Nashville
5	45	30	15	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
6	37	22	15	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
7	29	15	14	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
8	24	12	12	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
9	42	32	10	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
10	35	29	6	JON PARDI	Your Heart Or Mine	Capitol Nashville
11	48	42	6	CHAYCE BECKHAM	23	Wheelhouse

Songs that have significantly dntreanded 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	JORDAN DAVIS	What My World Spins Around	MCA Nashville
2	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
3	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
4	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
5	TYLER HUBBARD	5 Foot 9	EMI Nashville
6	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
7	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
8	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
9	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
10	PARMALEE	Take My Name	Stoney Creek/BMG
11	JIMMIE ALLEN	down home	Stoney Creek
12	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
13	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
14	MORGAN WALLEN	Wasted On You	Big Loud/Republic
15	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
16	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra
17	GABBY BARRETT	Pick Me Up	Warner/WAR
18	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
19	JON PARDI	Last Night Lonely	Capitol Nashville
20	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
21	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
22	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
23	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
24	LUKE COMBS	Forever After All	River House/Columbia Nash
25	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
26	SCOTTY MCCREERY	Damn Strait	Triple Tigers
27	LUKE COMBS	Cold As You	River House/Columbia Nash
28	WALKER HAYES	Fancy Like	Monument/RCA
29	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
30	JACKSON DEAN	Don't Come Lookin'	Big Machine



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	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
HOTZONE	OLD DOMINION	Memory Lane	Arista Nashville
HOTZONE	MEGAN MORONEY	Tennessee Orange	Arista Nashville
HOTZONE	COLE SWINDELL	Drinkaby	Warner/WMN
HOTZONE	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
HOTZONE	THOMAS RHETT	Angels	Valory Music Co.
HOTZONE	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
HOTZONE	CHRIS YOUNG	Looking For You	RCA Nashville

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	DIERKS BENTLEY	Gold	Capitol Nashville
DEVELOPING	COREY KENT	Wild As Her	Combustion/RCA Nashville
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	CODY JOHNSON	Human	CoJo/Warner/WMN
DEVELOPING	BLAKE SHELTON	No Body	Warner/WMN
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	SHANE PROFITT	How It Oughta Be	BMLG
DEVELOPING	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	DAN + SHAY	You	Warner/WAR
DEVELOPING	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House
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	PARMALEE	Girl In Mine	Stoney Creek
DEVELOPING	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
DEVELOPING	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
DEVELOPING	JON PARDI	Your Heart Or Mine	Capitol Nashville
DEVELOPING	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
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	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
DEVELOPING	DRAKE MILLIGAN	Sounds Like Something I'd Do	Stoney Creek
DEVELOPING	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment
DEVELOPING	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
DEVELOPING	JAKE OWEN	Up There Down Here	Big Loud

Giving Up On That

DALTON DOVER

on your desk now

"Best debut single I've ever heard and the most excited I've been about an artist since Morgan Wallen. This song will make your station better the minute you play it. All opinions are my own and accurate."

– Mike Ryan (VP),
WKMK/Monmouth

"I love Dalton's 'Giving Up on That' so much! I think it will be one of those songs that will be in power rotation for months on DRQ."

– David Corey (PD), WDRQ/Detroit

"Dalton is a powerful voice that cuts through. Play it."

– Hunter Meyer (PD),
WCKN/Charleston (SC)

add 3/6



Mercury

A UNIVERSAL MUSIC COMPANY



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

JOHN SHOMBY

Owner/CEO
Country's Radio Coach, Inc.

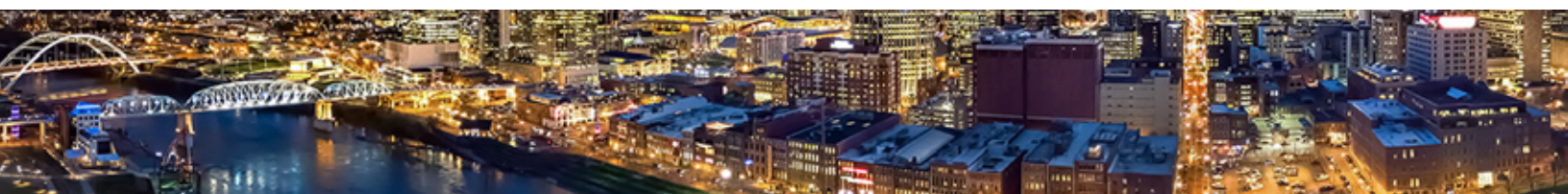
Bring on the Rookies!!!! Big week for newcomers Corey Kent and Megan Moroney. A former contestant on "The Voice", Kent's "Wild as Her" breaks into the top 10 for the first time moving up 5 spots to #9 this week. His top 15 audio and video streaming numbers have been consistent, and he just broke into the top 20 in callout so the audience is starting to catch on as is the panel. His airplay rank is now at its highest at #12. "Tennessee Orange", Megan Moroney's lament about a Georgia girl falling for a Tennessee guy, enters the top 15 at #14 from 17th last week. She has some impressive numbers including ranked 13th in sales, 10th in video streams and up to 8th this week in audio streaming. Her upward move to 31 in airplay rank indicates the panel is taking notice.

In addition to these two, Jelly Roll looks as if he has a possible hit follow-up to "Son of a Sinner" with "NEED A FAVOR". The song rises to #16 on the overall chart as a big seller at #9 and taking in some good video stream numbers at #11. His airplay rank heads upward to 34 so more of the panel is getting into this one although the first one is still researching strong.

Parker McCollum's "Handle on You" looks like hit number 3 for him as he rises to 8th overall from #10 last week. Ranked 11th in sales, 9th in video streams and 13th in audio streams, the story is growing. With a rank of 16 in callout, the audience is also catching on. Then again, we have Mr. Zach Bryan and "Something in the Orange". Still at #15, he's still the number one audio streamer, 3rd in video streams and 6th in sales and his airplay rank took a slight jump up to #29. Could it be that the panel is finally starting to soften on this artist and song? Let's see how this one plays out in the next few weeks.

The top 5 is the same as far as the songs but the positions have changed. Down to 5th from number 2 is Hardy and Lainey Wilson's "wait in the truck" but still sporting strong numbers – 2nd in sales, #1 video stream, 9th in audio streams and 4th in callout. Kane and Katelyn Brown's "Thank God" holds at number 4 with top 5 ranks in sales, video streams and callout. "Rock and a Hard Place" from Bailey Zimmerman remains third, after five weeks, by the way. 5th in callout and 2nd in audio streaming tells us that this has been an immediate audience favorite. Luke Combs "Going Going Gone" has the second biggest increase of the week getting to number 2 from 5 last week. His music just keeps on rolling with this one at number 3 in sales and video streams, 5th in audio streams and 6th in callout. Everything he's doing turns to gold, literally. His strongest competitor for the format's number one star is on top again this week. Morgan Wallen's "Thought You Should Know" stays solid as the #1 selling and callout tune, 2nd in video streams and 3rd in audio streaming.

We also know that Morgan has one waiting in the wings in "One Thing at a Time" locked at #23 overall this week. This one is already the 8th best seller and 4th in audio streams. Another one to watch out is Jordan Davis latest about life's changes with "The Next Thing You Know". This one already starts at #27 ranking 8th in video streams (if you haven't seen the video, watch it and have some tissues ready!) and 12th in audio streams. These two should get on the panel's radar fairly quickly.



**MONDAY
MORNING
INTEL**



**YES,
I
GET
IT**

I start and end my week
WITH MMI.

The chart makes so
MUCH SENSE.

All the best research
CALCULATED
into clear rankings.
What an amazing tool for
SMART MUSIC DECISIONS.

TRIP REEB

VP/Market Manager
Seattle-Phoenix
Hubbard Radio

**MMI AND THE AIRPLAY INTEL
FAMILY OF PUBLICATIONS**

YOUR STATION | YOUR MUSIC | YOUR RESEARCH | BY THE NUMBERS

Sources included Amazon, Apple, You Tube, Google Play, Napster, Pandora, and Slacker, combined to provide you a pinpoint look at the top streaming songs.

AV RANK	ARTIST	TITLE	LABEL/IMPRINT	LISTEN! LINKS
1	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud	PLAY VIDEO ▶
2	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic	PLAY VIDEO ▶
3	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR	PLAY VIDEO ▶
4	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra	PLAY VIDEO ▶
5	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville	PLAY VIDEO ▶
6	LAINÉY WILSON	Heart Like A Truck	Broken Bow	PLAY VIDEO ▶
7	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash	PLAY VIDEO ▶
8	JORDAN DAVIS	Next Thing You Know	MCA Nashville	PLAY VIDEO ▶
9	PARKER MCCOLLUM	Handle On You	MCA Nashville	PLAY VIDEO ▶
10	MEGAN MORONEY	Tennessee Orange	Arista Nashville	PLAY VIDEO ▶
11	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG	PLAY VIDEO ▶
12	COREY KENT	Wild As Her	Combustion/RCA Nashville	PLAY VIDEO ▶
13	CODY JOHNSON	Human	CoJo/Warner/WMN	PLAY VIDEO ▶
14	WALKER HAYES	Y'all Life	Monument	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	BRETT YOUNG	You Didn't	BMLG	PLAY VIDEO ▶
18	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville	PLAY VIDEO ▶
19	TYLER HUBBARD	Dancin' In The Country	EMI Nashville	PLAY VIDEO ▶
20	BLAKE SHELTON	No Body	Warner/WMN	PLAY VIDEO ▶
21	CHAYCE BECKHAM	23	Wheelhouse	PLAY VIDEO ▶
22	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	PLAY VIDEO ▶
23	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury	PLAY VIDEO ▶
24	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb	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	DAN + SHAY	You	Warner/WAR	PLAY VIDEO ▶
28	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash	PLAY VIDEO ▶
29	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow	PLAY VIDEO ▶
30	DIERKS BENTLEY	Gold	Capitol Nashville	PLAY VIDEO ▶
31	CARLY PEARCE	What He Didn't Do	Big Machine	PLAY VIDEO ▶
32	SAM HUNT	Water Under The Bridge	MCA Nashville	PLAY VIDEO ▶
33	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment	PLAY VIDEO ▶
34	SCOTTY MCCREERY	It Matters To Her	Triple Tigers	PLAY VIDEO ▶
35	CHRIS YOUNG	Looking For You	RCA Nashville	PLAY VIDEO ▶
36	MORGAN EVANS	Over For You	Warner/WEA	PLAY VIDEO ▶
37	JON PARDI	Your Heart Or Mine	Capitol Nashville	PLAY VIDEO ▶
38	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville	PLAY VIDEO ▶
39	OLD DOMINION	Memory Lane	Arista Nashville	PLAY VIDEO ▶
40	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville	PLAY VIDEO ▶
41	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.	PLAY VIDEO ▶
42	RANDY HOUSER	Note To Self	Magnolia Music	PLAY VIDEO ▶
43	SHANE PROFITT	How It Oughta Be	BMLG	PLAY VIDEO ▶
44	ERIC CHURCH	Doing Life With Me	EMI Nashville	PLAY VIDEO ▶
45	THOMAS RHETT	Angels	Valory Music Co.	PLAY VIDEO ▶
46	COLE SWINDELL	Drinkaby	Warner/WMN	PLAY VIDEO ▶
47	DUSTIN LYNCH	Stars Like Confetti	Broken Bow	PLAY VIDEO ▶
48	PARMALEE	Girl In Mine	Stoney Creek	PLAY VIDEO ▶
49	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers	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	WALLEN, MORGAN	Thought You Should Know	9	1	5	4
2	ZIMMERMAN, BAILEY	Rock And A Hard Place	8	2	3	20
3	DAN + SHAY	You	4	5	11	13
4	HARDY FEAT. LAINEY WILSON	Wait In The Truck	2	10	12	3
5	BROWN, KANE FEAT. KATELYN BROWN	Thank God	7	4	6	10
6	COMBS, LUKE	Going, Going, Gone	3	7	14	8
7	SMITH, NATE	Whiskey On You	13	6	8	9
8	DICKERSON, RUSSELL	God Gave Me A Girl	5	3	4	33
9	HUBBARD, TYLER	Dancin' In The Country	11	11	13	7
10	PEARCE, CARLY	What He Didn't Do	10	14	9	6
11	MCCREERY, SCOTTY	It Matters To Her	1	16	10	24
12	LYNCH, DUSTIN	Stars Like Confetti	38	38	1	2
13	WILSON, LAINEY	Heart Like A Truck	14	8	7	28
14	RHETT, THOMAS	Angels	30	41	2	5
15	BENTLEY, DIERKS	Gold	21	13	16	18
16	MCCOLLUM, PARKER	Handle On You	6	20	15	22
17	JOHNSON, CODY	Human	12	12	26	25
18	ALDEAN, JASON	That's What Tequila Does	20	9	17	31
19	KENT, COREY	Wild As Her	33	23	18	1
20	SCOTT, DYLAN	Can't Have Mine	26	15	24	11
21	URBAN, KEITH	Brown Eyes Baby	15	31	19	14
22	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	You, Me, & Whiskey	25	22	21	19
23	MORONEY, MEGAN	Tennessee Orange	29	18	25	16
24	YOUNG, BRETT	You Didn't	22	17	29	29
25	JELLY ROLL	Need A Favor	24	32	20	44
26	CHURCH, ERIC	Doing Life With Me	18	29	43	17
27	OLD DOMINION	Memory Lane	23	21	45	21
28	UNDERWOOD, CARRIE	Hate My Heart	35	27	27	34
29	HOUSER, RANDY	Note To Self	17	37	33	30
30	PARDI, JON	Your Heart Or Mine	43	35	22	26
31	HUNT, SAM	Water Under The Bridge	19	39	36	27
32	MORGAN, KYLIE	If He Wanted To He Would	16	34	47	23
33	SHELTON, BLAKE	No Body	36	26	31	47
34	HAYES, WALKER	Y'all Life	32	24	35	45
35	NICHOLS, JOE	Good Day For Living	45	25	30	38
36	PROFITT, SHANE	How It Oughta Be	40	28	32	46
37	COOPER, KOLBY	Excuses	42	30	38	37
38	HAILEY WHITTERS	Everything She Ain't	31	33	50	12
39	PARMALEE	Girl In Mine	41	42	40	15
40	CARMICHAEL, DILLION	Son Of A	34	43	28	43
41	YOUNG, CHRIS	Looking For You	39	19	46	40
42	STELL, MATT	Man Made	37	40	41	39
43	MILLIGAN, DRAKE	Sounds Like Something I'd Do	28	36	49	42
44	DEAN, JACKSON	Fearless	49	44	23	36
45	TENPENNY, MITCHELL	We Got History	27	48	48	41
46	BALLERINI, KELSEA	If You Go Down (I'm Goin' Down Too)	47	45	42	35
47	KING, ELLE FEAT. DIERKS BENTLEY	Worth A Shot	46	46	39	48
48	GILBERT, BRANTLEY & B. SHELTON FEAT. V. GILL	Heaven By Then	48	47	34	49
49	SWINDELL, COLE	Drinkaby	44	50	44	32
50	BRYAN, ZACH	Something In The Orange	50	49	37	50



CURRENT POSITION:

COUNTRY RADIO
BROADCASTERS, INC.
EXECUTIVE DIRECTOR

MMI Presents:
LETTER'S TO RJ

Dear RJ,

My name is Spanky "Cotton" Fields. I'm the PD/MD/OM/AM Drive/Weekend Swing/Remote Coordinator at K-Cob 98.

My GM, who we call A. H "Richard" Head is allowing me to come to CRS 2023 next month. He has kindly provided me with a 50 dollar gas card (have to do 5 live spots discussing how great the gas is) and a sleeping bag that smells remarkably like his jerk son A.H, Jr. I must do my 2 shifts daily from my hot-spot and have agreed to be on the afternoon Sales-Zooms.so my time is slicey-dicey. We are not a rated market, but we poll people at the mall every weekend. My biggest terrestrial competitor is our own Classic Rock, K-Weed 100 where I do afternoon drive. My other competitors are The Highway and Playlists. I only have time to attend 5 panel sessions at CRS. Please advise me to which 5 would best serve my glamorous lifestyle ...and why.

Sincerely,
Still Driving

Dear "Driving,"

Wait .. a \$50 gas card? You are livin' the dream, sir! Based on the working conditions you've just shared, I suggest you start w/ a Tuesday morning session called "Leading Through High Functioning Anxiety," (which, clearly, you are doing) and after lunch, check out "The Rewards of Taking Risks." These will pair well with Wednesday's talk from Miles Adcox titled "Human School." Definitely watch the Wednesday morning CRS research presentation, which is always great. I'll bundle the artist interviews as my 5th suggestion: Garth on Monday afternoon, and Kenny Chesney on Tuesday.

Dear Mr Curtis,

It's Florence Zellner, half of the number one rated Morning Show "Eb and Flo". Where we "Wake up The Valley down every Dirt Road and Ally.Cock-a doodle Do"! We are not able to come this year for CRS 2023...Our GM, Mr Hugo Boss says the mountains and ratings will crumble and "Flo" to the sea if we're not live and local. Is there an online element, a daily review/ recap or video component wrap up that we can access?

Love and Coffee,
"Get To Know" Flo

Dear "Get to Know,"

Say, you're not any relation to Flo from Progressive, are you? Did you know you could save hundreds on car insurance? But, I digress. While we aren't featuring an online, or virtual component, we will post videos of most CRS '23 sessions with a week or so of CRS. Additionally, we always follow up CRS with our monthly "CRS360" webinar series, which will offer a deeper dive into some sessions, particularly the research presentation.

Dear RJ,

I grew up listening to you on the radio. Like the rest of your dozen listeners, it did not deter me from following my broadcasting dreams. This will be my first CRS. Our Market Manager, Ms. Ima Poser, picked up my airfare, room at the Omni and registration! She also said, if I don't come back with at least 10 Country Music Star liners for our station, Fender 105, she would blow me out like a clown from a cannon at the Barnum and Bailey circus. Can you suggest a path to retain my future employment?

Signed,

Sammy 'Sweatin' Bullets

Dear "Bullets,"

You are way too kind! It was actually less than a dozen loyal listeners, mainly because the rest of my immediate family refused to tune me in for reasons they've never fully explained. Years ago, CRS had an Artist Taping Session for radio to collect liners. That was discontinued when most labels began compiling artist content and making it available on their respective websites. Check w/ your record rep and if you don't have one, reach out to the labels and I'm willing to bet they would accommodate you.

Dear Sir,

Are you the same RJ Curtis that used to call our station and ask us to play Brad Paisley singles? Anywho, I'm coming to CRS one day early to see the Music Mecca known as Nashville. Can you suggest a few places where the locals dine and a few sights to visit that are off the tourist path?

Ps...We added all your priorities on impact. May I get a discount on breakfast?

Regards,

Mary Dean "M.D." Reddy

Dear "MD,"

That could have been me. On the other hand, it also could have been RJ Meacham, RJ Jordan, or even RG Jones, but definitely NOT JR Schumann. And, btw – belated thanks for giving some precious overnight spins to Brad's internationally famous tune, "Nationwide Is On Your Side." When you come to town, you may find all of the aforementioned industry professionals blowing off steam at The Red Door in Midtown, Old Glory in Edgehill, Bobby's Idle Hour on Music Row, or – if you're like us, and enjoy a spirited game of darts - The Villager Tavern in Hillsboro Village. Then, call an Uber and walk off that beer buzz at Centennial Park while admiring the giant-sized and borderline terrifying Athena statue inside the actual-sized Parthenon replica. Once you sober up a bit, go to Percy Warner Park and try walking the stairs without vomiting on yourself. Then you'll need a hearty meal, so check out Burger Up on 12 South.

Dear RJ,

CRS has become the longest running and most successful Broadcasting/Music convention in US history. Congratulations. Let's look ahead. As the biz model for both Radio and Music companies rapidly evolve, what will CRS do to rise up to these changes?

With Love,

Your MMI Fans

Dear "MMI"

CRB President Kurt Johnson has often quoted hockey legend Wayne Gretzky, who said, "Skate to where the puck is going, not where it's been." And I think that philosophy sums up how we've always thought and hope to accomplish moving forward: always staying a step ahead. In 2023, we'll have our 3rd "Digital Music Summit" on day one of CRS. We developed this opportunity for digital professionals to learn and network, and for radio pros to develop new skills and understanding to better attract Country music consumers. Additionally, continuing to encourage sharing similar experiences and innovations, while walking a fine line of not revealing proprietary information. Getting the 2023 competitive culture to understand that concept and how it contributes to everyone's success and the longterm, overall success of our genre has been harder than ever in recent years, but we think it's critical. And history shows it's been meaningful. Country has been the most sustainable, enduring format for years. It is the most programmed format - music or spoken word - in all of radio. We don't believe that's been accomplished by compartmentalizing information. The objective is to keep working to grow the category, and this is what we'll continue to evangelize at CRS.

ROLLING UP THE WELCOME MAT **KELSEA BALLERINI**



Artistry is a word that goes far beyond music. There are painters, sculptors, poets and other writers, filmmakers and more. Last week, Kelsea hit us in the head and heart with a short film written and directed by herself. Raw, emotional, painful and planned for a Valentines Day Sneak slap in the face, "Rolling Up The Welcome Mat" shows us just how deep this particular artist has the ability to display her aching and healing heart. Click video above.



Check out these videos hand-picked by our staff!



CMT
PRESENTS

TARRAH - "USED TO IT"

Each Week CMT provides MMI with an emerging artist that deserves a look. Tarrah has already captured a nod and a mantle piece metal from The Nashville Songwriters Association International organization. The North Carolina native is well ahead of the game with multiple tracks on streaming platforms and a massive online following. To become a Tarrah fan, click here:



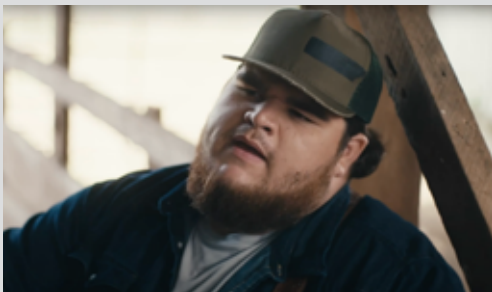
MICKY GUYTON - "HOW YOU LOVE SOMEONE"

Micky's voice is known to fill any room and in this beautiful ode to longing, it completely fills the song. The track is a collection of lyrical, emotional, and musical hooks. Not a surprise as it's penned by Lori McKenna, Ben White, and emerging superstar Jordyn Shellhart. Micky has scored so many awards including a Grammy nomination. She has the support of the critics and industry alike. Now, it's time for the chart-topper that her amazing talent deserves. Click here:



NATE SMITH - "WHISKEY ON YOU" LIVE

MMI We Stayed Up Late Alert: Jimmy Fallon always wins a gold star for his constant recognition of Country Artists. Many mainstream TV shows stick the obligatory toe in the water but Mr. Fallon proudly waves the Nashville flag. Nate Smith brought his band, his hat, his talent, and his whiskey to the screen. Click here:



SHANE PROFITT - "GUYS LIKE ME"

The following video is classified as "instructional". It is designated for classroom use. If someone of your uppity friends doesn't understand Country, if they are unclear of the mindset, the look, the essential elements, Professor Shane Profitt is about to take them to school. For a graduate course in a Country version of country, sharpen your pencil, gas up your 4-wheeler, insert a dip, pop a top, shoot a deer, and click here:



JULIA COLE - "BETTER LIAR"

At MMI we are card-carrying certified Julia Cole fans. The talented Texas songstress is a machine for content and razor-sharp social media. Her performance chops are mighty strong and her songs sound like hits to us. She has superstar swagger, style for days, and a brigade of adoring fans. Why hasn't a major label chased her down the street waving paper? Maybe they have and she's the queen of DIY. Whatever the case, to see the talented Ms. Cole put a Mr. Pants-On-Fire in his place, click here:



CRS 

MARCH 13-15 | NASHVILLE

***REGISTRATION
NOW OPEN!***

\$649

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

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

© AIRPLAY INTELLIGENCE, LLC, 2021,
No part of the materials available through the
MONDAY MORNING INTEL presentation
may be copied, photocopied, reproduced,
translated or reduced to any electronic
medium or machine-readable form, in
whole or in part, without prior written
consent of AIRPLAY INTELLIGENCE, LLC.
Any other reproduction in any form without
permission of AIRPLAY INTELLIGENCE, LLC
is prohibited. All materials contained on this
presentation are protected by United States
copyright law and may not be reproduced,
distributed, transmitted, displayed, published or
broadcast without the prior written permission of
AIRPLAY INTELLIGENCE, LLC. 2021.

PRIVACY POLICY
[Click Here](#)



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 INTELCOMMENTATOR

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