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MARCH 13, 2023

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MONDAY MORNING INTEL

MARCH 13, 2023

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MONDAY
MORNING
INTEL

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

3.13.23

COMPOSITE

MORGAN WALLEN "Thought You Should Know"

AIRPLAY

LUKE COMBS "Going, Going, Gone"

AIRSCORE

MORGAN WALLEN "Thought You Should Know"

CALLOUT

MORGAN WALLEN "Thought You Should Know"

AUDIO

MORGAN WALLEN "Last Night"

VIDEO

MORGAN WALLEN "Last Night"

SALES

MORGAN WALLEN "Last Night"

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Traffic

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Streaming

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

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	40	10	30	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
2	42	18	24	JORDAN DAVIS	Next Thing You Know	MCA Nashville
3	49	34	15	MORGAN EVANS	Over For You	Warner/WEA
4	48	33	15	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
5	28	14	14	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
6	35	23	12	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
7	32	20	12	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
8	38	27	11	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic
9	21	11	10	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
10	45	35	10	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash

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

IT ALL ADDS UP TO "23"!

CHAYCE BECKHAM

23



1.8 MILLION
WEEKLY ON-DEMAND STREAMS

38 WEEKS OF OVER
1.5 MILLION STREAMS

124 MILLION
US STREAMS TO DATE

2.3 MILLION
ON-DEMAND ARTIST STREAMS
ON EIGHT DIFFERENT TRACKS

NO. 7 STREAMS PER SPIN
NO. 6 AUDIENCE PER STREAM

77 CONSECUTIVE WEEKS
OF OVER 1 MILLION ON DEMAND STREAMS

147 MILLION
TOTAL ARTIST STREAMS

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DETROIT, MINNEAPOLIS, AND DENVER, AMONG OTHERS.**

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LUKE BRYAN'S COUNTRY ON TOUR
THIS SUMMER



BMG 19



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

	ARTIST	TITLE	LABEL/IMPRINT
<i>HOTZONE</i>	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
<i>HOTZONE</i>	DAN + SHAY	You	Warner/WAR
<i>HOTZONE</i>	MEGAN MORONEY	Tennessee Orange	Arista Nashville/Columbia
<i>HOTZONE</i>	THOMAS RHETT	Angels	Valory Music Co.
<i>HOTZONE</i>	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic
<i>HOTZONE</i>	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
<i>HOTZONE</i>	JORDAN DAVIS	Next Thing You Know	MCA Nashville
<i>HOTZONE</i>	CHRIS JANSON	All I Need Is You	BMLG

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

	ARTIST	TITLE	LABEL/IMPRINT
<i>DEVELOPING</i>	DIERKS BENTLEY	Gold	Capitol Nashville
<i>DEVELOPING</i>	BRETT YOUNG	You Didn't	BMLG
<i>DEVELOPING</i>	CODY JOHNSON	Human	CoJo/Warner/WMN
<i>DEVELOPING</i>	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
<i>DEVELOPING</i>	SAM HUNT	Water Under The Bridge	MCA Nashville
<i>DEVELOPING</i>	SHANE PROFITT	How It Oughta Be	BMLG
<i>DEVELOPING</i>	JOE NICHOLS	Good Day For Living	Quartz Hill
<i>DEVELOPING</i>	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
<i>DEVELOPING</i>	OLD DOMINION	Memory Lane	Arista Nashville
<i>DEVELOPING</i>	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
<i>DEVELOPING</i>	DILLON CARMICHAEL	Son Of A	Riser House
<i>DEVELOPING</i>	ERIC CHURCH	Doing Life With Me	EMI Nashville
<i>DEVELOPING</i>	RANDY HOUSER	Note To Self	Magnolia Music
<i>DEVELOPING</i>	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
<i>DEVELOPING</i>	COLE SWINDELL	Drinkaby	Warner/WMN
<i>DEVELOPING</i>	PARMALEE	Girl In Mine	Stoney Creek
<i>DEVELOPING</i>	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
<i>DEVELOPING</i>	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
<i>DEVELOPING</i>	JON PARDI	Your Heart Or Mine	Capitol Nashville
<i>DEVELOPING</i>	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
<i>DEVELOPING</i>	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb
<i>DEVELOPING</i>	CHRIS YOUNG	Looking For You	RCA Nashville



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MONDAY MARCH, 20

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MMI WEEK AT A GLANCE

JOHN SHOMBY

Owner/CEO
Country's Radio Coach, Inc.

Wouldn't it be nice to be Morgan Wallen these days? Number one artist in the format. Fills up an arena in Nashville for a free show announced just two days earlier. Sells out arenas everywhere. Releases a 36-cut album that is already getting amazing attention after just a week. The best example of all of this is our Power chart. Morgan, with three songs, showing up in the top 30 (all from the new album) is now one of those artists you cannot play enough. First and foremost, the song dedicated to his mother, "Thought You Should Know" STILL sits at the top spot on the chart. It's the number one callout and top 5 in sales and streaming. The other two cuts are making progress in different ways. "One Thing At A Time", which is apparently the next single, remains at #27 on the chart BUT it's 10th in sales and 8th in streaming PLUS the panel is getting more interested as the airplay rises to 38th from #45 last week. Then there's "Last Night", which is crossing over to pop, by the way. This one jumps from 17th to #10 overall as the #1 seller and streamer and at #6 in callout. There may be a challenge for the new single if this keeps up. If it's me, I'd play all 3. You can't go wrong with this artist right now!

Another "newbie" making some noise is Jordan Davis with "The Next Thing You Know". After only two weeks, it rises to #18 from 26 last week based on a #9 rank in video streams and 8th in callout. The song is one of those that hits right at the heart, but it still remains to be seen if this type of success continues. The panel is showing more interest as the airplay rank moves up to 42nd from 47 last week.

The top 5 is comprised of the same songs but in different places. Kane and Katelyn Brown's "Thank God" is still going strong at #5 down two spots from last week with top 5 numbers in sales and streaming. Lainey Wilson's "Heart Like A Truck" hangs in at #4 again this week holding in the top 5 in sales and callout and top 10 in streaming. Dropping one place to #3 this week is "Rock and a Hard Place" from Bailey Zimmerman ranking top 5 in audio streams and callout. Luke Combs "Going Going Gone" makes a nice jump to 2nd from 5th last week. Top 10 in sales and streaming and 3rd in callout, it keeps Luke right on the heels of Morgan who, as mentioned earlier, is still in the top spot.

I can't not end this without mentioning Zach Bryan's "Something In The Orange" down one spot to 14th this week but STILL 2nd in streaming and 6th in sales. The airplay rank inches up to 28th from 29 last week but the panel is still skeptical for some strange reason.



**MONDAY
MORNING
INTEL**

**YES,
I
GET
IT**



WITH SO MUCH DATA
coming from all directions
it's great to have
a tool like the
MMI CHART
to help **simplify things!**

ERICH WEST

WDRM
Huntsville
iHeart

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

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

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

HARDY wait in the truck feat. lainey wilson



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BIG LOUD



DANNY DWYER INTEL

CURRENT POSITION:

APD/MD/ON AIR
98.7 THE BULL (KUPL)
PORTLAND, OR

Portland has branded itself as “weird”. What’s so weird about it and (with that said) what’s the story with the Shanghai tunnels?

Man Portland is WEIRD, we have so many different types of people in Portland, We have the Famous Uni Piper who rolls around the city wearing a Darth Vader Mask on a unicycle while he plays the Bagpipes that shoot flames he’s famous, We have the Most Strip Clubs per capita then anywhere else in the country, we have roughly 2500 coffee shops in PDX, we also have the World’s Smallest Park recognized by the Guinness Book of Records, The Yearly Naked Bike Ride and of course the Shanghai Tunnels that run under the City of Roses, If you have never been to PDX and are planning a trip it is a must to check out Old Town Pizza & Brewing AKA The Merchant Hotel that was built in 1880 that sits above the infamous tunnels below the historic downtown district and is reportedly one of the most haunted places in Portland. that’s just some of the stuff that makes portland weird.

So you definitely program in an eclectic city. When programming music how do you reflect that and not rely on the same airplay charts that also serve unique sub-cultured cities like Houston and Miami?

We have such a diverse group of listeners in our demo, we have a massive LGBTQ community in the PNW that loves country music and we are proud to support them and their love for country music, we also have a huge amount of listeners who live the lifestyle on the outskirts and are country to the core. We are fortunate to be able to play what we want and not be handed down a corporate mandate list of songs to play. When it comes time to music we look at a few different scenarios, we take into consideration and look heavily and the consumption numbers and reports, what is happening on the charts, along with the DSP research that we can see, and a lot of the time, our music is on point with what we are seeing. Portlanders want and are asking for a variety of music, if you look at the Luminate streaming numbers in Portland today you’d see Portlanders are streaming John Denver, Johnny Cash, Zach Bryan, and artist we have not played in a long time and new artists who are on the rise. Which is cool. Being the midday host I hear from a lot of listeners who are hearing music elsewhere and are asking me to play new artists such as Zach Bryan, Warren Zeiders, and even Cody Jinks so it’s my responsibility to share it with my fellow co-workers and our PD to listen and see how we can merge the two to lead the charge and win, We definitely like to think outside the box, we did it with Walker Hayes (Fancy Like), in the beginning, we were one of the first stations in the country to Jump on after we saw those streaming numbers take off, and we said if we wait? we miss the bus! If we jump we’re first in line for the celebration so we jumped and road that rocket to the moon and celebrated.

In most major markets, the top 10 streaming tracks and the top 10 most played singles at terrestrial Country Radio are quite different. Will they ever grow together? If so or if not....why?

I don’t think the Top 10 songs will ever match, They may come close let’s say 5 out of 10 will match up occasionally, but I don’t think they will ever grow together or consistently match up. Now if you’re just chasing streams and building your playlist off that alone then that’s a different story obviously. This week, Nationally Morgan Wallen’s Last Night is sitting at 24+/- million Streams followed by Lil Nas X on the national streaming numbers, We are on Morgan giving our listeners what they want, Lil Nas X is no longer in our rotation, we were on it when it was a moment like we are seeing now with Morgan. So No I don’t think they will.. That’s my opinion, others may argue and say things differently.

Your nose dive from a rooftop is legendary. Smashed up your pretty face, broke a full slab of ribs, and more. How the heck did that happen and are you full-tilt ok now?

Before I was in radio growing up in So Cal, I was a handyman working construction, Roofing, and Tile Work, I love to work with my hands on projects that I know I could tackle. On July 4th, 2020 I decided to build an outdoor party

patio 30x15 with an outdoor fire pit. Sitting area and place to play country music with friends and family. I Was putting up rafters for the roof up 12 ft high when I accidentally stepped on a wrong 2x6 that counter livered and hit me in the face busting me open and forcing me to jump Like The Ultimate Warrior in the WWE landing head first in the hard concrete below. Busting 11 of 12 ribs, my collar bone in two places, puncturing my lung in two places, and dislocating 6 vertebrae in my back. I was in ICU for 11 days on a Breathing machine lucky to be alive and the doctors said I definitely had guardian angels on my side. I do have PTSD, I can't watch videos of people crashing that you would see on Funniest Home Videos, Yeah not so funny I remember the sound and feeling so vividly! so I no longer climb on ladders over 3 feet tall and walk a little slower these days. Overall I'm tender in the ribs and have a 7-inch rod in my shoulder that I'm learning to live with, I'm good I can still play golf with my kids and I'm able to walk and enjoy life with my wife thanks for asking.

From Television to radio, your resume is quite diverse and chocked full of cool stops. Looking at how our biz is rapidly changing and besides the one, you have now, use your famous imagination and tell us a story of "Danny's Dream Job".

Being able to do TV and Radio together has always been a blessing, I was thrown into TV while doing mornings at KUPL, As part of a five-person morning show, I was the Man On The Street with Lee & Susan And The Waking crew. Our local Fox affiliate whom we worked with at the time said they need a p/t traffic reporter to fly around the city from time to time you know anyone? The next thing I know I'm in a helicopter buzzing the Rose City and spent the next 17 years there and then jumped to our ABC affiliate for another 4 years, it definitely is a blast to work with both local Stations. I think my Ultimate dream job would be to follow the steps of Ralph Emery, Crook, And Chase, and Seacrest, having a radio show and a talk show like Ellen where I could combine the two worlds together and make it fun and entertaining, I think that would be great, Did Somone say that James Corden is calling it Quits...

What is your favorite Salmon recipe and can you make it or just order it off the menu?

Man I love a good Spring Chinook Salmon and the yearly run is underway now in the PNW. With so many friends as guides, I've learned a few of their favorite recipes over the years My favorite way to cook up a huge slab of salmon is very simple and basic it's Danny's Crabbed Stuffed Salmon and it's amazing we cook it in the Smoker on a cedar wood plank for 2 ½ hours. Friends and family love it. And you can probably find the same style recipe on Pinterest, if you really want mine let me know and I'll share it with ya. I very rarely order off the menu.

What are your thoughts on DSPs having live personalities? Is that challenging traditional radio shows? Or do they play to a different audience?

Personally, I think it would work for the younger generation and play to a different audience that is always on the go! as we all know you get 8-10 seconds to make an impact and keep them tuned in, it's easy to ask your smart speaker to play your favorite artist/Song and she or it can reply as we have heard. Spotify has announced that AI DJs can help pick and play your music which sounds weird by the way and we also heard that Amazon Music was in the beta program and giving this a try. I have yet to hear it and it does make me wonder what is coming. We now hear all the chatter that AI is going to make its way in and make some noise, and we now know this is going be a Seminar Subect at CRS This week and I have a feeling that room is gonna packed. It definitely has people on edge. Some may embrace it and others may not. Being at KUPL/987 The Bull for the past 25 years has been incredible and over the years we have built some amazing relationships with clients, listeners and we have become like family members, watching families expand, kids grow and loved one's pass, I don't think you'll get that true genuine feeling from a DSP Jock or AI Voice that our listeners and have come custom too. It's definitely is going to be challenging and interesting to see how this plays out.

Name 5 people (living or not currently using oxygen) that have made radio great.

Growing Up In So Cal as a kid we had a tidepool of personalities...The Real Don Steele, Casey Kasem, Charlie Tuna, Rick Dees, Mark, and Brian the talent was insane. With that said I'm thankful to Rick Dees & Mark & Brian for making it clear on what I wanted to do In Life they made radio fun. I have had the opportunity to work with so many great personalities over the years at KZLA & KUPL there are too many to list but a few names that really stick out to me that made great radio are Shawn Parr and The Late Country Radio Hall Of Famer Lee Rogers, they both brought something special to the format I Love, they both gave me a shot and believed in me. They had big personalities, were genuine and caring, and captured the hearts of listeners.

What is one thing you've learned,...one nugget of wisdom...personally or professionally, for which you are grateful that you can share with others?

Over the past 30+ years in Country Music, I've learned some valuable lessons, Lee Rogers always told us to Shake Hands, Kiss Babies and Be Kind. A life lesson from my grandparents was to treat people the way you want to be treated and be respectful and caring. In Today's society we never know what people are going thru or dealing with, So with those little nuggets of wisdom, I try to greet everyone with a hug or a smile, I Like to make my own sunshine and try to share the Vitamin D with others to put a smile on there face to help them get thru their daily routine.

TAYLOR SWIFT

BEHIND THE SCENES WITH “LAVENDER HAZE”

Ever wondered what it's like to be in a video with Taylor? For many of us, perhaps a fantasy becomes true, and to others... another day at work. However you see it, Ms. Swift is known industry-wide for her graciousness, hospitable approach and enthusiastic respect for all involved in the days work. In this fun peek behind the lavender curtain...you can see all of this up close and so real! Click video below:



Check out these videos hand-picked by our staff!



CMT
PRESENTS

TENILLE TOWNES, BRYAN ADAMS - "THE THING THAT WRECKS YOU"

Tenille Townes is one of those incredibly talented artists that stays true to her poetic and edgy art. In Canada, she wins all the awards, metals, and accolades that she richly deserves. Bryan's vocals and the competing lyric becomes a superior duet about a tangled mess of a relationship on a collision course to nowhere. Click here:



KELSEA BALLERINI - "PENTHOUSE" LIVE ON SNL

Staying up this late has never been so worth it. Kelsea killed it on her second set appearance recently on SNL, a show that has historically been a little light on Country stars. The emotion, the delivery, the set design, and the painfully truthful and personal lyrics were beyond pitch-perfect. Click here:



CAITLYN SMITH - "THE GREAT PRETENDER"

MMI Found Guilty Alert: Of loving Caitlyn Smith. She is one of the most powerful singer-songwriters and has the vocals and performance to match. "The Great Pretender" came after her upcoming album "High and Low" was finished and delivered, the dynamic and emotional ballad was added as the last track and is a fitting finale to the title of the LP. People who know certainly know Caitlyn is a Nashville treasure who defies formatics or genre classification. Click here:



JOSHIAH SISK - "3 TEQUILA FLOOR"

MMI Asks You Alert: Should Tequila be an official 'sub-category' for Country songs? And should it be reclassified as a narcotic? Break-out Georgia boy Josiah Sisko pours out a captivating Country cocktail that looks like it's lighting up the spin cycle big time. Take a shot, go to Vegas, put some chips on red, and spin this wheel into power...a sure bet. Click here:



JORDAN HARVEY - "ALONG FOR THE RIDE"

The track "Alabama Girl" started lighting up the MMI Ping Counter thingy a while back and Country boy Jordan became a fave of the propeller heads in the all-night research room. Now this upbeat and bright track hits the radio with the gearshift on "go" and the gas peddle down low. Young handsome Mr. Harvey has seasoned his chops in the late-night Nashville honky Tonks and he's fond of a side of haggis with his grits. Who knew the Scottish lad could be so dang solidly Country. 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 based 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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NOT IN MY BOWL**

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