

MONDAY
MORNING
INTEL

CONNER SMITH

CREEK
WILL RISE



GOING FOR ADDS MONDAY APRIL 3RD!

MMI
PROFILE
MIKE O'MALLEY

Country Edition

NASHVILLE
APPROVED

MARCH 20, 2023

MONDAY MORNING INTEL

MARCH 20, 2023

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MMI – A MODERN DAY MUSIC RESEARCH SYSTEM

MONDAY
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INTEL

#1

SONGS THIS WEEK
BY MMI COMPOSITE CATEGORIES **3.20.23**

COMPOSITE

BAILEY ZIMMERMAN "Rock And A Hard Place"

AIRPLAY

LUKE COMBS "Going, Going, Gone"

AIRSCORE

BAILEY ZIMMERMAN "Rock And A Hard Place"

CALLOUT

BAILEY ZIMMERMAN "Rock And A Hard Place"

AUDIO

MORGAN WALLEN "Last Night"

VIDEO

MORGAN WALLEN "Last Night"

SALES

MORGAN WALLEN "Last Night"

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

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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	38	11	27	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
2	36	20	16	JORDAN DAVIS	Next Thing You Know	MCA Nashville
3	31	17	14	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
4	27	16	11	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
5	49	38	11	MORGAN EVANS	Over For You	Warner/WEA
6	35	24	11	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
7	45	35	10	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
8	22	13	9	MEGAN MORONEY	Tennessee Orange	Arista Nashville/Columbia
9	17	9	8	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
10	32	26	6	JON PARDI	Your Heart Or Mine	Capitol Nashville

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

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TRAVIS MOON, KKBQ/HOUSTON

**“LOVE THIS SONG FROM FRANK!
IT'S SO **HOOKY AND FUN!**”**

SHANNA “QUINN” CUDECK, WMIL/MILWAUKEE

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BMG



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
HOTZONE	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
HOTZONE	COLE SWINDELL	Drinkaby	Warner/WMN
HOTZONE	TIM MCGRAW	Standing Room Only	Big Machine
HOTZONE	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic
HOTZONE	JORDAN DAVIS	Next Thing You Know	MCA Nashville
HOTZONE	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
HOTZONE	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
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	CODY JOHNSON	Human	CoJo/Warner/WMN
DEVELOPING	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	DAN + SHAY	You	Warner/WAR
DEVELOPING	SHANE PROFITT	How It Oughta Be	BMLG
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	OLD DOMINION	Memory Lane	Arista Nashville
DEVELOPING	MEGAN MORONEY	Tennessee Orange	Arista Nashville/Columbia
DEVELOPING	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House
DEVELOPING	RANDY HOUSER	Note To Self	Magnolia Music
DEVELOPING	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
DEVELOPING	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
DEVELOPING	PARMALEE	Girl In Mine	Stoney Creek
DEVELOPING	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
DEVELOPING	JON PARDI	Your Heart Or Mine	Capitol Nashville
DEVELOPING	THOMAS RHETT	Angels	Valory Music Co.
DEVELOPING	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury



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

JOHN SHOMBY

Owner/CEO
Country's Radio Coach, Inc.

It appears we may have an issue with some of Morgan Wallen's new music. We have mentioned, in previous weeks, that he has three songs on this power chart. One – "Thought You Should Know" – was a most recent multi-week #1 and is now finally starting to slow down in some areas but the fact that it's 2nd in audio streams and callout and 3rd in video streams means that there is still has more time for frequent airplay. It's the other two that I see as the issue. The title cut from his new album "One Thing At A Time" has been serviced as a single and the panel is treating it as such as it rises 10 spots to #28 in airplay rank even though sales and callout are very low and the power rank drops 3 places to 31st. It's obvious the interest does come from the strong streaming numbers – 8th in video and 3rd in audio. But now, let's take a look at the other cut "Last Night". This one is in the process of crossing over to pop but here on the country power chart, it's already at 11 after 3 weeks being the top seller and streamer and already 6th in callout BUT only ranked 38th in airplay. I believe the panel is missing one here. Everything points to this being the bigger song of the two right now.

Biggest move of the week goes to Brett Young's "You Didn't" which, after 54 weeks on the Mediabase chart is starting to become a listener favorite hitting 5th in callout plus top 15 in sales and video streams. The panel is on it but now the frequency should be picking up. Tyler Hubbard's "Dancin' in the Country" breaks into the top 10 after just 13 weeks on the chart. Ranking 3rd in callout and 10th in sales is an indication that the listeners are noticing this faster than the panel with the airplay rank only at 17th right now. Finally, Megan Moroney's "Tennessee Orange" has another strong week up to 13th from 15 with top 10 sales and streaming. With an airplay rank of 22, she is getting more notice from the panel.

Carly Pearce's "What He Didn't Do" races back up to the top 5 going from 9th to 5th this week. Top 15 sales and audio streams and top 10 callout gets her back there. Lainey Wilson has the distinction this week of having 2 songs in the top 5 starting with her collaboration with Hardy "wait in the truck" rising two spots this week to 4th. Sales (3rd) and streaming (3rd video and 8th audio) are driving this one. Meanwhile, her solo effort "Heart Like A Truck" moves from 4th to 3rd as the #2 seller overall and top 10 in streaming and callout. "Going Going Gone" from Luke Combs remains in the second spot with top 10 numbers in sales and streaming and top 5 in callout. Moving up to number one from 3rd last week is Bailey Zimmerman's "Rock and a Hard Place". Top 5 in sales and streaming and #1 in callout, this has the credentials to be the biggest song of the week and one that could hang around a while, as his first one did.

A couple that the panel is starting to pay some close attention include Jellyroll's "NEED A FAVOR" moving from 20 to 17. Top 10 sales and top 15 video streams are getting this one rolling. Early panel believers have the airplay rank at 31. Old Dominion's "Memory Lane" rises 4 spots to #18 as sales, audio stream and callout move it into the top 20. And – Jordan Davis' "Next Thing You Know" with those heartfelt lyrics, is picking up more panel attention at #36 in airplay, #20 overall and top 10 in streaming. Watch out for these three in the coming weeks.



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LESLIE FRAM

CMT Sr VP Music Initiatives

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

HARDY wait in the truck feat. lainey wilson



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BIG LOUD



MIKE O'MALLEY INTEL

CURRENT POSITION:

AUTHOR/
CONSULTANT/SPEAKER/
RADIO HALL OF FAME RECIPIENT

Before we get into the “WTF, Mike has written a novel” part, let’s discuss characters and get kinda granular. Since 87% of the MMI readers are in the music biz, is Fabulous Frankie fashioned after a radio personality of actual existence?

Ha! I’m not sure I’d reveal who, if that was true! No, Fabulous Frankie is a mashup of stereotypes and caricatures. Since I set the story in 1972, and Fabulous Frankie is a spirit-helper, I wanted to capture the “larger than life” image that DJs of the early 60s had. Where they’d show up in a leopard print suit and draw crowds just as large as the acts they presented at station shows and paid gigs. That was Fabulous Frankie’s time on the air.

He was an enormous star, so I wanted to give him several traits that would have set him apart: on air bits like Fabulous Frankie’s Hanky Pankies, where listeners put together Frankie’s obscure clues to guess whatever ‘tricky doohickey’ he’d brought into the studio that night. Frankie continues to use this style to provide clues that Stan must put together to solve the mystery.

Of course, Frankie only speaking in rhymes is unique as well.

He was a fun character to write.

Ok, now. WTF? With your schedule as one of radio’s leading consultants, how in the world did you find time to craft this hilarious, complex and winding tale?

I wrote in pieces. I took ideas for scenes or chapters and fleshed them out, which allowed me to build a lot of the book fairly quickly. I assumed at the end, I’d simply link these pieces together. As I started doing this, I quickly found out that the story timeline was a mess. The consequences of some things were happening before their inciting incidents. So I had to go back and toss or re-write a lot of what I’d written. I’m not doing that for the second book in the series. I set up tent poles and then ad-lib my way from pole to pole.

The storyline of “Last But Not Fleeced” clearly dabbles in the supernatural but also feels authentic. Are some of the elements crafted from personal experiences?

The supernatural, not so much. But the setting, absolutely. Several generations on mother’s side of the family were born in around Atlantic City, NJ, and it was a place I spent my summers from diapers through. I worked my way through school in multiple hotels and restaurants that appear under fictitious names in the novel.

Let’s discuss marketing and promotion: Like any artist releasing content, do you plan to use your expertise and extensive media relationships to get the book “to the people”?

I have a four-bucket marketing plan: a newsletter database, personal and virtual appearances, social media, and heritage media. I’ve done better with some of these than others.

Close your eyes. The phone rings and it's say, Castle Rock Entertainment. They want to make a feature film from "Last But Not Fleeced"? Part of the deal is you have to create the movies soundtrack. Considering the time period, story and characters, please give us 5 singles that will appear on the accompanying musical compilation.

I LOVE this question! Picking out the soundtrack meant combing through most-played lists of top-40 songs from the 60s through late spring 1972, which was fun! Plus, the songs had to relate to whatever was going on at that moment in the story.

There was only one song I absolutely I was going to use before I started assembling the soundtrack: The Hollies' "Long Cool Woman (In A Black Dress)." The song plays on the jukebox as Stan's girlfriend, Maureen, "Mo" walks into a dive bar to meet Stan and discuss the case. Sometimes I'd play this a few times in a row before writing or editing to help put me in the era.

Other songs that made it into the novel include "People Are Strange," "Bad Moon Rising," "Paint It Black," and "Last Train to Clarksville." I wanted to include the iconic "Brandy (You're a Fine Girl)," but that was released just after the story ends.

Who are the writers have influenced you and have inspired you to create fiction?

I'm a fan of noir, so Raymond Chandler, Dashiell Hammett, Carroll John Daly, and Elmore Leonard helped me form the character of Mo's alter-ego—a 1930s hard-boiled private eye. I also love local humor woven into stories. Janet Evanovich is great at this with New Jersey and Stephanie Plum as are Florida writers Tim Dorsey and Carl Hiaasen.

Who are the media contributors that have influenced you and inspired you to create great radio?

It's a long, long list. Most people on it, I had the chance to work with, though there are people who I never met inspired me just by their work. What set me on the consulting path was the chance to work with E. Karl in 1980. E. was with this new company, The Research Group, and the idea of working with multiple stations' programmers simultaneously struck me as a career path I needed to take.

Will there be an audiobook version and if so, who would be your dream voice and personality to bring it to life?

I expect that there will be an audiobook at some point. As far as a reader, that's a tough call. Danny DeVito would make a great Pinky, and Kirsten Dunst for Mo. Maybe this guy Skip Bishop could be the reader.

We ordered our copy from Amazon. Can you tell our readers how to find there copies of "Last But Not Fleeced"?

You can find the e-book, paperback, and Kindle Unlimited versions on Amazon. Here's the link below.



CLICK ON COVER FOR AMAZON LINK

NEW KIND OF COUNTRY

Ten Gallon Hats off to Apple TV for tackling this tremendous and totally groundbreaking series. This concepts smashes down the walls and rules and makes the concept of Country music as global as it should be. And what a wonderfully visual platform for Jimmie, Mickey and Orville to bolster as borders widen and barricades bend as the doors are kicked open to all. Flat screen: on. Remote: in hand. Click below:



Check out these videos hand-picked by our staff!



CMT
PRESENTS

TYLER BRADEN - "NEON GRAVE"

MMI Science Lesson Alert: Why does Newton's 3rd Law apply here? For the action, watch this video. The reaction will be wanting to go see Tyler Braden live really badly and really fast. Lordy me, this is the real dark and gritty dang deal. This Alabama boy is a real to life fire-fighter and after seeing this clip, he's also a fire starter. And a gatekeeper of the future of real Country music. For a rocking crescendo and a face melter, click here:



MORGAN WALLEN - "ONE THING AT A TIME"

Morgan continues his world domination with a whimsical salute to a checklist called "One Thing at a Time". No wonder he's become the biggest musical phenom as he spins tales of truth with quirky couplets and vanquishing verses. He's our new musical Mark Twain and has the Southern charm of a precocious kid next door with all the answers. Rock on Mr. Wallen, keep shining so brightly. Click here:



RAE LYNN - "BROKEN ONE"

Wow. This is an amazing song with a powerful message for modern times. It captures the rarity of a solid-based family with a history of undisturbed and non-turbulent love. With a spin unseen before in Country lyrics, the uber-cool Raelynn tells the tale of different worlds colliding and the outcome is beautiful. This track has a short route from the car speaker to the driver's heart. Click here:



MEGHAN PATRICK - "OURS"

Meghan is one of the top-shelf, decorated, accomplished mega-talented Canadian artists who deserves recognition across the invisible 2-foot imaginary fence between the US and our Northern Neighbors. She's won CCMAS, had huge hits and critical acclaim, and is a writer and artist. Someday the fence will come down and programmers will pick for their playlists from the plethora of amazing Canadian stars who are waiting and deserve a border crossing. Click here:



CAROLINE JONES - "LAWLESS"

It's time for us all to give Caroline Jones the recognition that her musical talent deserves. She plays many and multiple instruments well. She writes and has an angelic multi-genre voice and range. Caroline has a natural stage swagger and has been seen killing it in front of millions opening for Jimmy Buffet and The Zac Brown Band, which led to her membership in that musical group. In this studio clip of "Lawless" it's hard not to deny the song and the artist's appeal. Her day is coming...soon. Click here:



CHARTS/POWERS:

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

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

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

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

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

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

HOT ZONE / DEVELOPING

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

RECURRENTS

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

ACTION

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

STREAMING AUDIO, VIDEO AND SALES

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

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

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MONDAY MORNING INTEL

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NOT IN MY BOWL**

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Monkey Dog

Cooper