

MONDAY
MORNING
INTEL

Lainey Wilson

"HEART LIKE A TRUCK"

MAX SPINS NOW - 4/3

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MMI
PROFILE
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Country Edition

NASHVILLE
APPROVED

MARCH 27, 2023

CMA FEMALE VOCALIST OF THE YEAR

Lainey Wilson

“HEART LIKE A TRUCK”

MAX SPINS NOW – 4/3

FOR A **#1** ON
MONDAY, APRIL 3RD!



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MONDAY MORNING INTEL

MARCH 27, 2023

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

MONDAY
MORNING
INTEL

#1

SONGS THIS WEEK
BY MMI COMPOSITE CATEGORIES 3.27.23

COMPOSITE

BAILEY ZIMMERMAN "Rock And A Hard Place"

AIRPLAY

BAILEY ZIMMERMAN "Rock And A Hard Place"

AIRSCORE

BAILEY ZIMMERMAN "Rock And A Hard Place"

CALLOUT

LUKE COMBS "Going, Going, Gone"

AUDIO

MORGAN WALLEN "Last Night"

VIDEO

MORGAN WALLEN "Last Night"

SALES

MORGAN WALLEN "Last Night"

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in large markets in just 4 weeks for under \$10,000.

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CONNER SMITH

CREEK

WILL RISE

GOING FOR ADDS
NEXT MONDAY

APRIL 3RD

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THE CREEK WILL RISE, AND SO WILL YOUR RATINGS!

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

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	33	6	27	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
2	35	16	19	JORDAN DAVIS	Next Thing You Know	MCA Nashville
3	48	34	14	MORGAN EVANS	Over For You	Warner/WEA
4	31	17	14	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
5	36	23	13	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
6	37	26	11	TIM MCGRAW	Standing Room Only	Big Machine
7	41	30	11	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
8	27	19	8	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
9	15	8	7	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
10	20	13	7	MEGAN MORONEY	Tennessee Orange	Arista Nashville/Columbia
11	46	39	7	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville

Songs that have significantly dountreanded on the Powers charts are reclassified as Recurent and can remain there for up to two years, before being reclassified as Gold.

RANK TW	ARTIST	TITLE	LABEL/IMPRINT
1	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
2	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
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	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
11	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
12	PARMALEE	Take My Name	Stoney Creek/BMG
13	MORGAN WALLEN	Wasted On You	Big Loud/Republic
14	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
15	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
16	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
17	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
18	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
19	JON PARDI	Last Night Lonely	Capitol Nashville
20	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
21	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
22	JIMMIE ALLEN	down home	Stoney Creek
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	LUKE COMBS	Forever After All	River House/Columbia Nash
28	WALKER HAYES	Fancy Like	Monument/RCA
29	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
30	LUKE COMBS	Cold As You	River House/Columbia Nash



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
HOTZONE	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic
HOTZONE	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
HOTZONE	JORDAN DAVIS	Next Thing You Know	MCA Nashville
HOTZONE	TIM MCGRAW	Standing Room Only	Big Machine
HOTZONE	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
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	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
DEVELOPING	CODY JOHNSON	Human	CoJo/Warner/WMN
DEVELOPING	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
DEVELOPING	DAN + SHAY	You	Warner/WAR
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	SHANE PROFITT	How It Oughta Be	BMLG
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	COLE SWINDELL	Drinkaby	Warner/WMN
DEVELOPING	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
DEVELOPING	HAILEY WHITTERS	Everything She Ain't	Pegasus/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	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb
DEVELOPING	KOLBY COOPER	Excuses	Combustion/Wheelhouse
DEVELOPING	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
DEVELOPING	CHRIS YOUNG	Looking For You	RCA Nashville
DEVELOPING	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment
DEVELOPING	DRAKE MILLIGAN	Sounds Like Something I'd Do	Stoney Creek
DEVELOPING	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville

TOP 30 BILLBOARD



Next Thing You Know

**JORDAN
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**OVER 111 MILLION
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MMI WEEK AT A GLANCE

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Morgan Wallen, the floor is yours! What a week for him. TWO songs in the top 10 and THREE on the MMI Power Chart. Safe to say that no one is hotter at this point. First, his recent number one, "Thought You Should Know" rebounds back up to #2 from 12th last week. I've been doing this column for about a couple of months, and this is the first "re-surge" I've seen from a song. Check these numbers out - 6th in sales, 2nd video streams, 3rd audio streaming and 4th in callout. No question this one remains in heavy.

Now for the "other" two. "Last Night" and "One Thing At A Time". I'll keep saying it. "Last Night" is the bigger hit by all indications. Let's look at the two this week. "Night" goes from 11th to 6th overall. It is the #1 seller and streamer (both) and already 8th in callout. More of the panel is believing as the airplay rank rises to 23rd from 28th. "One Thing" is not too shabby, either, at this point. It arrives at #18 this week moving all the way from 31. The song's strength comes from streaming - 8th in video and 2nd in audio. The panel is also behind this one mainly because it is the single. Airplay rank is 22nd. Here's another interesting Morgan gem - he has the top 3 audio streaming songs. Do you play all 3? If it were me, I'd say it's a no-brainer.

Two songs for the panel to keep a watchful eye on are Jordan Davis' "Next Thing You Know" and Tim McGraw's "Standing Room Only". The common theme with these two are the lyrics. Two songs with a personal message. What was once the basis for this format. "Next Thing" lands at 16th this week from #20 with streaming being its strength ranking 6th in video and 7th in audio. The panel is slowly getting on this with an airplay rank of 35. Tim McGraw debuts #26 and is the #2 seller. There is still a lot more of a story to come for this one even though it's already ranked 37th in airplay.

The top 5 is the same as last week but some switched positions. Hardy and Lainey Wilson's "wait in the truck" descends one spot this week to #5. Still hot in sales and video streams both ranked 4th. Lainey's "Heart Like A Truck" drops one position to 4th ranking 3rd in sales and top 10 everywhere else. By the way, Lainey Wilson is the first woman in over 10 years to have two songs in the top 10 at the same time. Couldn't pass up offering that to you.

At #3 from 2 last week is Luke Combs "Going Going Gone". Top 10 in sales and streaming and the #1 callout tune. We already mentioned Mr. Wallen at #2 with "Thought You Should Know". Remaining in the top spot for the second straight week is Bailey Zimmerman's "Rock and a Hard Place". Top 5 across the board and showing lots of life ahead so this one should be in heavy for a while.



**MONDAY
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**MMI AND THE AIRPLAY INTEL
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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	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra	PLAY VIDEO ▶
4	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud	PLAY VIDEO ▶
5	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR	PLAY VIDEO ▶
6	JORDAN DAVIS	Next Thing You Know	MCA Nashville	PLAY VIDEO ▶
7	LAINÉY 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	TIM MCGRAW	Standing Room Only	Big Machine	PLAY VIDEO ▶
20	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville	PLAY VIDEO ▶
21	DIERKS BENTLEY	Gold	Capitol Nashville	PLAY VIDEO ▶
22	JON PARDI	Your Heart Or Mine	Capitol Nashville	PLAY VIDEO ▶
23	MORGAN EVANS	Over For You	Warner/WEA	PLAY VIDEO ▶
24	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury	PLAY VIDEO ▶
25	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash	PLAY VIDEO ▶
26	DILLON CARMICHAEL	Son Of A	Riser House	PLAY VIDEO ▶
27	DAN + SHAY	You	Warner/WAR	PLAY VIDEO ▶
28	SCOTTY MCCREERY	It Matters To Her	Triple Tigers	PLAY VIDEO ▶
29	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb	PLAY VIDEO ▶
30	SAM HUNT	Water Under The Bridge	MCA Nashville	PLAY VIDEO ▶
31	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	PLAY VIDEO ▶
32	CARLY PEARCE	What He Didn't Do	Big Machine	PLAY VIDEO ▶
33	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow	PLAY VIDEO ▶
34	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville	PLAY VIDEO ▶
35	OLD DOMINION	Memory Lane	Arista Nashville	PLAY VIDEO ▶
36	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment	PLAY VIDEO ▶
37	DRAKE MILLIGAN	Sounds Like Something I'd Do	Stoney Creek	PLAY VIDEO ▶
38	COLE SWINDELL	Drinkaby	Warner/WMN	PLAY VIDEO ▶
39	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	PLAY VIDEO ▶
40	CHRIS YOUNG	Looking For You	RCA Nashville	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	SHANE PROFITT	How It Oughta Be	BMLG	PLAY VIDEO ▶
44	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.	PLAY VIDEO ▶
45	THOMAS RHETT	Angels	Valory Music Co.	PLAY VIDEO ▶
46	DUSTIN LYNCH	Stars Like Confetti	Broken Bow	PLAY VIDEO ▶
47	ASHLEY MCBRYDE	Light On In The Kitchen	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 ▶

HARDY wait in the truck feat. lainey wilson



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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	COMBS, LUKE	Going, Going, Gone	6	2	2	9
2	ZIMMERMAN, BAILEY	Rock And A Hard Place	4	1	3	16
3	HUBBARD, TYLER	Dancin' In The Country	15	5	4	2
4	WALLEN, MORGAN	Thought You Should Know	2	6	1	26
5	YOUNG, BRETT	You Didn't	11	3	9	11
6	JOHNSON, CODY	Human	22	7	5	4
7	DAN + SHAY	You	1	11	7	15
8	WALLEN, MORGAN	Last Night	25	4	22	1
9	WILSON, LAINEY	Heart Like A Truck	7	8	6	24
10	PEARCE, CARLY	What He Didn't Do	8	17	10	13
11	MCCREERY, SCOTTY	It Matters To Her	12	9	11	30
12	ALDEAN, JASON	That's What Tequila Does	20	10	12	25
13	HARDY FEAT. LAINEY WILSON	Wait In The Truck	28	13	8	17
14	BENTLEY, DIERKS	Gold	16	16	17	21
15	MCCOLLUM, PARKER	Handle On You	3	21	15	35
16	URBAN, KEITH	Brown Eyes Baby	26	12	27	6
17	OLD DOMINION	Memory Lane	9	20	18	28
18	LYNCH, DUSTIN	Stars Like Confetti	17	18	21	19
19	DICKERSON, RUSSELL	God Gave Me A Girl	24	22	16	12
20	KENT, COREY	Wild As Her	18	14	20	31
21	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	You, Me, & Whiskey	5	39	14	10
22	DAVIS, JORDAN	Next Thing You Know	41	34	19	5
23	NICHOLS, JOE	Good Day For Living	31	15	38	8
24	JELLY ROLL	Need A Favor	13	26	26	23
25	HAILEY WHITTERS	Everything She Ain't	27	24	13	36
26	PROFITT, SHANE	How It Oughta Be	10	19	39	47
27	HOUSER, RANDY	Note To Self	34	32	25	14
28	PARMALEE	Girl In Mine	14	31	42	22
29	SCOTT, DYLAN	Can't Have Mine	19	25	31	40
30	MORONEY, MEGAN	Tennessee Orange	33	29	24	33
31	JANSON, CHRIS	All I Need Is You	49	27	32	3
32	PARDI, JON	Your Heart Or Mine	38	28	29	34
33	HUNT, SAM	Water Under The Bridge	45	33	23	18
34	UNDERWOOD, CARRIE	Hate My Heart	39	30	28	38
35	RHETT, THOMAS	Angels	43	23	37	37
36	YOUNG, CHRIS	Looking For You	40	35	40	20
37	SHELTON, BLAKE	No Body	35	37	44	27
38	COOPER, KOLBY	Excuses	21	38	43	44
39	DEAN, JACKSON	Fearless	32	45	36	32
40	CHURCH, ERIC	Doing Life With Me	42	40	33	43
41	CARMICHAEL, DILLION	Son Of A	37	36	47	39
42	GILBERT, BRANTLEY & B.SHELTON FEAT. V.GILL	Heaven By Then	47	44	30	41
43	SWINDELL, COLE	Drinkaby	23	42	45	45
44	KING, ELLE FEAT. DIERKS BENTLEY	Worth A Shot	36	46	35	48
45	BALLERINI, KELSEA	If You Go Down (I'm Goin' Down Too)	30	50	46	7
46	WALLEN, MORGAN	One Thing At A Time	29	48	34	49
47	TENPENNY, MITCHELL	We Got History	46	41	48	29
48	MILLIGAN, DRAKE	Sounds Like Something I'd Do	44	43	49	50
49	BRYAN, ZACH	Something In The Orange	50	47	41	46
50	MCGRAW, TIM	Standing Room Only	48	49	50	42



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CURRENT POSITION:

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PD - WIRK
WEST PALM BEACH, FL

Globally and in the US, there has been a major spike in the popularity on Latino music. Bad Bunny, Rosalia, and many more are dominating streams and sales charts. You recently programmed in 2 markets that have heavy Hispanic population. In Country, how did you address that audience and will the trend effect the Country Charts?

The Hispanic audience in Houston tends to originate more from Mexico & Central America; South Florida Hispanics tend to be more Cuban and Dominican. Salsa/rhythmic music is bigger in the Caribbean, where regional music is bigger in Mexico and is not as far as a leap to country. We identify the 'hits' through research and play them. As for the trend continuing, I am sure it will. The world is changing and that includes the country audience. If you don't move and change with them you will find yourself behind.

You are known to be a creative guy. Let's draw a picture! With multi-market voice tracking a thing and working from home becoming common as well; with zoom, AI and corporate music lists all encroaching, what do radio stations look like in the future? Here are your crayons.

I have never been one to color inside the lines, so I hope you brought the BIG box with the sharpener on the back. I don't think there is one answer to that question. I don't foresee radio getting 'less' competition anytime soon. We are all competing for a share of ear. And there are more competitors coming none of us know about yet. Lets not forget all of our streaming friends will have to compete with THEM too. I don't buy that radio is fading. Success is going to look different from company to company. Being part of The Hubbard family of stations we are laser focused on being brands for our local markets. The best local talents, creating content on- air and digitally for our neighbors. But for some, a national format brand will be a success. And some will find a combination of these things will be successful for them.

Ok Bruce, stay with us here: You have to drive a 66 VW Microbus from West Palm to Becky Brenner's house in Seattle to deliver "Classic South Florida Cuisine" for a pot-luck. Your traveling companions are an artist, another PD and a label rep. The radio is AM only but hasn't worked since 1987 so you have to choose 5 songs (any genre) as sing-a-longs.

A. Who are your van-mates and why?

B. What are your 5 sing-a-longs (suggestion: everyone must know the words)

C. What dish are you delivering to Becky's Barbecue Bash.

While that sounds like such a blast, if we're dreaming - I'm going BIG. I'm calling Kenny Chesney and his sweet plane to come pick me up in WPB, its a short flight from St. Johns. Next stop Atlanta to snag Mike Moore before we swing by the 615 to pick up Miranda McDonald (because someone has to sing the low parts!). Kenny loves Classic Rock so Hotel California is a must. Not many people know this, but Mike is a huge Nicki Minage fan, Super Freaky Girl plays non-stop in his minivan. Miranda and I will do our go to

karaoke song; Sonny & Cher's I Got You Babe. (Miranda sounds EXACTLY like Sonny). I never go a day without an Elton John song, I doubt I will ever get sick of Rocketman. And of course David Allan Coe's You Never Even Called Me By My Name, because it's the perfect Country & Western song. When we arrive at Becky's door I'm bringing what I brought to every party growing up in Kentucky. A warm 2 liter bottle of Squirt and a family size bag of Funyuns.

Who is the smartest person you know?

Jon Loba. It's the only thing that explains all the success.

Research and observations of music consumers are showing more "genre sharing" than ever. DSP consumers seem to be playlist hopping from Country to Pop to Hip-Hop more frequently. Will Terrestrial radio formats reflect this or will it be more beneficial to "stay in your lane"?

Consumers have been doing this forever. Its not new. How many pre-sets did you have on your 1st car? Country, CHR, Hot AC, Classic Rock, Urban AC - I still do it everyday on my drive to work. Stay in your lane! Be THE NAME BRAND Country station for your market.

J. McLean, Dicky Betts, Tiffany Trump, Cassadee Pope and Mike Dungan show up at your office at 6:30pm and want to go to dinner. You fire up the aforementioned 66 Microbus and head out to your favorite restaurant in WPB. Where are you taking these folks and what do you suggest from the menu?

I can't endorse hanging out with such a polarizing and controversial figure as Mike Dungan. But the rest of us are going to El Camino Mexican Cantina! The Smoked Jalapeno-Pineapple Margarita will change your life!

MONDAY MORNING INTEL

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CRS SALUTES THE MAYOR OF MUSIC ROW

One of the most dynamic, emotional and purposeful moments of the recently concluded CRS was the Charlie Monk Tribute at The New Faces Show. Charlie's recent passing has left a hole in the heart of the beloved gathering and the film below captured his spirit and wit beautifully. Click Here:



Check out these videos hand-picked by our staff!



CMT
PRESENTS

CONNER SMITH - "CREEK WILL RISE"

Conner Smith, Nashville's red-hot musical wunderkind and the subject of MMI's first episode of Meet and 3, brings us an instructional video on the culinary art of swamp vittles. Crayfish, crawdads, punk-ass lobsters, whatever you call them, Professor Smith presents this upbeat well crafted Country Smash called "Creeks Will Rise".....boil up some swamp water and drop these critters into heavy rotation. Click here:



SEAFORTH - "I CAN'T TAKE YOU ANYWHERE"

Road warriors and crowd-pleasing duo Seaforth again shows off their amazingly smooth vocals on this performance clip of "I Can't Take You Anywhere". This duo has multi-format crossover potential deluxe and never ever seems to leave the road. They work hard, write beautifully, pack clubs, and sing their Country brains out. Click here:



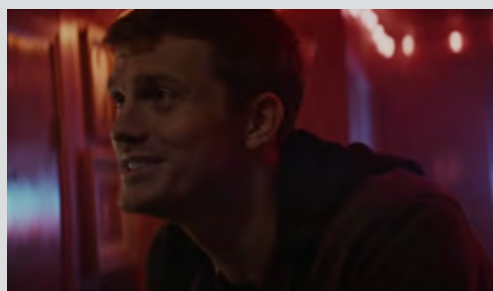
DAVID MORRIS - "I HATE THIS JOB"

Mr. Morris is NOT happy with his pizza-slicing and slinging gig. But he is happy with his social and streaming numbers and well he should be. The edgy West Virginia boy has no problem mixing up his Hip-Hop with his Country and has amassed a dang truckload of attention with his salty, witty spin on life. If you go down the David Morris musical rabbit hole, your gonna find some absolutely fun stuff and the numbers to match. Click here:



WALKER HAYES - "6 STRING AMERICAN DREAM"

Looky here: As we see it, here's how this went down. Ol' Walker went out behind his Alabama garage into the workshop, moved the mower and poured his heart out, and whipped up another clever, wisdom-laced smash. Here, Walker's whining about this 'n that but it sounds to us like a Tacklebox full of hooks with tight lines. Click here:



PARKER MCCOLLUM - "REST OF MY LIFE"

This video is brilliant yet hard to watch. The song is poetic and well-crafted but stabs like a knife. The message is so real but difficult to accept and avoid. Simply put, addiction is horrible. Parker puts it out there the best way he knows how...musically and beautifully. 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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