# MONDAY MORNING INTEL

# **HADDY Wait in the truck** feat. lainey wilson

Country Edition

NASHVILLE APPROVED

APRIL 3, 2023

MMI

PROFILE SARAH KAY



# convert now

BIG LOUD

# MONDAY MORNING

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MINI – A MODERN DAY MUSIC RESEARCH SYSTEM



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# MMI- POWERS

Weighted Airplay, AIRscore, Streaming Scores, and Sales Scores this week combined and equally weighted deviser Powers Rankers.

TW RK Airplay	TW RK AIRscore	TW RK Callout	TW RK Audio	TW RK Video	TW RK SALES	TW COMP Rank	ARTIST	TITLE	LABEL
1	1	1	2	3	4	1	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
2	3	4	9	6	2	2	LAINEY WILSON	Heart Like A Truck	Broken Bow
4	2	2	7	10	9	3	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
6	4	8	11	2	5	4	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
24	14	6	1	1	1	5	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
3	5	7	10	11	11	6	CARLY PEARCE	What He Didn't Do	Big Machine
5	6	16	14	16	14	7	PARKER MCCOLLUM	Handle On You	MCA Nashville
11	10	5	16	19	12	8	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
8	7	19	13	9	19	9	COREY KENT	Wild As Her	Combustion/RCA Nashville
12	9	11	18	14	16	10	CODY JOHNSON	Human	CoJo/Warner/WMN
9	8	9	20	17	21	11	BRETT YOUNG	You Didn't	BMLG
19	13	30	12	12	10	12	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash
28	21	18	8	5	18	13	JORDAN DAVIS	Next Thing You Know	MCA Nashville
16	16	39	3	8	13	14	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic
29	20	14	17	15	7	15	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
7	11	15	31	23	17	16	DIERKS BENTLEY	Gold	Capitol Nashville
27	23	40	4	4	6	17	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
10	12	10 22	26	34 20	20	18	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
17 25	15 28	22 24	19 22	30 24	23 26	19 20	OLD DOMINION Justin Moore & Priscilla Block	Memory Lane	Columbia Nashville
35 14	20 17	24 17	22 38	24 39	26 34	20 21	KEITH URBAN	You, Me, And Whiskey Brown Eyes Baby	Valory/InDent/Mercury Capitol Nashville
14 26	22	21	30 24	39 35	34 40	21	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
20 15	18	21	24 33	33	40 41	22	SAM HUNT	Water Under The Bridge	MCA Nashville
47	47	27 X	5	13	3	23	LUKE COMBS	5 Leaf Clover	River House/Columbia Nash
13	38	3	46	32	36	25	DAN + SHAY	You	Warner/WAR
36	24	36	34	20	25	26	BLAKE SHELTON	No Body	Warner/WMN
32	29	29	23	26	39	27	JON PARDI	Your Heart Or Mine	Capitol Nashville
48	48	X	6	7	8	28	LUKE COMBS	Love You Anyway	River House/Columbia Nash
30	32	44	43	25	15	29	TIM MCGRAW	Standing Room Only	Big Machine
33	19	26	35	40	44	30	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
21	26	20	44	41	46	31	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
42	43	12	29	21	49	32	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
34	36	31	28	46	32	33	THOMAS RHETT	Angels	Valory Music Co.
22	31	42	42	43	24	34	COLE SWINDELL	Drinkaby	Warner/WMN
40	35	43	25	31	31	35	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
37	37	32	32	36	42	36	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
25	34	35	39	48	35	37	PARMALEE	Girl In Mine	Stoney Creek
39	40	33	36	37	33	38	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment
23	33	37	48	29	37	39	DILLON CARMICHAEL	Son Of A	Riser House
38	41	38	37	42	30	40	CHRIS YOUNG	Looking For You	RCA Nashville
31	30	23	45	44	48	41	RANDY HOUSER	Note To Self	Magnolia Music
46	44	Х	30	27	29	42	MORGAN EVANS	Over For You	Warner/WEA
18	25	34	49	45	43	43	SHANE PROFITT	How It Oughta Be	BMLG
49	49	Х	15	22	22	44	LUKE COMBS	Growin' Up And Gettin' Old	River House/Columbia Nash
45	46	X	27 50	18	45	45	CHAYCE BECKHAM	23 Cood Day For Living	Wheelhouse
20	27 20	25	50	49 47	47 50	46	JOE NICHOLS	Good Day For Living	Quartz Hill Broken Bow
44 41	39 42	13 20	40 41	47 50	50 20	47	DUSTIN LYNCH	Stars Like Confetti	Broken Bow Triple Tigoro
41 42	42 45	28 41	41 47	50 20	38 27	48	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers Stopey Creek
43 50	45 50	41	47 21	38 28	27 28	49 50	DRAKE MILLIGAN LUKE COMBS	Sounds Like Something I'd Do Joe	Stoney Creek River House/Columbia Nash
50	JU	Х	21	20	20	50		200	MINEL LINUSE/OUTILINIA MASI





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	47	24	23	LUKE COMBS	5 Leaf Clover	River House/Columbia Nash
2	48	28	20	LUKE COMBS	Love You Anyway	River House/Columbia Nash
3	24	5	19	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
4	35	20	15	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
5	28	13	15	JORDAN DAVIS	Next Thing You Know	MCA Nashville
6	29	15	14	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
7	27	17	10	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
8	42	32	10	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
9	36	26	10	BLAKE SHELTON	No Body	Warner/WMN
10	19	12	7	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash



4.3.23

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

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



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	OLD DOMINION	Memory Lane	Columbia Nashville
HOTZONE	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
HOTZONE	PARMALEE	Girl In Mine	Stoney Creek
HOTZONE	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
HOTZONE	JORDAN DAVIS	Next Thing You Know	MCA Nashville
HOTZONE	CHRIS YOUNG	Looking For You	RCA Nashville
HOTZONE	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
HOTZONE	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN

Country

# MMI- DEVELOPING

4.3.23

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	CODY JOHNSON	Human	CoJo/Warner/WMN
DEVELOPING	DAN + SHAY	You	Warner/WAR
DEVELOPING	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	SHANE PROFITT	How It Oughta Be	BMLG
DEVELOPING	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
DEVELOPING	COLE SWINDELL	Drinkaby	Warner/WMN
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House
DEVELOPING	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
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
DEVELOPING	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
DEVELOPING	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
DEVELOPING	KOLBY COOPER	Excuses	Combustion/Wheelhouse
DEVELOPING	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
DEVELOPING	KELSEA BALLERINI	lf You Go Down (I'm Going)	Black River Entertainment
DEVELOPING	CHRIS JANSON	All I Need Is You	BMLG
DEVELOPING	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
DEVELOPING	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
DEVELOPING	DRAKE MILLIGAN	Sounds Like Something I'd Do	Stoney Creek
DEVELOPING	JACKSON DEAN	Fearless	Big Machine

# DARIUS RUCKER

# IMPACTING NOW!



## Country MONDAY MORNING INTEL 4.3.23



ATTENDED ATTEND

1.171



JOHN SHOMBY Owner/CEO Country's Radio Coach, Inc.

I saw a country PD mention a few weeks ago that it appears that the format is returning to being more artist-driven and less song-driven. This week's Power chart shows us heading in that direction with two of the format's biggest stars placing multiple songs each on the list. Luke Combs, first, after his release of his new "Getting' Old" album retains the 3rd spot on the chart with his latest single "Going Going Gone". With the album's release, FOUR other songs make it on the chart. The poignant "Joe" is at the bottom of the chart at 50 but ranks 21st in audio streams and top 30 in sales and video streams. "Growin' Up and Gettin' Old" sits at #44 with top 25 ranks in sales and video streams and top 15 with audio streaming. "Love You Anyway" debuts at 28 overall and ranks top 10 in sales and streaming while "5 Leaf Clover" is the album but frontrunner starting at 24th on the Power chart solely bolstered by top 5 ranks in sales and streaming. We'll see which one raises its hand as the next Luke big thing.

Then there's Morgan Wallen. His "Thought You Should Know" moved into Recurrent BUT two songs from the "One Thing At A Time" album are making their moves again this week. The title cut, and single, rises to 14th from #18 ranking 13th in sales, 8th in video streams and 3rd in audio streaming. Airplay increases also going from 22nd to 16th. Meanwhile, while not a single, "Last Night" clearly appears to be a favorite cut as it breaks into the top 5 already after 3 weeks at #5 from 6 last week. It's the number one seller and the number one streamer again this week PLUS 6th already in callout. Moving from 33 to 24 in airplay ranks shows that stations are getting on the bandwagon. The audience is already there.

Proving that a song does stay very alive with the audience AFTER the number one push, Carly Pearce's "What He Didn't Do" bounces back into the top 10 at #6 overall from 12th last week. Top 10 ranks in audio streaming and callout plus 11th in sales and video streams. The song still has some life to it. Speaking of bouncing back, Zach Bryan's "Something in the Orange" will not give up going back up to two spots to 17th. Still a sales and streaming giant ranked 6th and 4th respectively. Still a lot of listeners who are not familiar with this artist based on the airplay rank of 27th.

Jordan Davis' "Next Thing You Know" enters the top 15 at 13th from 16 last week on the strength of stream ranking 5th in video and 8th in audio. With only 4 weeks under its belt, the panel is starting to notice as the airplay rank advances to #28 from 36 last week. With the strong lyrical content, this could move faster in the coming weeks. Watch this one closely.

Four of the top 5 are the same songs with two changes in position. Morgan Wallen, as mentioned earlier, is 5th. Moving from 5th to 4th is Hardy and Lainey Wilson's "wait in the truck". The video is the big driver ranking 2nd although it's also 5th in sales and 8th in callout, Hanging at 3rd, as we said is Luke Combs. Moving up to #2 from the 4th spot last week is Lainey Wilson's "Heart Like A Truck" ranking top 10 in streams and top 5 in sales and callout. After 44 weeks, it's finally coming home!

Remaining in the #1 position this week is "Rock and a Hard Place" from Bailey Zimmerman. This one looks even bigger than "Fall in Love" ranking 1st in callout, 2nd in audio streaming, 3rd in video streams and 4th in sales. A year ago, no one knew who this young man was. Now – different story.



MONDAY

MORNING

NTF

# With this MMI data, you'll get the WHADLE WHADLE TRUDUE TRUDUE TRUDUE Nothing but the truth, so help me. Monday Morning Intel.

#### TIM ROBERTS Vice President/Format Captain

Vice President/Format Captail Programming Audacy

MMI AND THE AIRPLAY INTEL FAMILY OF PUBLICATIONS

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

Country MMI-VIDED STREAMING

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

4.3.23

AV Rank	ARTIST	TITLE	LABEL/IMPRINT	LISTEN! LINKS
1	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic	PLAY VIDEO 🕨
2	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud	PLAY VIDEO 🕨
3	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra	PLAY VIDEO 🕨
4	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR	PLAY VIDEO 🕨
5	JORDAN DAVIS	Next Thing You Know	MCA Nashville	PLAY VIDEO 🕨
6	LAINEY WILSON	Heart Like A Truck	Broken Bow	PLAY VIDEO 🕨
7	LUKE COMBS	Love You Anyway	River House/Columbia Nash	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	CARLY PEARCE	What He Didn't Do	Big Machine	PLAY VIDEO 🕨
12	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash	PLAY VIDEO 🕨
13	LUKE COMBS	5 Leaf Clover	River House/Columbia Nash	PLAY VIDEO 🕨
14	CODY JOHNSON	Human	CoJo/Warner/WMN	PLAY VIDEO 🕨
15	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG	PLAY VIDEO 🕨
16	PARKER MCCOLLUM	Handle On You	MCA Nashville	PLAY VIDEO 🕨
17	BRETT YOUNG	You Didn't	BMLG	PLAY VIDEO 🕨
18	CHAYCE BECKHAM	23	Wheelhouse	PLAY VIDEO 🕨
19	TYLER HUBBARD	Dancin' In The Country	EMI Nashville	PLAY VIDEO 🕨
20	BLAKE SHELTON	No Body	Warner/WMN	PLAY VIDEO 🕨
21	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville	PLAY VIDEO 🕨
22	LUKE COMBS	Growin' Up And Gettin' Old	River House/Columbia Nash	PLAY VIDEO 🕨
23	DIERKS BENTLEY	Gold	Capitol Nashville	PLAY VIDEO 🕨
24	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury	PLAY VIDEO 🕨
25	TIM MCGRAW	Standing Room Only	Big Machine	PLAY VIDEO 🕨
26	JON PARDI	Your Heart Or Mine	Capitol Nashville	PLAY VIDEO 🕨
27	MORGAN EVANS	Over For You	Warner/WEA	PLAY VIDEO 🕨
28	LUKE COMBS	Joe	River House/Columbia Nash	PLAY VIDEO 🕨
29	DILLON CARMICHAEL	Son Of A	Riser House	PLAY VIDEO ►
30		Memory Lane	Columbia Nashville	PLAY VIDEO ►
31	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash	PLAY VIDEO >
32	DAN + SHAY	You Weber Under The Dridge	Warner/WAR	PLAY VIDEO >
33 24		Water Under The Bridge	MCA Nashville	
34 35	SCOTTY MCCREERY HAILEY WHITTERS	It Matters To Her	Triple Tigers	PLAY VIDEO >
36	DYLAN SCOTT	Everything She Ain't Can't Have Mine (Find You A)	Pigasus/S&D/Big Loud Curb	
30	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment	PLAY VIDE0 ► Play video ►
38	DRAKE MILLIGAN	Sounds Like Something I'd Do	Stoney Creek	PLAY VIDEO
39	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	PLAY VIDEO
40	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow	PLAY VIDEO
41	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville	PLAY VIDEO
42	CHRIS YOUNG	Looking For You	RCA Nashville	PLAY VIDEO >
43	COLE SWINDELL	Drinkaby	Warner/WMN	PLAY VIDEO >
44	RANDY HOUSER	Note To Self	Magnolia Music	PLAY VIDEO >
45	SHANE PROFITT	How It Oughta Be	BMLG	PLAY VIDEO >
46	THOMAS RHETT	Angels	Valory Music Co.	PLAY VIDEO >
47	DUSTIN LYNCH	Stars Like Confetti	Broken Bow	PLAY VIDEO >
48	PARMALEE	Girl In Mine	Stoney Creek	PLAY VIDEO >
49	JOE NICHOLS	Good Day For Living	Quartz Hill	PLAY VIDEO ►
50	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers	PLAY VIDEO 🕨



Country is tested every week for Popularity, Familiarity and Burn in myraid key demographics. Each of four regions test 200 individuals for a total Sample Size of 800 per format.

	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	4	1	2	3			
2	COMBS, LUKE	Going, Going, Gone	7	3	3	8			
3	WALLEN, MORGAN	Thought You Should Know	5	6	1	15			
4	DAN + SHAY	You	3	5	6	17			
5	WILSON, LAINEY	Heart Like A Truck	1	2	7	35			
6	HUBBARD, TYLER	Dancin' In The Country	6	12	4	4			
7	WALLEN, MORGAN	Last Night	15	9	5	2			
8	PEARCE, CARLY	What He Didn't Do	2	17	8	7			
9	HARDY FEAT. LAINEY WILSON	Wait In The Truck	11	7	10	28			
10	YOUNG, BRETT	You Didn't	10	4	20	30			
11	MCCREERY, SCOTTY	It Matters To Her	17	8	13	37			
12	JOHNSON, CODY	Human	21	22	11	10			
13	MORGAN, KYLIE	If He Wanted To He Would	50	14	17	1			
14	LYNCH, DUSTIN	Stars Like Confetti	18	23	14	11			
15	JELLY ROLL	Need A Favor	13	24	15	25			
16	BENTLEY, DIERKS	Gold	16	15	23	27			
17	MCCOLLUM, PARKER	Handle On You	12	27	9	40			
18	URBAN, KEITH	Brown Eyes Baby	20	11	29	19			
19	DAVIS, JORDAN	Next Thing You Know	38	18	12	21			
20	KENT, COREY	Wild As Her	19	28	24	12			
21	UNDERWOOD, CARRIE	Hate My Heart	23	26	22	18			
22	HAILEY WHITTERS	Everything She Ain't	8	30	19	34			
23	OLD DOMINION	Memory Lane	22	21	28	23			
24	HOUSER, RANDY	Note To Self	31	20	25	13			
25	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	You, Me, & Whiskey	9	35	21	22			
26	NICHOLS, JOE	Good Day For Living	29	10	38	16			
27	ALDEAN, JASON	That's What Tequila Does	44	13	16	43			
28	HUNT, SAM	Water Under The Bridge	37	16	32	9			
29	DICKERSON, RUSSELL	God Gave Me A Girl	24	32	35	20			
30	PARDI, JON	Your Heart Or Mine	33	41	26	5			
31	MORONEY, MEGAN	Tennessee Orange	39	33	18	33			
32	RHETT, THOMAS	Angels	45	25	34 21	24			
33	SCOTT, DYLAN	Can't Have Mine If You Go Down (I'm Goin' Down Too)	28 30	37 49	31 27	32			
34 35	BALLERINI, KELSEA	All I Need Is You	30 43	48 31	27 33	6 15			
36	JANSON, CHRIS PROFITT, SHANE		43 26	51 19	55 44	45 49			
30 37	PARMALEE	How It Oughta Be Girl In Mine	20 14	38	44 45	49 39			
38	SHELTON, BLAKE	No Body	42	29	43 47	14			
39	CARMICHAEL, DILLION	Son Of A	36	34	46	26			
40	YOUNG, CHRIS	Looking For You	27	42	40	31			
41	COOPER, KOLBY	Excuses	34	39	43	42			
42	GILBERT, BRANTLEY & B. SHELTON FEAT. V.GILL	Heaven By Then	40	45	30	44			
43	KING, ELLE FEAT. DIERKS BENTLEY	Worth A Shot	41	43	39	38			
44	WALLEN, MORGAN	One Thing At A Time	25	49	36	47			
45	DEAN, JACKSON	Fearless	46	44	37	36			
46	BRYAN, ZACH	Something In The Orange	47	47	40	29			
47	MILLIGAN, DRAKE	Sounds Like Something I'd Do	35	40	48	41			
48	SWINDELL, COLE	Drinkaby	32	36	50	46			
49	TENPENNY, MITCHELL	We Got History	49	46	42	48			
50	MCGRAW, TIM	Standing Room Only	48	50	49	50			







# SARAH KAY INTEL

#### CURRENT POSITION:

94.9 WQMX PROGRAM DIRECTOR/ MORNING SHOW HOST: SCOTT AND SARAH IN THE MORNING

### You co-host a morning show plus you are the Program Director for WQMX. How do you separate being boss from being partner to your show co-host, Scott Wynn?

Scott Wynn is a pro! He has been in this business about as long as I have been alive. Thankfully, we worked together for years before I became the boss. He listens just as much I look to him for advice. Our relationship has always been a good one, but being a live and local station, something that strengthen it was COVID. We never left the station. We never worked from home once. It was me and him every morning together. Once I became the PD, he was one of my biggest supporters. The relationship of host vs boss is seamless because we already had the foundation in place.

## We've given you the keys to a classic 70's Pink Cadillac for a week. Where do you take it and who rides with you? Oh- yeah – you must include one radio person, one label person and one artist.

My husband drives- not because awwww- my husband has to go, but because he is a good driver and I like to chat! He is also not put out to drive a pink car as he drives my pink truck on the daily.

I'd bring my Promotions Director, Justina Bucceri because she is my artistic director, my hype girl, she knows socials and she is a blast!

Andy Flick- to balance out the car and he is an Ohio State Buckeyes fan! YASSSS!

Priscilla Block is so going on my joy ride! She is my vibe right now and she would help us all make the best Tik Toks.

#### We hear you love hats. Describe your five favorites.

I do love them (and attention), but prefer the term head gear because that includes head bands! Picking five is borderline impossible because I almost have an entire room devoted to my collection. They are divided into groups: animals, food and beverages, sports, pink things, holidays and misc. Five highlights: a squid, the the upside down ice cream cone, a piece of pumpkin pie, flamingos and a giant pink Christmas tree.

#### Who are the industry folks you look up to? And why?

Nancy Wilson from WHKO is one. I have never met her, but I think we would click! She is a PD doing a morning show and it appears she has been killing it forever! That is the goal.

Sue Wilson of Salem Media Group- she by far changed my career. She was my PD and mentor at WQMX for over a decade. She showed me what it looks like to be a female programmer. No, she showed me how to be a great programmer period. She is a force to be reckoned with. She opened so many doors for me and gave me all the opportunities to be where I am today.

#### How do you feel about the opportunities for women in programming for Country Radio?

I know there are not many of us out there, but there are more. The country audience is mainly female, so the opportunities for women in programming should be abundant- or at least you'd think. I never thought I would be a programmer, but here I am and I love it. Our opportunities are what we make them. Knock down the doors, make people listen, be heard, be creative, be seen. I know at WQMX I am surrounded by incredible, talented women. My APD, MD and Promotions Director- all women.

### Your on stage getting ready to introduce your headliner and you find out right then and there that the artist is stuck in traffic and won't be there for 30 minutes. What's next?

Sing! No, no. I had something similar happen, not that the artist was stuck in traffic, but his band was stuck in another state and not coming. They had to scramble to do an acoustic set. I did a little bit with the crowd, threw some merchandise, and played more music. They had to drag me off stage!

MONDAY

MORNING

## Monday MorningIntel.com

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

## MMI-INTELESCOPE

4.3.23

# JASON ISBELL RUNNING WITH OUR EYES CLOSED

Country

If you live and die by the Country music airplay (only) charts, you're existing in a tiny shell of Nashville's signature art form. This documentary is a full bag. Let's start with the fact that Jason Isbell is so widely referred and popular that he drew his own HBO special. The brilliant and complicated Nashville artist is married to an equal counterpart, Amanda Shires. "Running With Our Eyes Closed" is a focused lens looking at the seriousness of creating art that will become commerce. If you don't have a working knowledge of these two musicians, you should and after this premiere on 4/7, you will: Click here:





Country

MMI-INTELEVISION

Check out these videos hand-picked by our staff!



#### PRESENTS HAILEY WHITTERS - "EVERYTHING SHE AIN'T"ON TODAY SHOW

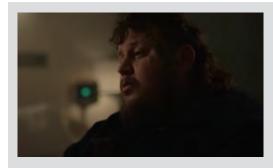
We LOVE Hailey Whitters. Her music and lyrics are just clever as all heck and she represents her own 'new kind of traditional' sound. If you haven't taken the time to deep dive into her music, you're missing something. We grabbed the remote and a bowl of cornflakes to catch this prime time slot on TODAY. Click here:



#### **CHRIS YOUNG** - "LOOKING FOR YOU"

Well heck, there's something up here for sure. Looks like this uptempo sweet little love missile has some funny bidness intertwined. Chris has picked up a load of serious jack and "Little Miss Lonely" is being chased by some rough-looking bad boys, yo. In the words of Phil Collins, there's something in the air tonight, oh Lord. Click here:





#### **JELLY ROLL** - "NEED A FAVOR"

Why is Jelly Roll so big? (Easy now...we're talking music). Because you believe him. This track is dripping in desperation that is so real that you know the artist has felt anguish, loss, and pain. "Need a Favor" is not a light plea. It's a scream from the heart of a man who is already...the next big thing. Click here:





#### **TIGIRLILY GOLD - "BLONDE"**

You can never underestimate the power of "Blonde". From blockbuster movies to its own branded line of jokes, to a zillion songs, Broadway plays, and ad campaigns, "Blonde" has power and its own message. So why wouldn't these fair-headed sisters escape the cold of North Dakota and find a career in Music City. This clip is the title track of their upcoming EP out soon and adds more fuel to Tigirlily Gold's single,

"Shoot Tequila". Click here:





#### **CONNER SMITH - "CREEK WILL RISE"**

If you are placing your bet on Conner Smith breaking big...you're late to the table. The music fans have already discovered and embraced him. His viral success with "I Hate Alabama" wasn't just about a TikTok moment, it also sent a signal that this kid can write, sing, and perform like the pro he is. The Nashville born and raised has lived in the songwriting world all his born days. At MMI, we are seeing a rising superstar.

Click here:



## CHARTS/POWERS:

Monday

MORNING

**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.

UNDERSTANDING EACH OF THE 6 KEY COMPONENTS

**Z** 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.

**3 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.

**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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Country

# MONDAY Morning Intel

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THANK YOU from the entire staff: 4.3.23

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