

**MONDAY**  
**MORNING**  
**INTEL**

THE LATEST SINGLE  
ALREADY OVER 24 MILLION STREAMS

LEE BRICE

Save  
the  
Roses

IMPACTING NOW

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RECORDS

*Country Edition*

**NASHVILLE  
APPROVED**

APRIL 17, 2023

# **MONDAY MORNING INTEL**

APRIL 17, 2023

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***MMI - A MODERN DAY MUSIC RESEARCH SYSTEM***

FOR YOUR ACM CONSIDERATION

# Lainey Wilson

— THE MOST NOMINATED FEMALE —



FEMALE ARTIST OF THE YEAR

ALBUM OF THE YEAR *BELL BOTTOM COUNTRY*

SINGLE OF THE YEAR "HEART LIKE A TRUCK"

SONG OF THE YEAR "WAIT IN THE TRUCK"

VISUAL MEDIA OF THE YEAR "WAIT IN THE TRUCK"

MUSIC EVENT OF THE YEAR "WAIT IN THE TRUCK"





MONDAY  
MORNING  
INTEL

# #1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

4.17.23

**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**

BAILEY ZIMMERMAN "Rock And A Hard Place"

**AUDIO**

MORGAN WALLEN "Last Night"

**VIDEO**

MORGAN WALLEN "Last Night"

**SALES**

JELLY ROLL "NEED A FAVOR"

## TRUE INTEGRATION

**RCS**  
Sound Software

GSelector®

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Mobile



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	1	3	3	5	1	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
6	2	7	8	5	3	2	LAINIE WILSON	Heart Like A Truck	Broken Bow
4	3	9	9	2	4	3	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
19	10	3	1	1	2	4	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
7	6	2	15	19	6	5	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
17	7	4	11	12	11	6	CARLY PEARCE	What He Didn't Do	Big Machine
5	4	11	12	11	19	7	COREY KENT	Wild As Her	Combustion/RCA Nashville
2	5	12	13	15	16	8	PARKER MCCOLLUM	Handle On You	MCA Nashville
9	8	14	18	14	7	9	CODY JOHNSON	Human	CoJo/Warner/WMN
21	16	8	7	6	18	10	JORDAN DAVIS	Next Thing You Know	MCA Nashville
13	12	30	10	10	9	11	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash
28	18	21	14	8	1	12	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
12	14	39	4	9	13	13	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic
11	9	10	32	17	25	14	BRETT YOUNG	You Didn't	BMLG
29	22	40	2	4	10	15	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
8	13	16	23	30	24	16	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
3	11	23	35	24	17	17	DIERKS BENTLEY	Gold	Capitol Nashville
14	15	22	17	25	21	18	OLD DOMINION	Memory Lane	Columbia Nashville
31	26	5	19	22	29	19	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
16	19	27	34	35	12	20	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
40	49	13	6	18	15	21	LUKE COMBS	5 Leaf Clover	River House/Columbia Nash
23	20	32	21	26	32	22	JON PARDI	Your Heart Or Mine	Capitol Nashville
25	21	19	24	28	39	23	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
36	39	35	26	13	8	24	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment
49	50	x	5	7	14	25	LUKE COMBS	Love You Anyway	River House/Columbia Nash
15	17	26	33	32	44	26	SAM HUNT	Water Under The Bridge	MCA Nashville
22	23	24	42	31	28	27	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
30	27	15	37	41	31	28	THOMAS RHETT	Angels	Valory Music Co.
10	45	6	44	33	38	29	DAN + SHAY	You	Warner/WAR
26	30	41	27	40	23	30	COLE SWINDELL	Drinkaby	Warner/WMN
39	48	x	20	23	22	31	KANE BROWN	Bury Me In Georgia	RCA Nashville
24	28	25	31	48	40	32	PARMALEE	Girl In Mine	Stoney Creek
32	32	34	25	42	36	33	CHRIS YOUNG	Looking For You	RCA Nashville
37	38	42	22	27	34	34	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
33	35	20	36	36	46	35	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb
45	36	28	28	20	47	36	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
27	29	43	41	37	27	37	TIM MCGRAW	Standing Room Only	Big Machine
50	40	x	16	21	35	38	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
18	25	31	48	44	42	39	SHANE PROFITT	How It Oughta Be	BMLG
44	37	33	39	45	20	40	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville
47	47	x	29	16	43	41	CHAYCE BECKHAM	23	Wheelhouse
20	24	17	50	49	49	42	JOE NICHOLS	Good Day For Living	Quartz Hill
42	43	37	47	29	26	43	DRAKE MILLIGAN	Sounds Like Something I'd Do	Stoney Creek
41	34	18	38	46	50	44	DUSTIN LYNCH	Stars Like Confetti	Broken Bow
48	44	x	30	34	37	45	MORGAN EVANS	Over For You	Warner/WEA
35	31	45	46	47	30	46	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN
38	42	29	40	50	41	47	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
34	41	38	43	43	48	48	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
43	46	44	45	39	33	49	JACKSON DEAN	Fearless	Big Machine
46	33	36	49	38	45	50	DILLON CARMICHAEL	Son Of A	Riser House

**THE LONGEST RUNNING TOP 10 SINGLE  
IN BILLBOARD COUNTRY AIRPLAY CHART HISTORY**



FOR YOUR ACM CONSIDERATION  
**DUSTIN LYNCH**

**MUSIC EVENT OF THE YEAR**  
"THINKING 'BOUT YOU" (FEAT. MACKENZIE PORTER)

**MOST PLAYED SONG OF 2022**  
**6 WEEK #1**  
**OVER 465 MILLION** GLOBAL ON-DEMAND STREAMS



BMG

Songs that are out performing current airplay results and a worth a second look in terms of airplay acceleration.

TWRK RANK	TWRK AIRPLAY	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	49	25	<b>24</b>	LUKE COMBS	Love You Anyway	River House/Columbia Nash
2	40	21	<b>19</b>	LUKE COMBS	5 Leaf Clover	River House/Columbia Nash
3	28	12	<b>16</b>	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
4	19	4	<b>15</b>	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
5	29	15	<b>14</b>	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR
6	36	24	<b>12</b>	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment
7	31	19	<b>12</b>	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
8	50	38	<b>12</b>	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
9	21	10	<b>11</b>	JORDAN DAVIS	Next Thing You Know	MCA Nashville
10	17	6	<b>11</b>	CARLY PEARCE	What He Didn't Do	Big Machine

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	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
2	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
3	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
4	JORDAN DAVIS	What My World Spins Around	MCA Nashville
5	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville/RCA
6	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
7	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
8	NATE SMITH	Whiskey On You	Arista Nashville
9	TYLER HUBBARD	5 Foot 9	EMI Nashville
10	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
11	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
12	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
13	PARMALEE	Take My Name	Stoney Creek/BMG
14	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
15	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
16	MORGAN WALLEN	Wasted On You	Big Loud/Republic
17	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
18	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
19	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
20	JON PARDI	Last Night Lonely	Capitol Nashville
21	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
22	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
23	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra
24	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
25	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
26	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
27	LUKE COMBS	Forever After All	River House/Columbia Nash
28	JIMMIE ALLEN	down home	Stoney Creek
29	WALKER HAYES	Fancy Like	Monument/RCA
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	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic
HOTZONE	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash
HOTZONE	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
HOTZONE	JORDAN DAVIS	Next Thing You Know	MCA Nashville
HOTZONE	JON PARDI	Your Heart Or Mine	Capitol Nashville
HOTZONE	THOMAS RHETT	Angels	Valory Music Co.
HOTZONE	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
HOTZONE	CHRIS YOUNG	Looking For You	RCA Nashville
HOTZONE	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb
HOTZONE	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
HOTZONE	CHRIS JANSON	All I Need Is You	BMLG
HOTZONE	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN
HOTZONE	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment
HOTZONE	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
HOTZONE	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
HOTZONE	KANE BROWN	Bury Me In Georgia	RCA Nashville
HOTZONE	LUKE COMBS	5 Leaf Clover	River House/Columbia Nash
HOTZONE	DUSTIN LYNCH	Stars Like Confetti	Broken Bow
HOTZONE	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	OLD DOMINION	Memory Lane	Columbia Nashville
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	SHANE PROFITT	How It Oughta Be	BMLG
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	PARMALEE	Girl In Mine	Stoney Creek
DEVELOPING	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
DEVELOPING	TIM MCGRAW	Standing Room Only	Big Machine
DEVELOPING	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
DEVELOPING	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
DEVELOPING	KOLBY COOPER	Excuses	Combustion/Wheelhouse
DEVELOPING	DRAKE MILLIGAN	Sounds Like Something I'd Do	Stoney Creek
DEVELOPING	JACKSON DEAN	Fearless	Big Machine



KIP  
MOORE

DAMN  
LOVE

AVAILABLE 4/17  
ADD 5/1

FROM HIS UPCOMING ALBUM,  
*DAMN LOVE*, 4/28

MCA  
NASHVILLE  
A UNIVERSAL MUSIC COMPANY



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

**JOHN SHOMBY**

Owner/CEO  
Country's Radio Coach, Inc.

Get ready. The Jellyroll train is on the move again. Big week for the big man! He's the fastest riser this week going from 17 to 12 on the Powers chart with "Need a Favor". It is the number one seller and is 8th in video streaming and bubbling just under the top 20 in callout. The panel is still lagging a bit behind with an airplay rank up one spot to 28 this week. This artist has some momentum, and the panel really should take a long, hard look at getting this going sooner rather than later. Megan Moroney's "Tennessee Orange" continues to get more support getting up to 13th from 18 in airplay. Good story for the song as a top 10 seller and streamer. If you want to get more females on your station, this young lady should be at the front of the line.

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Entering the top 10 for the first time is Jordan Davis' sentimental "Next Thing You Know". It's sits at #10 this week moving up one spot. This one feels as if it's on the verge of breaking with top 10n ranks in streaming and callout.

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Luke Combs has two cuts in the top 25. The exact two of which he has asked his fans to pick a single – "5 Leaf Clover" and "Love You Anyway". "Love You" goes 28 to 25 ranking 7th in video streams and 5th in audio streams while "Clover" rises 4 spots to 21 ranking 6th in audio streams and top 15 in sales. "Love You" remains at the bottom of the airplay chart at 49th while "Clover" has some early believers rising to 40th from 48 last week.

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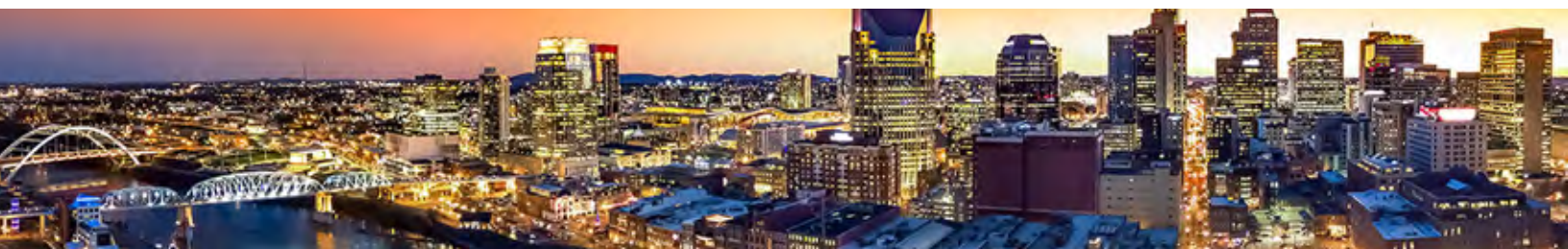
Although it stayed at #6, be impressed with Carly Pearce's "What He Didn't Do". It's been dropping down the Mediabase chart, stations are coming off it (13 to 17 in airplay), yet still is top 5 in callout and top 12 in sales and streams. I'd still be on this in heavy.

---

There's a new face in the top 5 in the form of Tyler Hubbard as his "Dancin' in the Country" dances its way from 8 to 5 this week. The strength is in sales at #6 and callout ranking 2nd. The top 4 remains the same. Morgan Wallen's "Last Night" hangs in at 4th as the #1 streamer, 2nd in sales and 3rd in callout. More stations are hopping on it as it goes from 21 to 19 in airplay. It's single counterpart "One Thing at A Time", by the way, stays at #13 and is a top 5 audio streamer and top 10 with video streams. Pretty clear here what the strongest of the two is.

---

Still in the second spot is Lainey Wilson's "Heart Like a Truck" at #3 in sales and top 5 in video streams along with top 10 ranks with audio streaming and callout. Entering his 4th week with the number one song, Bailey Zimmerman's "Rock and a Hard Place" is top 5 across the board including the number one callout. As a new artist, he has two #1 songs in less than 3 months – unheard of in this format for quite some time. Bailey's new single "Religiously" has been released to radio as of today so we'll where that goes in the coming weeks.





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	<a href="#">PLAY VIDEO ▶</a>
2	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud	<a href="#">PLAY VIDEO ▶</a>
3	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra	<a href="#">PLAY VIDEO ▶</a>
4	ZACH BRYAN	Something in the Orange	Belting Bronco/Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
5	LAINÉY WILSON	Heart Like A Truck	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
6	JORDAN DAVIS	Next Thing You Know	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
7	LUKE COMBS	Love You Anyway	River House/Columbia Nash	<a href="#">PLAY VIDEO ▶</a>
8	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG	<a href="#">PLAY VIDEO ▶</a>
9	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic	<a href="#">PLAY VIDEO ▶</a>
10	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash	<a href="#">PLAY VIDEO ▶</a>
11	COREY KENT	Wild As Her	Combustion/RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
12	CARLY PEARCE	What He Didn't Do	Big Machine	<a href="#">PLAY VIDEO ▶</a>
13	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment	<a href="#">PLAY VIDEO ▶</a>
14	CODY JOHNSON	Human	CoJo/Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
15	PARKER MCCOLLUM	Handle On You	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
16	CHAYCE BECKHAM	23	Wheelhouse	<a href="#">PLAY VIDEO ▶</a>
17	BRETT YOUNG	You Didn't	BMLG	<a href="#">PLAY VIDEO ▶</a>
18	LUKE COMBS	5 Leaf Clover	River House/Columbia Nash	<a href="#">PLAY VIDEO ▶</a>
19	TYLER HUBBARD	Dancin' In The Country	EMI Nashville	<a href="#">PLAY VIDEO ▶</a>
20	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville	<a href="#">PLAY VIDEO ▶</a>
21	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra	<a href="#">PLAY VIDEO ▶</a>
22	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury	<a href="#">PLAY VIDEO ▶</a>
23	KANE BROWN	Bury Me In Georgia	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
24	DIERKS BENTLEY	Gold	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
25	OLD DOMINION	Memory Lane	Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
26	JON PARDI	Your Heart Or Mine	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
27	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash	<a href="#">PLAY VIDEO ▶</a>
28	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	<a href="#">PLAY VIDEO ▶</a>
29	DRAKE MILLIGAN	Sounds Like Something I'd Do	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
30	SCOTTY MCCREERY	It Matters To Her	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
31	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
32	SAM HUNT	Water Under The Bridge	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
33	DAN + SHAY	You	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
34	MORGAN EVANS	Over For You	Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
35	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
36	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb	<a href="#">PLAY VIDEO ▶</a>
37	TIM MCGRAW	Standing Room Only	Big Machine	<a href="#">PLAY VIDEO ▶</a>
38	DILLON CARMICHAEL	Son Of A	Riser House	<a href="#">PLAY VIDEO ▶</a>
39	JACKSON DEAN	Fearless	Big Machine	<a href="#">PLAY VIDEO ▶</a>
40	COLE SWINDELL	Drinkaby	Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
41	THOMAS RHETT	Angels	Valory Music Co.	<a href="#">PLAY VIDEO ▶</a>
42	CHRIS YOUNG	Looking For You	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
43	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
44	SHANE PROFITT	How It Oughta Be	BMLG	<a href="#">PLAY VIDEO ▶</a>
45	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
46	DUSTIN LYNCH	Stars Like Confetti	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
47	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
48	PARMALEE	Girl In Mine	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
49	JOE NICHOLS	Good Day For Living	Quartz Hill	<a href="#">PLAY VIDEO ▶</a>
50	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>

A full-page portrait of Jason Aldean. He is wearing a black cowboy hat, a black leather jacket over a black t-shirt, and a gold chain with a cross pendant. He has a goatee and is looking directly at the camera. The background is a bright, hazy outdoor setting.

# JASON ALDEAN

FOR YOUR  
ACM CONSIDERATION

---

## Entertainer of the Year

---

ACM Triple Crown Winner  
and Artist of the Decade

27 Career #1 Hits

Over 20 BILLION  
Global Streams

Over 20 Million Albums Sold

---



BMG



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	37	1	1	2
2	HUBBARD, TYLER	DANCIN' IN THE COUNTRY	3	13	2	8
3	WALLEN, MORGAN	LAST NIGHT	2	17	3	21
4	PEARCE, CARLY	WHAT HE DIDN'T DO	7	2	7	20
5	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	YOU, ME, & WHISKEY	4	11	6	24
6	DAN + SHAY	YOU	1	5	11	41
7	WILSON, LAINEY	HEART LIKE A TRUCK	14	4	4	29
8	DAVIS, JORDAN	NEXT THING YOU KNOW	13	6	24	4
9	HARDY FEAT. LAINEY WILSON	WAIT IN THE TRUCK	5	25	8	27
10	YOUNG, BRETT	YOU DIDN'T	12	20	13	10
11	KENT, COREY	WILD AS HER	6	23	21	17
12	MCCOLLUM, PARKER	HANDLE ON YOU	9	24	5	50
13	COMBS, LUKE	5 LEAF CLOVER	23	18	26	3
14	JOHNSON, CODY	HUMAN	27	3	9	44
15	RHETT, THOMAS	ANGELS	26	21	22	6
16	MCCREERY, SCOTTY	IT MATTERS TO HER	20	19	12	35
17	NICHOLS, JOE	GOOD DAY FOR LIVING	22	9	32	9
18	BROWN, KANE	BURY ME IN GEORGIA	43	38	25	1
19	LYNCH, DUSTIN	STARS LIKE CONFETTI	15	14	14	48
20	HAILEY WHITTERS	EVERYTHING SHE AIN'T	8	28	19	23
21	SCOTT, DYLAN	CAN'T HAVE MINE	34	12	17	22
22	JELLY ROLL	NEED A FAVOR	18	27	10	31
23	OLD DOMINION	MEMORY LANE	19	35	15	7
24	BENTLEY, DIERKS	GOLD	11	10	29	36
25	UNDERWOOD, CARRIE	HATE MY HEART	31	22	27	14
26	JANSON, CHRIS	ALL I NEED IS YOU	32	26	20	18
27	PARMALEE	GIRL IN MINE	10	7	48	26
28	HUNT, SAM	WATER UNDER THE BRIDGE	29	15	35	11
29	URBAN, KEITH	BROWN EYES BABY	41	8	31	28
30	MORGAN, KYLIE	IF HE WANTED TO HE WOULD	49	30	18	5

This is an abbreviated report.  
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**AIRPLAY**  
**INTEL**  
**3.0**



**MONDAY  
MORNING  
INTEL**

**YES,  
I  
GET  
IT**



When you're building something, you need to have the **RIGHT TOOLS** on hand. When you're **BUILDING YOUR PLAYLISTS** each week, MMI is of one those tools to reach for to **COMPLETE YOUR PROJECT.**

**CHRIS CLARE**

Director of Country Programming/Program Director  
Binnie Media/WTHT-Portland, Maine

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

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



# carly pearce

FOR YOUR ACM CONSIDERATION

**female artist of the year**

**single of the year**

**"NEVER WANTED TO BE THAT GIRL"**

CARLY PEARCE & ASHLEY MCBRYDE

**visual media of the year**

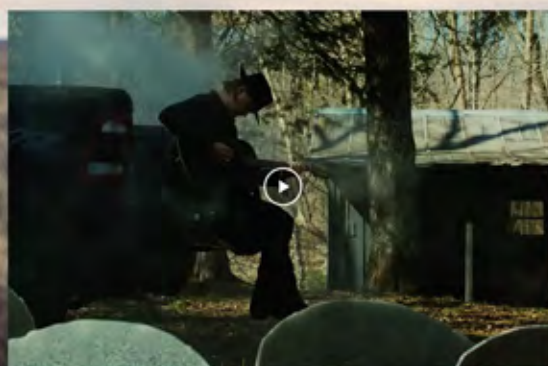
**"WHAT HE DIDN'T DO"**



# JACKSON DEAN

**FOR YOUR ACM CONSIDERATION**

**NEW MALE ARTIST  
OF THE YEAR**



**WATCH THE NEW MUSIC VIDEO FOR  
FEARLESS (THE ECHO) NOW!**







# CHAD RUFER INTEL

## CURRENT POSITION:

GROUP DIRECTOR  
OF PROGRAMMING  
BONNEVILLE SACRAMENTO

**There are distinct sub-cultural differences between programming Pop and Country Radio. You have had experience in both arenas! Let's address a few of them. Please compare the 2 formats in terms of number one battles, label/artist relationships, duration of currents and interaction with listeners. That will keep you busy!!!**

There's a lot to unpack there. Let's start with the battle for number one. I do feel like the country community has had an impact on the pop labels over the past few years because all of a sudden I started hearing, "our plan is to go #1 on XX date." I had to laugh and asked if they were going to start calling it a "push week" too. In all seriousness, the Hot AC/Pop labels do have a tough job trying to time the peak of their songs because some stations are very aggressive while others are very conservative, and the spin count of each stations' "powers" vary a lot. Some stations play their powers at 65 spins per week while others are over 100. In the country format while some stations are more aggressive than others, the spin counts are at least relatively similar. I don't envy my partners in either format; they have a very difficult job.

The interaction between the artists and listeners is quite different between the two formats. Those of us that were solely focused on pop stations as Taylor Swift rose to stardom would always comment how impressive her interaction was with both programmers and listeners. I couldn't get over the fact that I received a handwritten note in the mail from her after a show. It was very memorable. Unbeknownst to me, this is how it has always worked in the country format, and it continues to work today. If country programmers go to a Garth Brooks or Luke Bryan stadium show, those artists make time to meet the programmers. The experience is not the same from their pop music counterparts. There continues to be a deep appreciation for radio from country artists.

**Let's say you added a weekend one hour show that featured only the top 10 streaming tracks in Sacramento. Would it work? What would be the positives and what would be the pitfalls?**

Programmers are beginning to realize that their number one competitor may not necessarily be the other radio station, but a pureplay platform. With that said, streaming data should be a piece of the puzzle when making music decisions, but it shouldn't be the end all be all. We still don't have demographic information about the who is actually streaming specific songs. If I was programming a very aggressive CHR station, that is a feature I would give real consideration to at night.



**You're a pilot. Not figuratively....like a real one. With a dash of your well-known creativity explain some of the similarities in programming a great radio station and flying a plane?**

"You can't let the airplane get ahead of you," an instructor used to say to me. "If it does you'll die." He meant, you already had to be one step ahead of the airplane and be prepared for unforeseen circumstances. You had to anticipate what would happen next and already be prepared for it. Radio is no different. You need to know your brand along with its strengths and weaknesses along with those of the competition. You need to know your talent along with what motivates them, and you need to know you're the strengths and weaknesses of your allies and enemies. You can never be complacent or take anything for granted.

**We have the weekend off. We're turning to you for some pointers. Please recommend the following and let us know why these are your choices:**

- A. A book to read Tony Soprano on Management: Leadership Lessons Inspired by America's Favorite Mobster or The Art of War by Sun Tzu
- B. A movie to watch-The Godfather or Hangover depending on your mood.
- C. An album to hear-I go through different moods on the weekend, I might start with Frank Sinatra "Live from the Main Event" with my Saturday morning coffee, transition into Dre "2001" and wrap up the weekend dreaming of the beaches of the Virgin Islands while streaming Tola Radio VI.
- D. A podcast to follow-Podcasts are not really my thing.

**The planet Earth has been stricken with an information crisis. Somebody turned off the "big switch"! There is no research available and there are no charts being generated. You have to assemble a panel of 'expert ears' to assist and advise in music selection. In the words of Ray Parker, Jr, "who ya gonna call?**

Guy Zapoleon, Steve Davis, Matt Bailey, and Bobby Irwin

**Any format, any position, any market....who are three radio legends that influenced your career and programming philosophies?**

Jon Zellner, Steve Salhany, Steve Davis, and Mike Donovan

**There's a bright eyed, hopeful and intelligent kid in your office. They say, Mr. Rufer. I want to go into radio and make a difference". What would you tell them?**

Take time to learn every single aspect of the business; even those aspects that you do not think you want to focus on. Doing this is going to give you a deeper appreciation of how everything works together and a deeper appreciation of others and their role within the industry. As you grow don't ever forget where you came from and the people who helped you get there; then pay it forward. Give the same respect to an intern as you would your boss. Finally, DO NOT BE A JERK to people. During the course of your career, you're going to have to make difficult and sometimes unpopular decisions for the best interest of the company, but when you do try to be as compassionate as possible.

# jealous of myself

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TENILLE ARTS & LEANN RIMES



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**IMMEDIATE AIRPLAY**



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# HARDY AND LAINHEY

## BEHIND THE SCENES

What a ride. "Wait In The Truck" is sliding all four wheels into the top on the chart. This brilliant duet is backing into the loading ramp like the produce truck at Kroger. Hardy is emerging as a multi-facet artist renaissance man and his co-star (Ginger Lainey) nails it in the track and video as well. Hardy himself narrates the walk through of the Tennessee backroads and provides us a peek at the inner goings-on from the video shoot: [Click Here](#)



**WAIT IN THE TRUCK**  
**HARDY Feat. Lainey Wilson**





Check out these videos hand-picked by our staff!



### LAUREN WATKINS - "SHIRLEY TEMPLE"

Ok....Wow. This lady has late-night gravel in her voice except they ran it through a rock tumbler. And....what a song!!! Watkins grew up swimming in Music City culture and played in her own sandbox of Lower Broadway and hole-in-the-walls. Little wonder Big Loud threw a net around this soul-saturated songster. "Shirley Temple" is an incredibly clever spin on jealousy...and so emotionally delivered like the last drink of the night. Click here:



### THE WAR AND TREATY - "HAVE YOU A HEART" LIVE

**MMI Fave Alert:** We love the fact that labels, venues, managers, and agents have suggested that this amazing wife and husband duo change their band's name. They won't. And they have become hotter than springtime charcoal grilling. The pair wails with a delicious mix of Gospel, Soul, Country, and Folk while not caring to which lane they belong. In the industry, the Americana world has grabbed and held on tight. The consumers and streaming audience were first in...and proud of it. Click here:



### JIMMIE ALLEN - "BE ALRIGHT"

**MMI Summer Breeze Alert:** Mr. Allen is casually and comfortably taking over the world. His mega-diverse depth of talent, fashion, musical trends, and collaborative style is his happy natural way of bringing great music to the people. As the weather changes, so does Jimmie's approach to a level of hometown comfort and peacefulness that we all need so badly. As he walks us around his Milton, Delaware stomping grounds, Jimmie assures us that all is gonna "Be Alright". To believe it, click here:



### JACKSON DEAN - "FEARLESS"

Jackson Dean is one of the frontmen of the "new breed" of Country artists that are breaking big in a modern way. Along with Bailey Z, Zach B, Corey K, and a path forged by Morgan W....Dean is shoulder to shoulder with bold gritty ticket selling, outlaw-ish newbies that are riding hard and fast into the mainstream of Country music. "Fearless" is just that, downright and dirty edge-lined lyrics with a performance that spells tough as nails with a heaping helping on human vulnerability. Click here:



### ASHLEY MCBRYDE - "THE DEVIL I KNOW"

Ashley brings us a salute to vices....a common Country theme revitalized! There's a wonderful spin of embracing one's imperfections and owning up to the life you choose in "The Devil I Know". There's a lil' bit of drinkin', smokin', and lovin' going on in this barroom confessional. Also, a tip of the 10-gallon to the production that sways between sweet acoustic to searing rock in the wink of a bartender's eye. Click here:



F O R Y O U R



C O N S I D E R A T I O N

NEW MALE ARTIST OF THE YEAR

**DYLAN SCOTT**



OVER 2 BILLION CAREER STREAMS

THREE #1 SINGLES

10 RIAA CERTIFICATIONS



## 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.*



A man and a woman are sitting in the cab of a truck. The man, in the foreground, is wearing a dark hat, glasses, and a plaid shirt. The woman, in the background, has long brown hair and is wearing a white tank top. The scene is dimly lit, with light coming from the side, creating a moody atmosphere.

# HARDY

wait  
in the truck  
feat. lainey wilson

MAX SPINS THROUGH 4/24

BIG LOUD

CALL US at  
818-699-6400  
or EMAIL  
[contact@mmi2020.com](mailto:contact@mmi2020.com)

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NOT IN MY BOWL**

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