

MONDAY
MORNING
INTEL

Kimberly Perry
IF I DIE YOUNG Pt. 2



MMI
PROFILE
TOM HANRAHAN

Country Edition

NASHVILLE
APPROVED

MAY 1, 2023

*Kimberly
Perry*

SONGS &
DAUGHTERS



available everywhere 5/5
IF I DIE YOUNG Pt. 2

MONDAY MORNING INTEL

MAY 1, 2023

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MMI – A MODERN DAY MUSIC RESEARCH SYSTEM

**MONDAY
MORNING
INTEL**

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

5.1.23

COMPOSITE

BAILEY ZIMMERMAN “Rock And A Hard Place”

AIRPLAY

PARKER MCCOLLUM “Handle On You”

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”

**MONDAY
MORNING
INTEL**

MondayMorningIntel.com



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

PARKER MCCOLLUM

MCA
NASHVILLE

"HANDLE ON YOU"

MAX SPINS
NOW!



NEW ALBUM
"NEVER ENOUGH"
OUT 5/12



TWRK AIRPLAY	TWRK AIRScore	TWRK CALLOUT	TWRK AUDIO	TWRK VIDEO	TWRK SALES	TWCOMP RANK	ARTIST	TITLE	LABEL
3	1	1	5	4	5	1	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
9	5	5	1	1	1	2	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
6	2	6	11	2	4	3	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
5	3	4	9	15	8	4	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
1	4	10	10	14	13	5	PARKER MCCOLLUM	Handle On You	MCA Nashville
12	8	7	18	13	11	6	CODY JOHNSON	Human	Colo/Warner/WMN
17	14	12	8	8	14	7	JORDAN DAVIS	Next Thing You Know	MCA Nashville
4	6	17	15	12	19	8	COREY KENT	Wild As Her	Combustion/RCA Nashville
20	15	21	14	7	3	9	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
13	11	24	12	11	10	10	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash
31	27	2	7	9	12	11	LUKE COMBS	Love You Anyway	River House/Columbia Nash
11	13	43	6	10	9	12	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic
2	7	18	32	22	15	13	DIERKS BENTLEY	Gold	Capitol Nashville
8	10	11	21	29	20	14	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
14	12	14	16	25	18	15	OLD DOMINION	Memory Lane	Columbia Nashville
7	9	8	37	17	25	16	BRETT YOUNG	You Didn't	BMLG
29	21	41	4	5	7	17	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR
24	20	9	19	24	31	18	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
50	x	x	3	3	6	19	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic
19	18	33	20	23	30	20	JON PARDI	Your Heart Or Mine	Capitol Nashville
15	16	15	35	35	32	21	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
25	19	20	23	26	38	22	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
49	49	x	2	6	2	23	LUKE COMBS	Fast Car	River House/Columbia Nash
44	36	25	13	19	17	24	LUKE COMBS	5 Leaf Clover	River House/Columbia Nash
33	31	28	25	20	21	25	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment
28	17	19	33	31	39	26	SAM HUNT	Water Under The Bridge	MCA Nashville
38	32	35	22	27	16	27	KANE BROWN	Bury Me In Georgia	RCA Nashville
10	44	3	46	30	37	28	DAN + SHAY	You	Warner/WAR
22	25	26	29	46	34	29	PARMALEE	Girl In Mine	Stoney Creek
32	30	16	31	32	40	30	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb
23	29	40	34	33	22	31	COLE SWINDELL	Drinkaby	Warner/WMN
27	26	27	36	37	35	32	THOMAS RHETT	Angels	Valory Music Co.
37	34	39	24	28	29	33	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
48	45	x	17	21	24	34	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
30	28	38	26	40	36	35	CHRIS YOUNG	Looking For You	RCA Nashville
26	33	42	42	36	23	36	TIM MCGRAW	Standing Room Only	Big Machine
21	22	31	48	39	44	37	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
39	40	13	39	49	28	38	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
45	42	30	30	18	49	39	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
16	23	34	49	41	43	40	SHANE PROFITT	How It Oughta Be	BMLG
18	24	23	50	50	46	41	JOE NICHOLS	Good Day For Living	Quartz Hill
34	35	45	45	42	26	42	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN
40	37	22	38	45	48	43	DUSTIN LYNCH	Stars Like Confetti	Broken Bow
46	48	x	27	16	45	44	CHAYCE BECKHAM	23	Wheelhouse
47	43	x	28	34	41	45	MORGAN EVANS	Over For You	Warner/WEA
43	47	36	40	47	27	46	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville
41	38	29	41	48	47	47	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville
36	39	37	47	43	42	48	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
35	41	32	43	44	50	49	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
42	46	44	44	38	33	50	JACKSON DEAN	Fearless	Big Machine

TW RANK	TW RK AIRPLAY	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	50	19	31	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic
2	49	23	26	LUKE COMBS	Fast Car	River House/Columbia Nash
3	31	11	20	LUKE COMBS	Love You Anyway	River House/Columbia Nash
4	44	24	20	LUKE COMBS	5 Leaf Clover	River House/Columbia Nash
5	48	34	14	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
6	29	17	12	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR
7	38	27	11	KANE BROWN	Bury Me In Georgia	RCA Nashville
8	20	9	11	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
9	17	7	10	JORDAN DAVIS	Next Thing You Know	MCA Nashville
10	33	25	8	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment

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

HAILEY WHITTERS

OVER
1 MILLION
EQUIVALENTS
TO DATE

RIAA
certified gold

*Everything
She
Ain't*





	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	JORDAN DAVIS	Next Thing You Know	MCA Nashville
HOTZONE	JON PARDI	Your Heart Or Mine	Capitol Nashville
HOTZONE	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
HOTZONE	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
HOTZONE	LUKE COMBS	Love You Anyway	River House/Columbia Nash
HOTZONE	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment
HOTZONE	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville
HOTZONE	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville
HOTZONE	CONNER SMITH	Creek Will Rise	Valory Music Co.

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic
DEVELOPING	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash
DEVELOPING	OLD DOMINION	Memory Lane	Columbia Nashville
DEVELOPING	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
DEVELOPING	SHANE PROFITT	How It Oughta Be	BMLG
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
DEVELOPING	PARMALEE	Girl In Mine	Stoney Creek
DEVELOPING	COLE SWINDELL	Drinkaby	Warner/WMN
DEVELOPING	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
DEVELOPING	TIM MCGRAW	Standing Room Only	Big Machine
DEVELOPING	THOMAS RHETT	Angels	Valory Music Co.
DEVELOPING	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR
DEVELOPING	CHRIS YOUNG	Looking For You	RCA Nashville
DEVELOPING	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb
DEVELOPING	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN
DEVELOPING	CHRIS JANSON	All I Need Is You	BMLG
DEVELOPING	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
DEVELOPING	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
DEVELOPING	KANE BROWN	Bury Me In Georgia	RCA Nashville
DEVELOPING	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
DEVELOPING	DUSTIN LYNCH	Stars Like Confetti	Broken Bow
DEVELOPING	JACKSON DEAN	Fearless	Big Machine
DEVELOPING	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville



MMI WEEK AT A GLANCE

JOHN SHOMBY

Owner/CEO
Country's Radio Coach, Inc.

The battle of the new superstars continues this week as Morgan Wallen AND Luke Combs both have THREE songs in the top 25 on the overall Powers chart. Luke's "Love You Anyway", the fan-voted single, is the best of his three moving up to 11th from #20 last week. Top 10 in streaming and 2nd already in callout, the panel is getting on it quickly as the airplay rank hits #31 all the way up from 46 last week. The one that lost out in the fan voting for single, "5 Leaf Clover" sits at 24 overall and has lost some stations who featured the cut when the new album "Growin' Old" was released two weeks ago. Airplay rank has dropped 5 spots to 44th even though the song is a fairly strong streamer at #13 audio and 19 video. The third cut, the remake of Tracy Chapman's late 80's hit, "Fast Car" debuts at 23 overall ranking 2nd in sales and audio streams and 6th in video streaming. With an airplay rank of 49, only a small handful of the panel are on this one, but I wouldn't count this out just yet. The familiarity of the song itself with the older audience and the fact that it's a crowd favorite on his tour will keep giving it life.

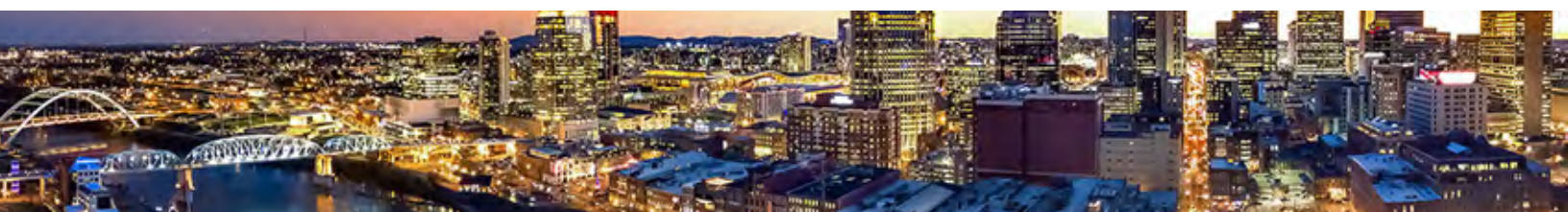
Morgan Wallen, meanwhile, has two of his three in the top 12. The single "One Thing at a Time" remains in the 12th overall spot this week ranking 9th in sales and 6th in audio streams. The bulk of the panel is playing it with airplay at 11th. The hit of the three appears to be "Last Night" with its overall rank of 2nd on the Powers chart. It's the #1 seller and streamer plus 5th in callout and, for the first time, passes "One Thing" on the airplay chart moving up 4 spots to 9th.

A third cut from the album is beginning to raise its hand. "Thinkin' 'Bout Me" is the 3rd ranked video and audio streamer and 6th in sales already. The fact that it's dead last in airplay at 50th tells us the panel has not yet really noticed it but something tells me they will.

Jellyroll and Jordan Davis are starting to add more panel support this week. Jelly's "Need A Favor" stays in the top 10 overall at #9 ranking 3rd in sales and 7th in video streams. Most importantly, the airplay rank rises nine spots to #20 this week. Jordan Davis' powerful "Next Thing You Know" is making its way up the top 10 up two to 7th behind a #8 rank in streaming and 12th in callout. In addition, more stations are jumping in with the airplay rank increasing to 17th. These two must be in heavy consideration, if not already.

Megan Moroney's first entry "Tennessee Orange" finally hits the top 10 at #10 and rises to 13th in airplay this week. A solid top 12 seller and streamer, she is now the highest-ranking female with a solo tune on the chart.

Bailey Zimmerman's "Rock and a Hard Place" and Hardy and Lainey Wilson's "Wait In The Truck" stay strong at #1 and 3, respectively. Bailey is tops across the board including #1 in callout showing it as still a big listener favorite while "Wait" has that powerful video at #2 and callout 6th indicating another big listener preference even after 34 weeks.



Heart to Break

RYAN GRIFFIN

IMPACTING 5/1

1.5M VIEWS OVER ALL SOCIAL MEDIA PLATFORMS

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	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic	PLAY VIDEO ▶
4	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra	PLAY VIDEO ▶
5	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR	PLAY VIDEO ▶
6	LUKE COMBS	Fast Car	River House/Columbia Nash	PLAY VIDEO ▶
7	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG	PLAY VIDEO ▶
8	JORDAN DAVIS	Next Thing You Know	MCA Nashville	PLAY VIDEO ▶
9	LUKE COMBS	Love You Anyway	River House/Columbia Nash	PLAY VIDEO ▶
10	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic	PLAY VIDEO ▶
11	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash	PLAY VIDEO ▶
12	COREY KENT	Wild As Her	Combustion/RCA Nashville	PLAY VIDEO ▶
13	CODY JOHNSON	Human	CoJo/Warner/WMN	PLAY VIDEO ▶
14	PARKER MCCOLLUM	Handle On You	MCA Nashville	PLAY VIDEO ▶
15	TYLER HUBBARD	Dancin' In The Country	EMI Nashville	PLAY VIDEO ▶
16	CHAYCE BECKHAM	23	Wheelhouse	PLAY VIDEO ▶
17	BRETT YOUNG	You Didn't	BMLG	PLAY VIDEO ▶
18	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville	PLAY VIDEO ▶
19	LUKE COMBS	5 Leaf Clover	River House/Columbia Nash	PLAY VIDEO ▶
20	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment	PLAY VIDEO ▶
21	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra	PLAY VIDEO ▶
22	DIERKS BENTLEY	Gold	Capitol Nashville	PLAY VIDEO ▶
23	JON PARDI	Your Heart Or Mine	Capitol Nashville	PLAY VIDEO ▶
24	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury	PLAY VIDEO ▶
25	OLD DOMINION	Memory Lane	Columbia Nashville	PLAY VIDEO ▶
26	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	PLAY VIDEO ▶
27	KANE BROWN	Bury Me In Georgia	RCA Nashville	PLAY VIDEO ▶
28	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash	PLAY VIDEO ▶
29	SCOTTY MCCREERY	It Matters To Her	Triple Tigers	PLAY VIDEO ▶
30	DAN + SHAY	You	Warner/WAR	PLAY VIDEO ▶
31	SAM HUNT	Water Under The Bridge	MCA Nashville	PLAY VIDEO ▶
32	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb	PLAY VIDEO ▶
33	COLE SWINDELL	Drinkaby	Warner/WMN	PLAY VIDEO ▶
34	MORGAN EVANS	Over For You	Warner/WEA	PLAY VIDEO ▶
35	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	PLAY VIDEO ▶
36	TIM MCGRAW	Standing Room Only	Big Machine	PLAY VIDEO ▶
37	THOMAS RHETT	Angels	Valory Music Co.	PLAY VIDEO ▶
38	JACKSON DEAN	Fearless	Big Machine	PLAY VIDEO ▶
39	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville	PLAY VIDEO ▶
40	CHRIS YOUNG	Looking For You	RCA Nashville	PLAY VIDEO ▶
41	SHANE PROFITT	How It Oughta Be	BMLG	PLAY VIDEO ▶
42	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN	PLAY VIDEO ▶
43	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.	PLAY VIDEO ▶
44	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville	PLAY VIDEO ▶
45	DUSTIN LYNCH	Stars Like Confetti	Broken Bow	PLAY VIDEO ▶
46	PARMALEE	Girl In Mine	Stoney Creek	PLAY VIDEO ▶
47	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville	PLAY VIDEO ▶
48	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville	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 ▶

RANK	ARTIST	TITLE	N'EAST	MIDWEST	SOUTH	WEST
1	ZIMMERMAN, BAILEY	ROCK AND A HARD PLACE	44	1	1	2
2	COMBS, LUKE	LOVE YOU ANYWAY	26	14	3	1
3	DAN + SHAY	YOU	3	2	12	20
4	HUBBARD, TYLER	DANCIN' IN THE COUNTRY	9	10	2	12
5	WALLEN, MORGAN	LAST NIGHT	24	4	7	10
6	HARDY FEAT. LAINEY WILSON	WAIT IN THE TRUCK	2	24	4	32
7	JOHNSON, CODY	HUMAN	16	5	5	34
8	YOUNG, BRETT	YOU DIDN'T	30	11	10	8
9	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	YOU, ME, & WHISKEY	11	16	9	21
10	MCCOLLUM, PARKER	HANDLE ON YOU	4	9	11	47
11	MCCREERY, SCOTTY	IT MATTERS TO HER	17	8	6	36
12	DAVIS, JORDAN	NEXT THING YOU KNOW	33	13	16	6
13	DICKERSON, RUSSELL	GOD GAVE ME A GIRL	5	20	13	29
14	OLD DOMINION	MEMORY LANE	7	21	18	16
15	URBAN, KEITH	BROWN EYES BABY	15	3	22	42
16	SCOTT, DYLAN	CAN'T HAVE MINE	13	36	8	18
17	KENT, COREY	WILD AS HER	27	15	17	24
18	BENTLEY, DIERKS	GOLD	34	7	21	23
19	HUNT, SAM	WATER UNDER THE BRIDGE	28	27	26	3
20	HAILEY WHITTERS	EVERYTHING SHE AIN'T	29	19	32	5
21	JELLY ROLL	NEED A FAVOR	12	18	30	19
22	LYNCH, DUSTIN	STARS LIKE CONFETTI	22	12	15	48
23	NICHOLS, JOE	GOOD DAY FOR LIVING	10	28	23	22
24	MORONEY, MEGAN	TENNESSEE ORANGE	38	34	19	9
25	COMBS, LUKE	5 LEAF CLOVER	6	23	28	27
26	PARMALEE	GIRL IN MINE	35	6	27	41
27	RHETT, THOMAS	ANGELS	18	17	25	37
28	BALLERINI, KELSEA	IF YOU GO DOWN (I'M GOIN' DOWN TOO)	23	32	38	11
29	RUCKER, DARIUS	FIRES DON'T START THEMSELVES	19	35	33	17
30	MORGAN, KYLIE	IF HE WANTED TO HE WOULD	50	31	34	7

This is an abbreviated report.
For greatly expanded research
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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**

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TOM HANRAHAN INTEL

CURRENT POSITION:

VICE PRESIDENT OF
COUNTRY PROGRAMMING
AND TALENT DEVELOPMENT
FOR SUMMIT MEDIA
WZZK, BIRMINGHAM,
AL PROGRAM DIRECTOR

It's no secret that music-based radio formats are challenged by streaming services. As one of radio's leading talent coaches, how can radio move back towards personality-based entertainment on today's restrictive budgets?

Thanks for the kind words...I was like...who's he talking to? First, we have to invest and "coach" the talent we have...and do it consistently. It's easier to do a drive by in the hall with talent and call that coaching. Effective and meaningful coaching is doing consistently. Great talent wants coaching but many times we get too busy (and that's easy to do) and we don't engage with daily touch points like we should. Second, we have to always be looking for the next great talent...and frankly many times it comes from outside the industry. I look everywhere...from servers and people I meet in clubs, restaurants...wherever. Life is full of great people who are REAL and AUTHENTIC. Those are the people who connect. Not necessarily the ones with the best voices.

For decades, Birmingham radio has always been ahead of the curve. Particularly in both Top 40 and Country, the stations have always been extremely competitive and frankly, as good as it gets. As a market veteran, what in the city's broadcasting history raised the level of excellence?

I think what has set this market apart goes back to talent. Joe Rumore, TC & John Ed, Rick Dees, Mark & Brian, Rick & Bubba, Patti and The Doc, Patti and Dollar Bill. Plus, the market has always had GM's who were risk takers like Ray Quinn and Bernie Barker. And perhaps one of the best Programming minds of all time with Rusty Walker that came out of this market.

Let's play mix and match: A label wants you to form a vocal trio. Name three emerging Country solo acts that you would put together to form this new band "3T"...Tom's Terrific Trio.

Jelly Roll, Riley Green, and Kassi Ashton

You recently enjoyed what is known as "time off". What advice can you give to someone who finds themselves with all day to relax, reflect and recharge?

TAKE IT! USE IT! Time away really helped me to see where my priorities in life were messed and up and out of synch. Sometimes until your away from the war and day to day grind, you can't really

tell how fried you are. I understand it's hard to go from 500 MPH to Zero, but use each day to find something new you can invest in. Your church, other non-profits, get to know someone you don't know put yourself in uncomfortable situations so you can learn from other people and other cultures.

You know Birmingham! Birmingham knows you. Fannie Flagg, Taylor Hicks, Emmy Lou Harris and Condoleeza Rice show up at your house at 6am on a Saturday Morning in a 74 Country Squire wood-paneled Ford station wagon. Fannie says, "Tom, please drive us around town to your favorite places and restaurants" Where is your day spent?

Red Mountain Park to do some hiking whether they want to or not. Would have to get the Sweet Tea Fried Chicken Sandwich at SAW's Juke Joint (since Taylor owns it). Would love to have Fannie critique the best meat and three in town which is Niki's West. And for the former Secretary of State...I'd like to find a park bench....would love to hear her story of growing up here...I know it wasn't easy. I've always admired her and to see what she has accomplished....it's always fascinated and inspired me.

You have a history of 'hearing hits'. 2 parts question: Is knowing that a single will work a natural talent or is it acute understanding of your listeners and their musical tastes? And....in today's radio programming is there still a demand for 'great ears and gut'...or is it all about research and data?

I don't know if it's a natural talent, but I've always loved music and new music discovery. I always want to be the one who finds something before anything else. For me it's always been gut and verify with research. The most rewarding part is always the gut. You need to have data to back it up but for me it's the combination of both.

You've always been comfortable with expressing your faith. How has your christian life effected your career and programming talents. Is there a common thread?

My goal has always been to just live my faith and not beat people over the head with it. We're called to be a light....to be salt. Have I been perfect living it, absolutely not. But that's the great thing about grace. God has been faithful to me my entire life and the older I get I see it more clearly. When all this fades away, I'm hopeful my kids will continue to love people and demonstrate God's love in and through their lives. And yes, I'd like to be remembered a nice guy, he loved radio etc....but in the end how my life points people to Jesus will be what matters most. I'm not there...far from it but it's my daily goal.

You are sitting next to Jimmy Fallon and you're on late night TV. Jimmy asks you, "Major Tom. In your opinion, who are your greatest.. past and present radio heroes and why? The camera pulls close for a tight shot and the mic is yours.

Larry Lujack WLS Chicago....he was just best....funny, sarcastic.

Mark Thompson...was one of best CHR jocks to me...grew up listening to him ...had the best bits.

Gerry House...man that guy could hold court. Again, as a young pup...I loved his show and he always sounded like he was having so much fun.

And my close friend Dollar Bill Lawson from WZZK and WDXB...I grew up listening to him, got to work with him, and just see how to treat people from all walks of life.

WHY WE LOVE BRANDY CLARK

Brandy Clark is like Joni Mitchell. She paints with words and music. And the results are masterpieces. Like comparable writers such as the late God-like writer John Prine, Ms. Clark's talent and ability to create timeless art doesn't quite fit in the wide-open mainstream. She's that good. If you don't know Brandy's remarkable collection "12 Stories", you should. Her new self-titled album is produced by the "other Brandy" Carlie the first offering is called "Buried", a heartbreaking vulnerable tale that will slay you with its last line. Click here:



Check out these videos hand-picked by our staff!



JIMMIE ALLEN - "BE ALRIGHT"

Eternal optimism deluxe is the theme of what is destined to be a JA classic. This summer-breezy feel-good smash makes any car want to be a convertible. And the video? What an amazing production with top-notch choreography and acting. With a tip-of-the-ten-gallon to LaLaLand, the clip for "Be Alright" is ticket booth worthy. Grab some popcorn and click here:



JESSIE JAMES DECKER & BILLY CURRINGTON - "I STILL LOVE YOU"

This video allows the song and performance to take the stage. Potentially, it's a smash and comes from Nashville's uber-successful powerhouse company Big Yellow Dog. "I Still Love You" is JJD's 2nd duet with Currington, with "Good Night" being the first. What are we saying? It's time to take Jesse seriously as a Country Music star. She has the vocal chops, performance mojo, and talent to be toe to toe with tier 1 in the genre. Click here:



AARON GOODVIN & RYAN KINDER - "THE LONGER I LIVE"

MMI Invisible Fence Alert: Full-Time Nashville artist Aaron Goodvin is a major star in his Native Canada and other global territories as well. His worldwide smash "Lonely Drum" still dominates dance floors from Lower Broadway to Paris. Like many Canadian-born Country artists, he deserves his moment in the US. Here, Goodvin joins Ryan Kinder and belts a simple and anthemic crescendo of pure Country Music. Click here:



COLBIE CAILLAT - "WORTH IT"

Colby Caillat's career has been a multi-colored kaleidoscope consisting of Country, Pop, duets, solo efforts, collaboration, Grammy awards, television, stage, and the whole dang shebang. To Colby, there are no silos or rules...it's about making great music, creative partnerships, and art. No wonder she was an early pioneer of social media. She has a global following with fanbases in multiple genres. Her latest "Worth It" feels sweet and Country but why attempt to put a label on greatness. Click here:



ZAC BROWN BAND - "PAINT IT BLACK"

The fab-u-lous collaboration project "Stone Cold Country" is a hillbilly-rockers dream come true as Nashville's best laid it out to the tunes of Mick and Keith and the boys. When this well-crafted yet grainy (and appropriately) black and white video surfaced, we ran with it. Zac Brown and his Band slather the walls with the Stones classic "Paint it Black". 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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**PAW POWER
NOT IN MY BOWL**

Hailey Dogg

Monkey Dog

Cooper