

**MONDAY  
MORNING  
INTEL**

**Corey  
Kent**

# WILD AS HER



**MMI  
PROFILE  
NIKKI THOMAS**

*Country Edition*

**NASHVILLE  
APPROVED**

**MAY 8, 2023**





Corey  
Kent

# WILD AS HER



# MAX SPINS NOW

(THROUGH 5/14)



# **MONDAY MORNING INTEL**

MAY 8, 2023

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



MONDAY  
MORNING  
INTEL

# #1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

5.8.23

**COMPOSITE**

MORGAN WALLEN "Last Night"

**AIRPLAY**

PARKER MCCOLLUM "Handle On You"

**AIRSCORE**

MORGAN WALLEN "Last Night"

**CALLOUT**

BAILEY ZIMMERMAN "Rock And A Hard Place"

**AUDIO**

MORGAN WALLEN "Last Night"

**VIDEO**

MORGAN WALLEN "Last Night"

**SALES**

MORGAN WALLEN "Last Night"

LEE BRICE

Save the Roses

OVER 25 MILLION STREAMS TD



PLAYLIST ADDS/SAVES +39% TW



SHAZAMS +36% TW

IMPACTING NOW

**CURB**  
RECORDS



HARDY

# TRUCK BED

IMPACTING 5/15

BIG LOUD

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



| 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       | 44            | 20              | 24            | LUKE COMBS       | Fast Car                       | River House/Columbia Nash |
| 3       | 48            | 24              | 24            | LUKE COMBS       | 5 Leaf Clover                  | River House/Columbia Nash |
| 4       | 29            | 13              | 16            | ZACH BRYAN       | Something In The Orange        | Belting Bronco/Warner/WAR |
| 5       | 28            | 14              | 14            | LUKE COMBS       | Love You Anyway                | River House/Columbia Nash |
| 6       | 46            | 32              | 14            | BAILEY ZIMMERMAN | Religiously                    | Warner/WEA/Elektra        |
| 7       | 20            | 7               | 13            | JELLY ROLL       | NEED A FAVOR                   | Stoney Creek/BMG          |
| 8       | 15            | 4               | 11            | HARDY            | wait in the truck f/La. Wilson | Broken Bow/Big Loud       |
| 9       | 49            | 39              | 10            | MORGAN EVANS     | Over For You                   | Warner/WEA                |
| 10      | 45            | 38              | 7             | SAM HUNT         | Water Under The Bridge         | MCA Nashville             |
| 11      | 33            | 26              | 7             | KELSEA BALLERINI | If You Go Down (I'm Going...)  | Black River Entertainment |
| 12      | 34            | 27              | 7             | KANE BROWN       | Bury Me In Georgia             | RCA Nashville             |

| RANK TW | ARTIST                        | TITLE                          | LABEL/IMPRINT             |
|---------|-------------------------------|--------------------------------|---------------------------|
| 1       | COLE SWINDELL                 | She Had Me At Heads Carolina   | Warner/WMN                |
| 2       | LAINIE WILSON                 | Heart Like A Truck             | Broken Bow                |
| 3       | MORGAN WALLEN                 | Thought You Should Know        | Big Loud/Mercury/Republic |
| 4       | LUKE COMBS                    | Going, Going, Gone             | River House/Columbia Nash |
| 5       | KANE BROWN & KATELYN BROWN    | Thank God                      | RCA Nashville/RCA         |
| 6       | JORDAN DAVIS                  | What My World Spins Around     | MCA Nashville             |
| 7       | MORGAN WALLEN                 | You Proof                      | Big Loud/Mercury/Republic |
| 8       | LUKE COMBS                    | The Kind Of Love We Make       | River House/Columbia Nash |
| 9       | NATE SMITH                    | Whiskey On You                 | Arista Nashville          |
| 10      | CODY JOHNSON                  | Til You Can't                  | CoJo/Warner/WMN           |
| 11      | TYLER HUBBARD                 | 5 Foot 9                       | EMI Nashville             |
| 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      | THOMAS RHETT                  | Half Of Me f/Riley Green       | Valory Music Co./BMLG     |
| 16      | CARLY PEARCE                  | What He Didn't Do              | Big Machine               |
| 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      | JASON ALDEAN/CARRIE UNDERWOOD | If I Didn't Love You           | BMG/Capitol               |
| 21      | MORGAN WALLEN                 | Wasted On You                  | Big Loud/Republic         |
| 22      | JUSTIN MOORE                  | With A Woman You Love          | Valory Music Co.          |
| 23      | BAILEY ZIMMERMAN              | Fall In Love                   | Warner/WEA/Elektra        |
| 24      | JON PARDI                     | Last Night Lonely              | Capitol Nashville         |
| 25      | WALKER HAYES                  | Fancy Like                     | Monument/RCA              |
| 26      | ZAC BROWN BAND                | Same Boat                      | Home Grown/Warner/WAR     |
| 27      | ELLE KING & MIRANDA LAMBERT   | Drunk (And I Don't Wanna Go..) | RCA/Columbia Nashville    |
| 28      | LUKE COMBS                    | Forever After All              | River House/Columbia Nash |
| 29      | INGRID ANDRESS                | Wishful Drinking w/Sam Hunt    | Atlantic/Warner/WEA       |
| 30      | LUKE COMBS                    | Cold As You                    | River House/Columbia Nash |



*Kimberly  
Perry*

SONGS &  
DAUGHTERS



*impacting now*  
**IF I DIE YOUNG Pt. 2**





|         | ARTIST                         | TITLE                | LABEL/IMPRINT             |
|---------|--------------------------------|----------------------|---------------------------|
| HOTZONE | JORDAN DAVIS                   | Next Thing You Know  | MCA 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 | KANE BROWN                     | Bury Me In Georgia   | RCA Nashville             |
| HOTZONE | JACKSON DEAN                   | Fearless             | Big Machine               |
| HOTZONE | BROTHERS OSBORNE               | Nobody's Nobody      | EMI Nashville             |
| HOTZONE | CONNER SMITH                   | Creek Will Rise      | Valory Music Co.          |
| HOTZONE | LUKE COMBS                     | Fast Car             | River House/Columbia Nash |
| HOTZONE | BAILEY ZIMMERMAN               | Religiously          | Warner/WEA/Elektra        |
| HOTZONE | CHAYCE BECKHAM                 | 23                   | Wheelhouse                |

|            | ARTIST                         | TITLE                          | LABEL/IMPRINT             |
|------------|--------------------------------|--------------------------------|---------------------------|
| DEVELOPING | MEGAN MORONEY                  | Tennessee Orange               | Columbia/Columbia Nash    |
| DEVELOPING | BRETT YOUNG                    | You Didn't                     | BMLG                      |
| 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 | JON PARDI                      | Your Heart Or Mine             | Capitol Nashville         |
| DEVELOPING | CARRIE UNDERWOOD               | Hate My Heart                  | Capitol Nashville         |
| DEVELOPING | COLE SWINDELL                  | Drinkaby                       | Warner/WMN                |
| DEVELOPING | PARMALEE                       | Girl In Mine                   | Stoney Creek              |
| 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 | ASHLEY MCBRYDE                 | Light On In The Kitchen        | Warner/WMN                |
| DEVELOPING | DYLAN SCOTT                    | Can't Have Mine (Find You A..) | Curb                      |
| DEVELOPING | KELSEA BALLERINI               | If 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 | BRANTLEY GILBERT/BLAKE SHELTON | Heaven By Then f/Vince Gill    | Valory Music Co.          |
| DEVELOPING | DUSTIN LYNCH                   | Stars Like Confetti            | Broken Bow                |
| DEVELOPING | DARIUS RUCKER                  | Fires Don't Start Themselves   | Capitol Nashville         |
| DEVELOPING | KYLIE MORGAN                   | If He Wanted To He Would       | EMI Nashville             |



# MMI WEEK AT A GLANCE

**JOHN SHOMBY**

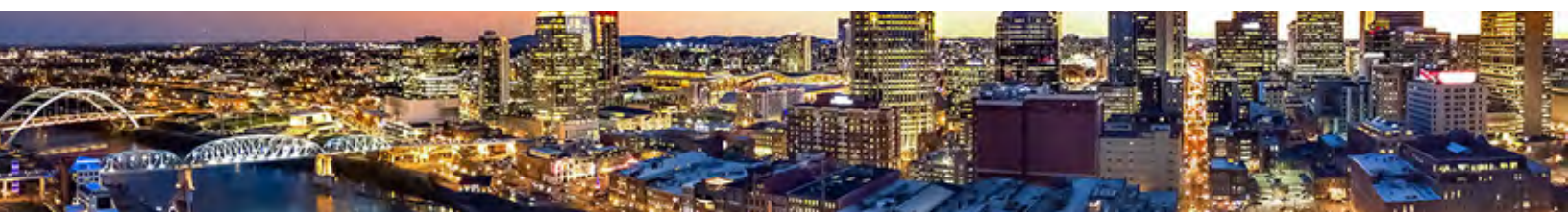
Owner/CEO  
Country's Radio Coach, Inc.

Once again, the two biggest artists in the format have three songs each in the top 25 on this week's Powers chart. Luke Combs is still in a building stage with all three of his. Two of the album cuts – "Fast Car" and "Five Leaf Clover" are steady at this point. "Five" stays at 24 this week with top 20 numbers in sales and video streams and top 15 in audio streaming. With the airplay rank descending to 48 from 44, it appears most of the panel is going to concentrate on the single while "Fast" moves up 3 spots to make it to #20. It's a number two seller and audio streamer and 7th in video streams. The airplay rank with this one is up to 44th from 49 with still a long way to go. The actual single "Love You Anyway" is off to a reasonable start dropping just three spots in its second week to 14. Still developing on the callout side, the song ranks top 10 in audio streaming and top 12 in sales and video streams. The surprising stat is the airplay going from 31 to 28. A lot of this would have to be because each station on the panel has several of his past hit songs in some rotation.

Morgan Wallen looks as if he's taking over the #1 artist spot from Luke just from the performance of his music over the past few months. The single "One Thing at a Time" moves up one slot to #11 this week ranking top 10 in sales and streaming, and up to 9th in airplay. The callout story is mediocre at this point. One new album cut "Thinkin' About You" is starting to raise its hand as it hangs at #19 for a second straight week. Already a top 5 seller and streamer, this is one for the panel to watch closely. Meanwhile, the OTHER album cut "Last Night" has reached number one moving up one spot from last week. Number one in sales and streaming and number two in callout, it's now closing in on the top 5 in airplay rank at #6. Safe to say this is the hit and the panel knows it. You can't play this enough right now. Actually, you can't play Morgan enough right now.

Jellyroll stays on the move rising to 7th from 9 last week. "Need A Favor" ranks 3rd in sales, 8th in video streams, 13th in audio streaming and 12th in callout. The airplay rank remains at 20 so the panel is still not playing it too often with plenty of time to develop after only 14 weeks.

The rest of the top 4 is familiar. Parker McCollum's "Handle On You" stays at #5 as a top 10 audio streamer while Hardy and Lainey Wilson's "Wait In The Truck" slides to 4th from 3rd. The song is top 5 sales, video stream and callout. Airplay is dropping going to 15th from 6th showing that some of the panel got on this one way early and the time has come for them. Up one to #3 is "Dancin' in the Country" from Tyler Hubbard. Top 5 callout and top 10 in audio streaming and sales, at 20 weeks the song has lots of life left. Bailey Zimmerman's "Rock and a Hard Place" finally, after 6 weeks, relinquishes the top spot dropping to #2 but remains the #1 for callout and top 5 in streaming. This top 5 is still solid for most as your heavy rotation.





# Heart to Break

RYAN GRIFFIN

**IMPACTING NOW**

1.5M VIEWS OVER ALL SOCIAL MEDIA PLATFORMS

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



| RANK | ARTIST                              | TITLE                    | N'EAST | MIDWEST | SOUTH | WEST |
|------|-------------------------------------|--------------------------|--------|---------|-------|------|
| 1    | ZIMMERMAN, BAILEY                   | ROCK AND A HARD PLACE    | 37     | 2       | 2     | 1    |
| 2    | WALLEN, MORGAN                      | LAST NIGHT               | 7      | 1       | 7     | 2    |
| 3    | HARDY FEAT. LAINEY WILSON           | WAIT IN THE TRUCK        | 1      | 20      | 1     | 11   |
| 4    | DAN + SHAY                          | YOU                      | 2      | 3       | 6     | 24   |
| 5    | HUBBARD, TYLER                      | DANCIN' IN THE COUNTRY   | 20     | 10      | 3     | 8    |
| 6    | YOUNG, BRETT                        | YOU DIDN'T               | 36     | 4       | 10    | 4    |
| 7    | DICKERSON, RUSSELL                  | GOD GAVE ME A GIRL       | 3      | 21      | 9     | 15   |
| 8    | KENT, COREY                         | WILD AS HER              | 23     | 16      | 4     | 13   |
| 9    | JOHNSON, CODY                       | HUMAN                    | 14     | 18      | 5     | 18   |
| 10   | MOORE, JUSTIN FEAT. PRISCILLA BLOCK | YOU, ME, & WHISKEY       | 9      | 8       | 19    | 14   |
| 11   | MCCOLLUM, PARKER                    | HANDLE ON YOU            | 11     | 5       | 8     | 46   |
| 12   | JELLY ROLL                          | NEED A FAVOR             | 8      | 7       | 24    | 16   |
| 13   | SCOTT, DYLAN                        | CAN'T HAVE MINE          | 4      | 29      | 12    | 10   |
| 14   | MCCREERY, SCOTTY                    | IT MATTERS TO HER        | 24     | 13      | 13    | 27   |
| 15   | LYNCH, DUSTIN                       | STARS LIKE CONFETTI      | 29     | 6       | 14    | 41   |
| 16   | URBAN, KEITH                        | BROWN EYES BABY          | 10     | 14      | 22    | 28   |
| 17   | BENTLEY, DIERKS                     | GOLD                     | 46     | 9       | 18    | 20   |
| 18   | OLD DOMINION                        | MEMORY LANE              | 13     | 17      | 16    | 31   |
| 19   | MORONEY, MEGAN                      | TENNESSEE ORANGE         | 22     | 34      | 17    | 6    |
| 20   | DAVIS, JORDAN                       | NEXT THING YOU KNOW      | 18     | 24      | 21    | 17   |
| 21   | HAILEY WHITTERS                     | EVERYTHING SHE AIN'T     | 21     | 26      | 30    | 3    |
| 22   | COMBS, LUKE                         | 5 LEAF CLOVER            | 19     | 15      | 26    | 35   |
| 23   | HUNT, SAM                           | WATER UNDER THE BRIDGE   | 34     | 22      | 23    | 9    |
| 24   | PARMALEE                            | GIRL IN MINE             | 33     | 12      | 20    | 43   |
| 25   | RHETT, THOMAS                       | ANGELS                   | 28     | 11      | 31    | 36   |
| 26   | NICHOLS, JOE                        | GOOD DAY FOR LIVING      | 17     | 27      | 25    | 33   |
| 27   | BIRGE, GEORGE                       | MIND ON YOU              | 25     | 42      | 11    | 29   |
| 28   | COMBS, LUKE                         | LOVE YOU ANYWAY          | 27     | 40      | 15    | 39   |
| 29   | PARDI, JON                          | YOUR HEART OR MINE       | 47     | 19      | 27    | 45   |
| 30   | MORGAN, KYLIE                       | IF HE WANTED TO HE WOULD | 49     | 30      | 34    | 5    |

This is an abbreviated report.  
For greatly expanded research  
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**cheryl@airplayintel.com**

**AIRPLAY**  
**INTEL**  
**3.0**

**MONDAY  
MORNING  
INTEL**

**YES,  
I  
GET  
IT**



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**STACEY CATO**

Director Music & Talent  
CMT/Paramount

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# NIKKI THOMAS INTEL

## CURRENT POSITION:

PROGRAM DIRECTOR  
WXBQ  
BRISTOL, JOHNSON CITY,  
KINGSPORT, TN

**Ok, let's start with an easy one. Take this pill, close your eyes and imagine this: Playing recorded music on terrestrial radio has become illegal in all 50 states, punishable by 25 year sentence of incarceration with no parole. You have 24 hours of programming to fill. What are you going to do?**

Run sports radio and fill out job apps.

**There's a rumor that you used to play in an actual touring Bluegrass band. True or false? If true, tell us a story from the road and how did the experience effect your programming philosophy?**

Very true. I was held prisoner of war by a family of O.C.D. musicians that forced me to stand and play music for hours at a time. At first, they just threw me into guitar cases and let me sleep as an infant. Later, they had girlfriends of random musicians babysit me while they were on stage. They taught me to play when I was five years old and by the time I was eleven or twelve they had me playing shows and doing session work. They were traveling musicians, so a lot of times I found myself in places where there were no familiar faces. It taught me how to start random conversations and make friends with strangers. (Basically everything normal kids are warned against.)

It also taught me to pay attention to how crowds respond to different levels of showmanship and storytelling. Bluegrass is very stripped down and raw. You can't really hide behind distortion. Once you get a crowd, you have to be on your toes and make sure it's right or you'll lose them for good. Playing the songs they want to hear and making the most of every possible opportunity to connect on a personal level with the audience is crucial to an individual performance and in building a loyal following.

**Let's first established that Country music has a wider appeal and now reaches (Thank God) a younger and hipper demo. With that said, Boy Bands and Girl Bands have always been HUGE across the hall at Pop Radio. And now, K-Pop is globally massive and consist mainly of Boy/Girl groups. Why has the phenomenon never taken a deeper root in Country?**

The closest thing we've had to a boy band was probably Rascal Flatts in 2002?

Country is a very reality based format. I think country fans are looking for stories and relatable themes. They're not ashamed to embrace family, community, core values and just being "real". Pop has always leaned toward self-centered escapism to me. The way relationships, work and life goals are viewed

and expressed is very "singular" and self absorbed. That's not a slam by any means. It's just where they are at that moment in their lives. By the time new listeners migrate to country or find it relatable...it's not so much about the "dreamy" aspects or escapist view of what life "could be"... it's about what life really is and how they're navigating through things. That's an oversimplified, yet convoluted, answer.

Also...I don't really think anyone wants to see choreographed dancers in matching outfits doing any line dances to "Family Tradition" or "Wait In The Truck".

**We failed geography. Which is it Bristol, Tennessee or Virginia? And describe a perfect day in your home town and it's ok to criss-cross over state lines!**

It's both! State Street runs down the main street in Bristol. Tennessee is on one side of the street and Virginia is on the other. If you're looking for legal weed, the Hard Rock Casino and lower sales tax, in theory...Virginia is the place to be. If you're looking for NASCAR, good tattoo shops and Panda Express...Tennessee is for you. The best things about both: the awesome people, live music and being able to find that on either side of the road on any given evening.

**WXBQ and your Steve, Ben and Nikki Morning Show have a mantle filled with metal deluxe. Over the years the ACM and CMA awards have been plentiful.. What makes WXBQ so successful?**

Our very own Hall of Famer's Bill Hagy and the late owner "Mr. Pete" Nininger worked so well together to lay the groundwork and build the WXBQ brand. It's always been community and music first around here. Mr. Pete's daughter Lisa and her husband Roger Bouldin make this a great place to work. They treat all of us like family and our audience is a priority. We're also extremely blessed to have an incredibly talented air staff at XBQ. Marcus Brooks, Tragler, Drake and Reggie are staples in the Tri Cities. These guys are great on the air and in person. Steve Stroud is also a super talented writer and performer. Ben has been around major market radio for years and learned so much from Rusty Walker. We have a lot of fun doing our shows. With a foundation like that, it's easy to focus on what needs to be done for the community.

**A fantasy: Corporate shows up at your office with shiny shoes and a briefcase. Corporate says, "Nikki, due to an accounting error, we found an extra 50 thousand dollars that must be applied to programming immediately". Do you spend the windfall on research, events, bitcoin, billboards, a station vehicle or two, race horses....or something else?**

Fortunately...our corporate is down the hall...and she believes in research and marketing.

**In your eyes and ears, who are the forward thinking pioneers that have made radio better? They can be currently employed, retired or not currently requiring the use of oxygen.**

Rusty Walker, Phil Hunt and Bob Glasco will always be heroes of mine.

Kenny Jay all day.

Becky Brenner is a badass. Ginny Brophey, Meg Stevens, Sue Wilson, Lisa McKay, Beverly Brannigan, Heather Froglear and of course, Whitney Allen have all paved the way for so many others.

Scott Mahalick is a broadcasting warfare expert.

Nate Deaton is and will always be the reason country music has been so strong in the SF Bay area.

John Shomby (yes, you) Mike McVay and Greg Frey for helping transform our programming landscape while I was at Cumulus.

ANY and EVERY programmer that believes in radio



# KIMBERLY PERRY

## IF I DIE YOUNG PT. 2

MMI Precise Data Alert: Our parent company AirPlay Intel, Inc. teamed up with The Mayo Clinic, Gallop and McVay Media for an in-depth far reaching study. The results are here:

**The percentage of P1 music consumers who have made a digital playlist of their "favorite songs".**

**189%**

**The percentage of those playlists that included The Band Perry's 2010 Monster Smash "If I Die Young".**

**277.9%**

**The percentage of those playlists that contained both the original version and the Pop mix.**

**347.3%**

Participants were asked: "If you cover your own song and creatively update the lyric to coincide with the story line both fictionally and literally, is it a cover?"

**Reponses: 211.8% replied "what"?**

**433% replied "huh"?**

Beautifully expecting a child, Kimberly Perry comes sweeping back with a magnificent new chapter to the epic, musical and mysterious story for the ages. "If I Die Young, Part 2" is an artistic and creative, southern surprise reminiscent of Harper Lee's "Go Set a Watchman". Click on video.



Check out these videos hand-picked by our staff!



### TIM MCGRAW - "STANDING ROOM ONLY"

Tim has an amazing ability to know a great song. His decades-long parade of smash hits has a common thread of emotive and heart-tugging lyrics. Message-wise, "Standing Room Only" harkens back to Tim's multi-week chart-topper "Live Like You Were Dying" and rightfully so as both were penned by Craig Wiseman (this one w/ Tommy Cecil and Patrick Murphy). To hear and feel the title track from Tim's 17th album, click here:



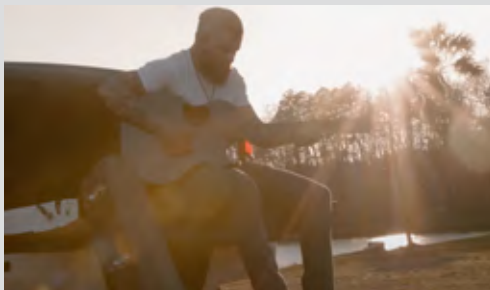
### AARON WATSON FT. JENNA PAULETTE- "SEVEN YEAR ACHE"

**MMI Stop Us If You've Heard This One Alert:** So a couple of Texans walk into a bar and decided to take a 1981 Rosanne Cash multi-format monster hit and make a duet out of it. The Lone Star king of DIY, Aaron Watson teams up with fellow ranch-raised songbird Jenna Paulette to revive "Seven Year Ache". It worked again for Trisha in 2001 so we're due another 2-decade Texas-size swing at the bat. Click here:



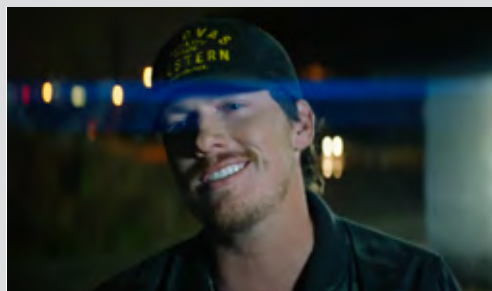
### BILLY STRINGS FT. WILLIE NELSON - "CALIFORNIA SOBER"

There's been a fantastic ripple effect from Willie's much-ballyhooed 90th birthday bash which was punctuated with icing on the cake in the tune of Billy Strings' performance. Ever seen Billy Strings live? Well, you'll find it ain't so easy because the Michigan-born, Kentucky-raised multi-instrument virtuoso sells out in about 20 minutes per show. This "Me and Willie" salute to a break from booze and dope is a fast-paced-studio-sober party. Click here:



### BRANTLEY GILBERT, BLAKE SHELTON FT. VINCE GILL - "HEAVEN BY THEN"

Brantley invited his buddies Blake and Vince to sing along on this modern-day testament to truth, beauty and the Country way of life. But the lyric also paints a foreshadowing portrait of things goin' straight to hell if you stick around too long Earth-side. In this truck, dog, fish-themed video, Brantley makes it clear that he's not packing up quite yet but dang, the idea sounds better every day. Click here:



### GEORGE BIRGE - "MIND ON YOU"

Look at the clock. George Birge is gonna break. Soon. The Austin-born and raised upcoming star checks all the boxes. Great songs, an active fan base, streams galore, radio loves him, performance chops...research always skews his way, what's not to love? Make a note to remind your rep that you called the shot. George Birge off the side rail into the corner pocket. For a rather steamy video take of a smash, click here:





## CHARTS/POWERS:

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

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

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

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

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

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

## HOT ZONE / DEVELOPING

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

## RECURRENTS

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

## ACTION

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

## STREAMING AUDIO, VIDEO AND SALES

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

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

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# MONDAY MORNING INTEL

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