MONDAY Morning Intel



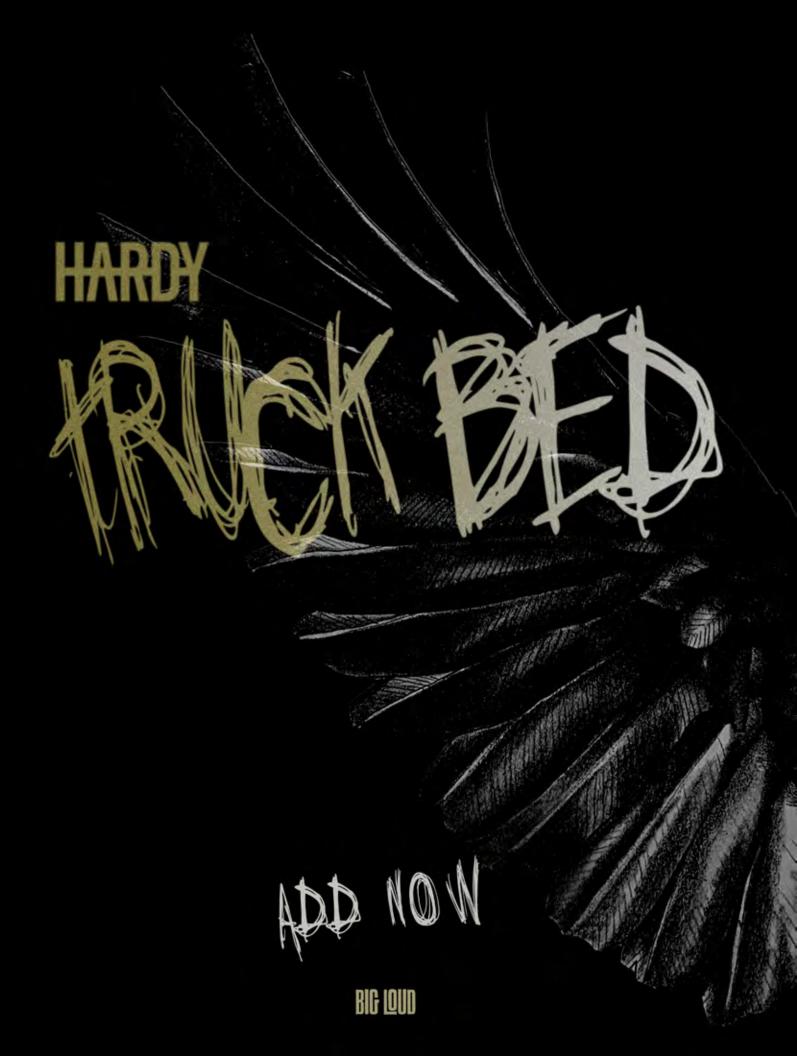
NASHVILLE APPROVED

BIG LOUD

<u>May 15, 2023</u>

PROFILE PATRICK THOMAS

MM



MONDAY MORNING

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MONDAY MORNING INTEL

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THE FOLLOW-UP TO 30 #1 SONGS! LUKE BRYAN BUT I GOT A BEER IN MY HAND

IMPACTING 5/15 45 STATIONS COULDN'T WAIT!



MMI-POWERS

5.15.23

TW RK Airplay	TW RK AlRscore	TW RK Callout	TW RK Audio	TW RK Video	TW RK Sales	TW COMP Rank	ARTIST	TITLE	LABEL
2	1	2	1	1	1	1	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
1	2	4	6	14	6	2	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
4	3	7	8	13	13	3	PARKER MCCOLLUM	Handle On You	MCA Nashville
12	7	12	7	4	10	4	JORDAN DAVIS	Next Thing You Know	MCA Nashville
25	9	3	9	3	4	5	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
3	4	9	12	10	19	6	COREY KENT	Wild As Her	Combustion/RCA Nashville
9	6	22	11	6	9	7	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash
10	5	6	15	12	15	8	CODY JOHNSON	Human	CoJo/Warner/WMN
18	13	17	10	8	3	9	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
22	18	11	5	9	7	10	LUKE COMBS	Love You Anyway	River House/Columbia Nash
8	11	41	4	7	8	11	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic
27	20	38	3	2	5	12	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR
6	10	10	19	28	20	13	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
35	35	20	2	5	2	14	LUKE COMBS	Fast Car	River House/Columbia Nash
5	8	18	32	22	11	15	DIERKS BENTLEY	Gold	Capitol Nashville
11	12	19	14	23	17	16	OLD DOMINION	Memory Lane	Columbia Nashville
15	14	15	17	25	28	17	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
16	16	28	18	21	26	18	JON PARDI	Your Heart Or Mine	Capitol Nashville
33	17	5	34	17	25	19	BRETT YOUNG	You Didn't	BMLG
24	19	13	21	26	30	20	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
13	15	14	33	34	32	21	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
20	24	37	29	27	12	22	COLE SWINDELL	Drinkaby	Warner/WMN
31	30	33	22	24	22	23	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment
26	27	45	37	16	14	24	TIM MCGRAW	Standing Room Only	Big Machine
19	21	26	36	37	29	25	THOMAS RHETT	Angels	Valory Music Co.
30	26	16	27	31	41	26	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
23	23	24	23	43	33	27	PARMALEE	Girl In Mine	Stoney Creek
32	33	43	25	29	16	28	KANE BROWN	Bury Me In Georgia	RCA Nashville
7	50	1	43	30	31	29	DAN + SHAY	You	Warner/WAR
45	38	47	16	20	21	30	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
49	41	Х	13	19	23	31	LUKE COMBS	5 Leaf Clover	River House/Columbia Nash
39	39	29	44	11	24	32	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
28	29	32	31	40	34	33	CHRIS YOUNG	Looking For You	RCA Nashville
43	43	27	24	18	43	34	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
14	22	31	49	38	38	35	SHANE PROFITT	How It Oughta Be	BMLG
38	32	40	30	32	35	36	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
29	36	39	38	42	27	37	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN
21	28	23	48	39	44	38	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
36	37	8	39	46	42	39	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
46	49	46	26	15	18	40	CHAYCE BECKHAM	23	Wheelhouse
40	34	21	35	41	48	41	DUSTIN LYNCH	Stars Like Confetti	Broken Bow
47	31	25	40	33	46	42	SAM HUNT	Water Under The Bridge	MCA Nashville
17	25	34	50	48	45 27	43	JOE NICHOLS	Good Day For Living	Quartz Hill Warner (WEA
48 41	46 45	X 12	28 42	36 25	37 40	44 45	MORGAN EVANS	Over For You	Warner/WEA
41 27	45 44	42 20	42 46	35	40 40	45 46	JACKSON DEAN	Fearless Worth A Shot f/Diarks Pontlay	Big Machine BCA (Columbia Nashvilla
37 42	44 47	30 44	46 41	44 47	49 26	46 47	ELLE KING BROTHERS OSBORNE	Worth A Shot f/Dierks Bentley Nobody's Nobody	RCA/Columbia Nashville EMI Nashville
42 44	47 42	44 36	41 45	47 50	36 39	47 48	DARIUS RUCKER	Nobody's Nobody Fires Don't Start Themselves	
44 34	42 40	30 35	45 47	50 49	59 50	40 49	CHRIS JANSON	All I Need Is You	Capitol Nashville BMLG
54 50	40 48		47 20	49 45	50 47	49 50	BRELAND	For What It's Worth	Bad Realm/Atlantic/Warner
50	40	Х	20	4J	4/	50	DILLAND	I UI VVIIALILIS VVULLII	Dau Neaim/Auailili/ Waitiei



Country



TW Rank	TW RK Airplay	TW MMI Composite	ACTION Factor	ARTIST	TITLE	LABEL/IMPRINT
1	35	14	21	LUKE COMBS	Fast Car	River House/Columbia Nash
2	25	5	20	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
3	49	31	18	LUKE COMBS	5 Leaf Clover	River House/Columbia Nash
4	27	12	15	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR
5	45	30	15	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
6	33	19	14	BRETT YOUNG	You Didn't	BMLG
7	22	10	12	LUKE COMBS	Love You Anyway	River House/Columbia Nash
8	43	34	9	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
9	18	9	9	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
10	31	23	8	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment
11	12	4	8	JORDAN DAVIS	Next Thing You Know	MCA Nashville

MMI-RECURRENTS 5.15.23

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



Hearl to Brea RYAN GRIFFIN

IMPACTING NOW

1.5M VIEWS OVER ALL SOCIAL MEDIA PLATFORMS





	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	JORDAN DAVIS	Next Thing You Know	MCA Nashville
HOTZONE	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
HOTZONE	THOMAS RHETT	Angels	Valory Music Co.
HOTZONE	LUKE COMBS	Love You Anyway	River House/Columbia Nash
HOTZONE	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN
HOTZONE	KANE BROWN	Bury Me In Georgia	RCA Nashville
HOTZONE	LUKE COMBS	Fast Car	River House/Columbia Nash
HOTZONE	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
HOTZONE	CONNER SMITH	Creek Will Rise	Valory Music Co.
HOTZONE	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
HOTZONE	KIMBERLY PERRY	If I Die Young (Pt. 2)	RECORDS Nashville
HOTZONE	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra



MMI-DEVELOPING 5.15.23

TITLE LABEL/IMPRINT ARTIST DEVELOPING OLD DOMINION Columbia Nashville Memory Lane DEVELOPING **KEITH URBAN** Brown Eyes Baby **Capitol Nashville** DEVELOPING SHANE PROFITT BMLG How It Oughta Be DEVELOPING JON PARDI Your Heart Or Mine **Capitol Nashville** DEVELOPING JOE NICHOLS Good Day For Living Quartz Hill DEVELOPING JELLY ROLL **NEED A FAVOR** Stoney Creek/BMG DEVELOPING COLE SWINDELL Drinkaby Warner/WMN DEVELOPING CARRIE UNDERWOOD Hate My Heart **Capitol Nashville** DEVELOPING HAILEY WHITTERS Everything She Ain't Pigasus/S&D/Big Loud DEVELOPING **TIM MCGRAW** Standing Room Only **Big Machine** 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 If You Go Down (I'm Going...) **Black River Entertainment KELSEA BALLERINI** BMLG DEVELOPING **CHRIS JANSON** All I Need Is You DEVELOPING MITCHELL TENPENNY We Got History **Riser House/Columbia Nash** Stars Like Confetti Broken Bow DEVELOPING DUSTIN LYNCH DEVELOPING JACKSON DEAN Fearless **Big Machine** DEVELOPING **BROTHERS OSBORNE** Nobody's Nobody **EMI Nashville** DEVELOPING **GEORGE BIRGE** Mind On You **RECORDS Nashville** DEVELOPING CHAYCE BECKHAM 23 Wheelhouse

Country MONDAY MORNING INTEL 5.15.23



COURSE AVAILA



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

As strong as Morgan Wallen has been in the past few months, Luke Combs is moving closer in the race for the most hits on the chart at the same time. Although both artists have two each, Luke has two upward movers in the new single "Love You Anyway" and the album cut, a cover of an 80's pop hit, "Fast Car". "Love" makes its way into the top 10 overall with good numbers across the board – 7th in sales, 11th in callout, 9th in video streams and 5th in audio streaming. Airplay rank rises to 22nd so the panel is starting to fall into place. "Fast Car" is the biggest mover of the week up 6 spots to 14th overall behind an excellent sales and streaming story ranking 2nd in sales, 5th in video streams and 2nd in audio streaming. Airplay is increasing with the rank up 9 to #35 but the panel is still not all in yet. Lots of time left for both.

Jordan Davis' "Next Thing You Know" is working its way into the top 5 this week up 6 to #4. With sales at #10, callout at 12 and streaming at 4th and 7th, respectively, this could turn out to be bigger than "Buy Dirt". Airplay is up to 12th, so the panel is making its choice for sure. One more making that 6-point move in the top 25 is AC< two-time winner, Cole Swindell' with "Drinkaby". The newly engaged one has a strong seller already ranking 12th at #20 in airplay. This is one the panel should take seriously, now.

Entering the top 20 this week. ACM New Female Artist of the Year Halley Whitters finally gets to #20 with "Everything She Ain't" after 32 weeks. Callout is starting to show some positives ranking 13th and audio streams are closing in on the top 20.

I cannot ignore the fact that ACM New Male Artist of the Year, Zach Bryan, and "Something in the Orange" is still out there after 30 weeks. It moves one spot to 12th overall with top 5 sales and streaming. Airplay rank inching up to 27 indicates the portion of the panel on it is not giving up yet.

The remainder of the top 5 starts with ACM Award-winning (video) Hardy and Lainey Wilson's "Wait In The Truck" dropping one spot to 5th. The song is still ranked top 5 in callout, sales, and video streaming but the panel is slowing down on it as the airplay rank drops 10 places to 25th. More than a handful of stations were early to the party on this one.

As mentioned earlier, Jordan Davis is 4th. Moving up from 5th to 3rd and still very much alive is Parker McCollum's "Handle On You". Solid numbers across the board for this former chart number one. Not a song to ease up on yet. Up one to 2nd overall is Tyler Hubbard's "Dancin' In The Country". Sales, audio streams and callout drive this one along with the fact that this is the most played song of the 50 surveyed.

At number one for a second week is ACM Male Artist of the Year, Morgan Wallen's and "Last Night". Only 10 weeks in and this is the #1 seller and streamer and 2nd in callout and airplay. The actual single "One Thing at a Time" remains at 11th as a top 10 seller (8th), 7th in video streams and 4th in audio streaming. It's getting a good bit of airplay but not as much as the other one ranking 8th. Looks like the album cut wins the race to the top!

Country MMI-VIDED STREAMING 5.15.23

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

Country MMI-COUNTRY CALLOUT 5.15.23

RANK	ARTIST	ITTLE	N'EAST	MIDWEST	SOUTH	WEST
1	DAN + SHAY	YOU	1	3	2	19
2	ZIMMERMAN, BAILEY	ROCK AND A HARD PLACE	5	2	1	1
3	WALLEN, MORGAN	LAST NIGHT	4	1	11	2
4	HARDY FEAT. LAINEY WILSON	WAIT IN THE TRUCK	2	8	3	8
5	HUBBARD, TYLER	DANCIN' IN THE COUNTRY	6	6	4	6
6	YOUNG, BRETT	YOU DIDN'T	20	9	13	3
7	JOHNSON, CODY	HUMAN	18	17	6	4
8	MCCOLLUM, PARKER	HANDLE ON YOU	10	7	5	41
9	DICKERSON, RUSSELL	GOD GAVE ME A GIRL	8	18	9	15
10	KENT, COREY	WILD AS HER	23	19	7	12
11	MCCREERY, SCOTTY	IT MATTERS TO HER	12	13	10	20
12	COMBS, LUKE	LOVE YOU ANYWAY	11	22	8	27
13	DAVIS, JORDAN	NEXT THING YOU KNOW	13	24	12	21
14	HAILEY WHITTERS	EVERYTHING SHE AIN'T	21	16	19	9
15	URBAN, KEITH	BROWN EYES BABY	7	21	18	24
16	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	YOU, ME, & WHISKEY	17	11	24	17
17	SCOTT, DYLAN	CAN'T HAVE MINE	3	33	17	11
18	JELLY ROLL	NEED A FAVOR	19	5	33	30
19	BENTLEY, DIERKS	GOLD	47	10	16	16
20	OLD DOMINION	MEMORY LANE	9	14	21	40
21	COMBS, LUKE	FAST CAR	30	4	37	31
22	LYNCH, DUSTIN	STARS LIKE CONFETTI	31	20	15	32
23	MORONEY, MEGAN	TENNESSEE ORANGE	14	35	20	14
24	BIRGE, GEORGE	MIND ON YOU	15	34	14	28
25	UNDERWOOD, CARRIE	HATE MY HEART	16	26	34	13
26	PARMALEE	GIRL IN MINE	34	15	22	33
27	HUNT, SAM	WATER UNDER THE BRIDGE	41	25	23	18
28	RHETT, THOMAS	ANGELS	25	23	25	35
29	MORGAN, KYLIE	IF HE WANTED TO HE WOULD	26	29	31	7
30	PARDI, JON	YOUR HEART OR MINE	44	12	27	45

This is an abbreviated report. For greatly expanded research contact:

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AIRPLAY INTEL 30



MONDAY

MORNING

NTF

I was unaware of MMI until Mr. Shomby made me aware of it. Now, I SEEK IT OUT... AND USE IT. Good stuff.



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Jountry







CURRENT POSITION: PICKLEJAR UP ALL NIGHT HOST

As we understand it PickleJar Up All Night is 100% totally live! Meaning, if we popped in at 3:47am, you'd be there, headphones on, doing your thing? If so, describe a 24 hour day of a national live syndicated radio host. How does that roll?

Well, right now, I'm still working for Silverfish Media as well. So, I sleep about 2 hours and then go to work. Then, I sleep for 2 hours and go back to work. It's a lot of fun.

You're a native Louisiana boy from the metropolis of New Iberia. Two questions: Is there and old Iberia...and what the hell is boudin?

Old Iberia is in France. Boudin is awesome. It's sausage with rice in it. If you get the right kind, it can change your life. If you're ever going down to Acadiana, call me and I'll make sure you eat GOOD.

You have been a part of the uber successful Big D and Bubba show for like what, 25 years. You were like 'the other Bubba sorta". Please tell us one great story from those days that no one knows!

After more than 15 years together and four prior nominations, we actually won the CMA for National Broadcast Personalities of the Year in 2015. We were the first morning show to ever win that award. We were standing backstage in the dark waiting for our names to be called. We had been joking around and just acting like we always do, and then right before it was our turn, D put his arms around me and Bubba and said "look where we are. We're about to win a CMA award. Don't ever forget this."

I know it's not a funny story, but it is still so vivid to me. We started out together all in our early 20s. We were too young and foolish to know that syndicated country mornings were 'impossible' and the whole industry expected us to fail. 15 years later, we were being honored by our peers, holding the trophy that they usually only give to Bob Kingsley and Lon Helton. It was an amazing journey.

Let's imagine that budget restrictions and employment contracts weren't a thing. If you could put together a 5 person radio show of the best and most entertaining personalities, who would be in the room with you?

Honestly, I'd start with the current cast of the Big D and Bubba show. I know that's cheating, but I think the show is great. D and Bubba really loved Opie and Anthony back when Jim Norton was their sniper. I would love to hear what it would sound like if you had Opie, Anthony, Jim, Big D, Bubba, Carsen, and I all in a room together for one show. It would be hysterical.

Overnight listeners are a different animal. Besides folks working the night shift describe those fans that are on the other side of the speakers. Who are they...and what the heck are they up to?

Third shifters are a huge part of the audience. People who work at night are often alone. They want to connect with something. In just my first week, I've talked to so many third shifters and insomniacs that so so happy to have a live radio show they can interact with. Once people figure out that I'm really there, it's going to be a lot of fun. I really believe in the idea of the 'shared experience' of broadcasting. People like knowing that other people are listening to the same thing as them. We're going to build a community of Up All Nighters.

Living or not currently using oxygen: Who are the most influential radio pioneers of all time...and why?

Obviously, no one has been more influential to me than Big D and Bubba. I have learned so much from my time with them. I can't believe they aren't already in the Country Radio Hall of Fame.

Gerry House is a legend and it was great to work with him back in the day. Devon O'Day was like a second mother to me when we moved to Nashville in 2003. When I was a little kid, I would actually mimic Bob Kingsley and Casey Kasem. I thought the guys on the radio were so cool. I didn't even know this was what I wanted to do, but I always LOVED radio. Once I decided to pursue this as a career, I tried to emulate my heroes. Bobby Novosad, Walton and Johnson, Dave Sorge, Lon Helton, and Kevin Meeks were all big influences on me.

Off the air, I have to mention how much I adore Becky Brenner. She and Charlie Cook have been great mentors to me and I am so lucky to have worked with both of them.

MONDAY MORNING INTEL

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DOLLY ROCKS WITH RACHAEL RAY

Country

MMI-INTELESCOPE

W WHAT WOULD

Well, Dang-it... Dolly's gonna rock. Our dearest darlin' Dolly Parton has done it again. She took the electric ball and ran like hell with it and has put a whoppin' 30 tracks together with some of Rock N Rolls' biggest legends. It looks like old pal Rachael Ray got to visit our Country Queen in her pink kitchen with brownies and blondies proudly displayed. Right off her induction to The Rock and Roll Hall of Fame she straps on a Stratocaster and plugs in! Click here:



5.15.23



Country

MMI-INTELEVISION

Check out these videos hand-picked by our staff!

SAM HUNT - "OUTSKIRTS"

Sam summarized his sadness with a lonely look back at what could have been. Apparently, his early admiration sold him on the city life and now he longs for the level-headed life found on county roads and country churches. Is this a study in the adage that the grass is always greener or a lament of losing oneself by going downtown instead of out of town? Click here:





ZACH BRYAN - "OKLAHOMA SMOKESHOW"

This mystical and mesmerizing track appeared on Zach's 2022 "Summertime Blues" EP and has been a live show and fan-fave since it's birth. And now the accompanying video carries the same gut-wrenching artistic grip as the song itself. This is a cinematic study of small-town jealousy, longing, and love from afar. Musically, Zach travels his own road but if you listen close, there's an echo of Springsteen's

"Thunder Road" hidden in the shadows of this masterwork. Click here:





TYLER RICH - "HEAVEN IS YOUR HOMETOWN"

This one is for all the guys on the front row. The MMI interns are now passing out notepads and number 3 pencils. You're gonna want to take notes on this one. California-turned Nashvillian Mr. Rich is about to bestow upon you some of the most masterful material available for chatting up lovely young ladies in a bar. So if you find yourself awkwardly

mumbling and stumbling with antiquated content like "Come here often", Tyler slides you some slick syntax that will greatly up your pallid game! Click here:





WILLIE JONES - "SOMETHING TO DANCE TO"

We're pretty jazzed about Willie's upcoming Summer album release. Even though we try to never end a sentence in a preposition, "Something To Dance To" simply lights us up and makes us want to move. The Shreveport, LA soulful Hillbilly Cajun-ish master of Country funk deserves his day on bigger stages. In the meantime, we're gonna sneak another peek at the lead track and feel good about everything that gets in front of us today. Click here:





CHRIS JANSON - "ALL I NEED IS YOU"

Chris is complex and still a master of keeping it simple. His arrangements are bold and hook oriented. His lyrics are direct yet easily poetic. Janson's sound is traditional but somehow modern and edgy. And on stage? No question here: Chris Janson Kicks Booty. In the video of a clear and simple love song, he's without a doubt outstanding in his field. Take a walk and click here:



CHARTS/POWERS:

Monday

MORNING

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

UNDERSTANDING EACH OF THE 6 KEY COMPONENTS

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

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

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

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

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

HOT ZONE / DEVELOPING

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

RECURRENTS

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

ACTION

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

STREAMING AUDIO, VIDEO AND SALES

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

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

THE BACK PAGE

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Country

MONDAY Morning Intel

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THANK YOU from the entire staff: 5.15.23

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