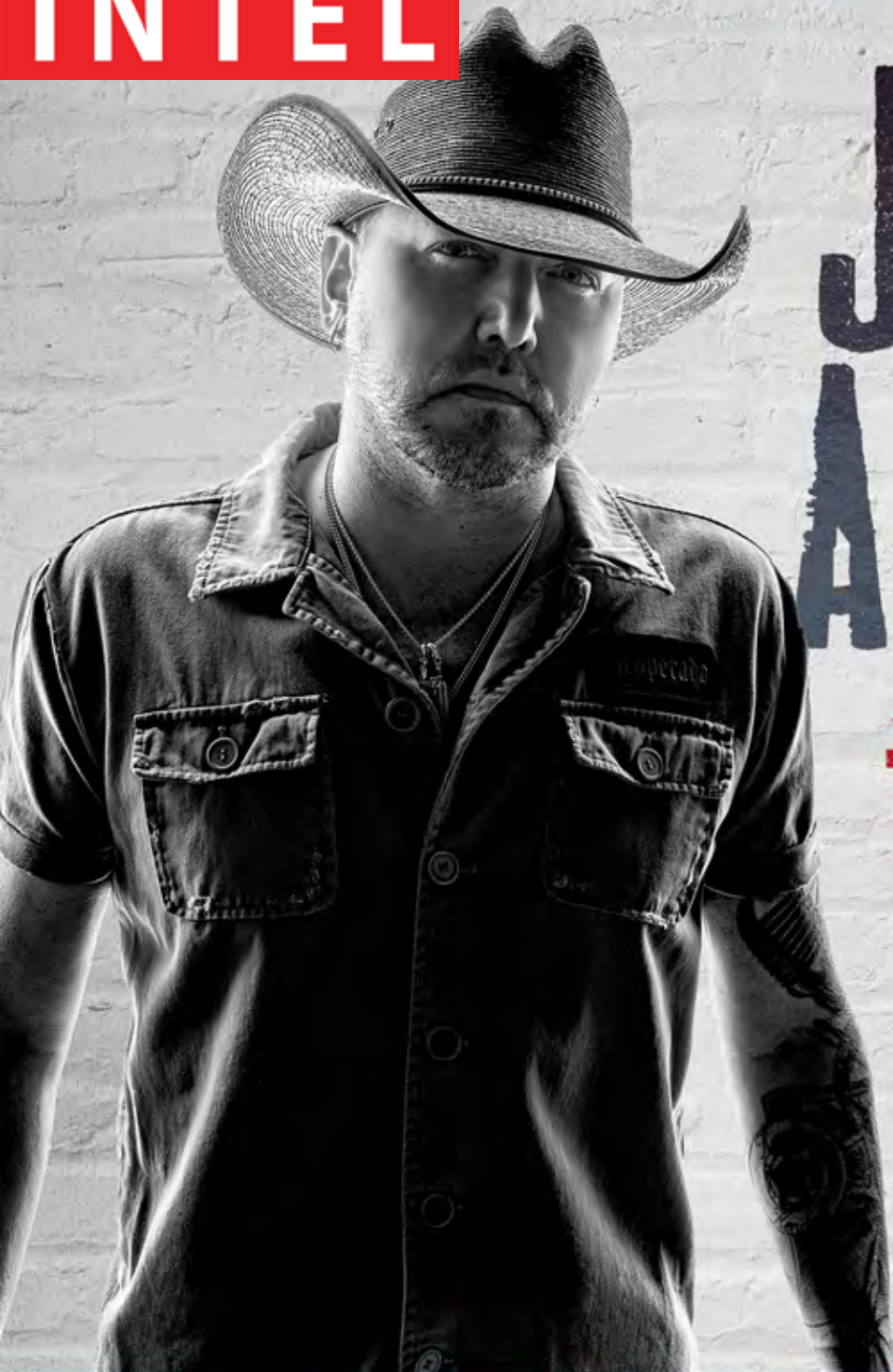


MONDAY
MORNING
INTEL

**THE FIRST SINGLE
FROM THE NEW ALBUM**



**JASON
ALDEAN**

**TRY THAT
IN A
SMALL
TOWN**

IMPACTING TODAY

**MMI
PROFILE**
BRIAN MICHEL

Country Edition

**NASHVILLE
APPROVED**

MAY 22, 2023

MONDAY MORNING INTEL

MAY 22, 2023

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

**MONDAY
MORNING
INTEL**

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

5.22.23

COMPOSITE

MORGAN WALLEN "Last Night"

AIRPLAY

TYLER HUBBARD "Dancin' In The Country"

AIRSCORE

MORGAN WALLEN "Last Night"

CALLOUT

DAN + SHAY "You"

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.



CONGRATS TO OUR '23 ACM AWARD WINNERS!



MALE ARTIST OF THE YEAR
Morgan Wallen



NEW FEMALE ARTIST OF THE YEAR
Hailey Whitters



ARTIST-SONGWRITER OF THE YEAR
HARDY



VISUAL MEDIA OF THE YEAR
wait in the truck
HARDY feat. Lainey Wilson
Director: Justin Clough

MUSIC EVENT OF THE YEAR
wait in the truck
HARDY feat. Lainey Wilson
Producers: Derek Wells, HARDY,
Joey Moi, Jordan Schmidt



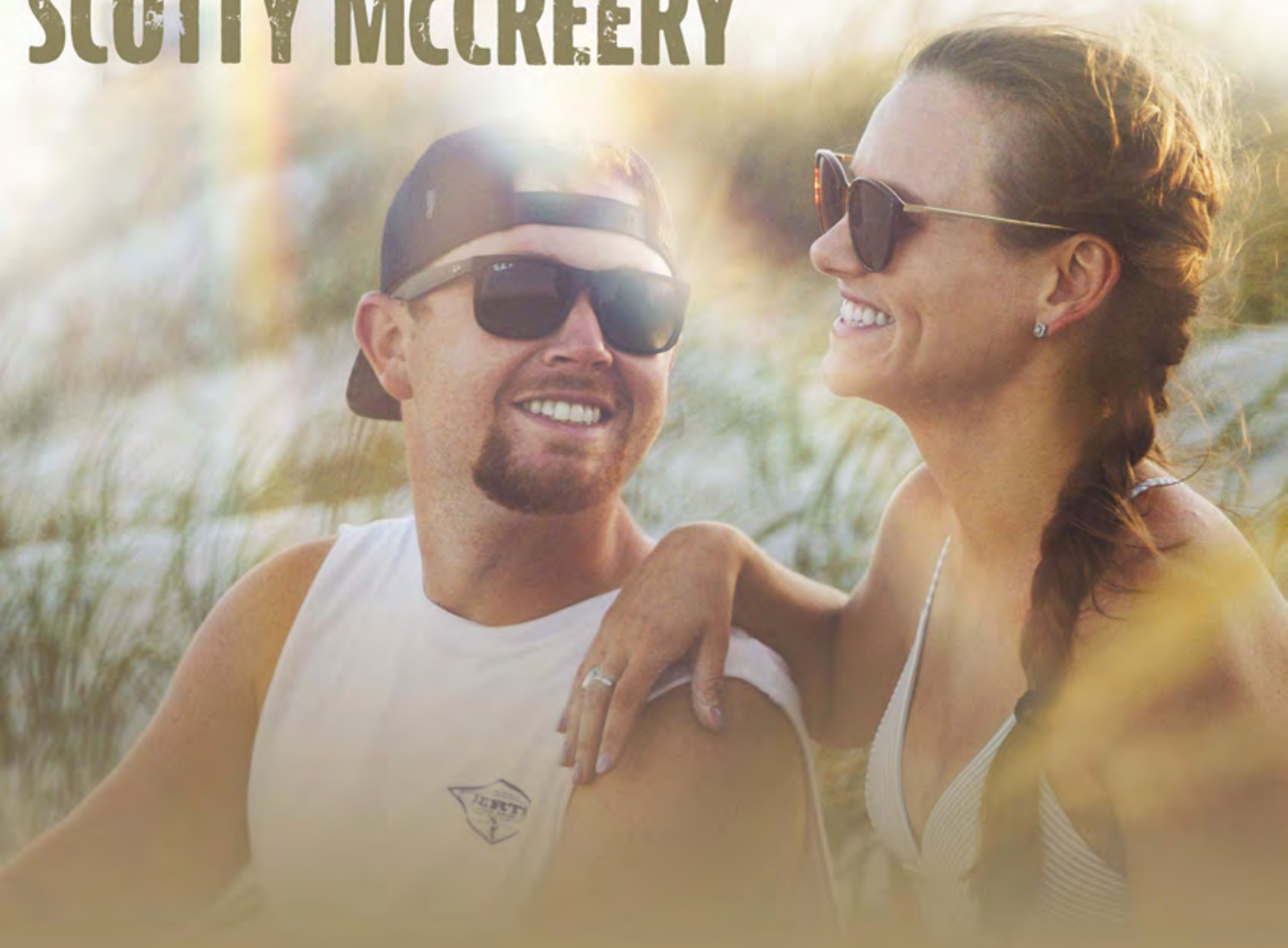
TWRK AIRPLAY	TWRK AIRScore	TWRK CALLOUT	TWRK AUDIO	TWRK VIDEO	TWRK SALES	TW COMP RANK	ARTIST	TITLE	LABEL
2	1	2	1	1	1	1	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
1	2	3	6	10	5	2	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
10	5	4	8	3	6	3	JORDAN DAVIS	Next Thing You Know	MCA Nashville
7	4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

TW RANK	TW RK AIRPLAY	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	28	5	23	LUKE COMBS	Fast Car	River House/Columbia Nash
2	41	21	20	BRETT YOUNG	You Didn't	BMLG
3	49	32	17	KIMBERLY PERRY	If I Die Young (Pt. 2)	RECORDS Nashville
4	44	27	17	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
5	29	14	15	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR
6	39	24	15	LUKE BRYAN	But I Got A Beer In My Hand	Capitol Nashville
7	33	20	13	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment
8	18	7	11	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
9	19	9	10	LUKE COMBS	Love You Anyway	River House/Columbia Nash
10	43	33	10	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville

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

IT MATTERS TO HER

SCOTTY MCCREERY



POWER UP NOW
THROUGH JUNE 5!



	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	JON PARDI	Your Heart Or Mine	Capitol Nashville
HOTZONE	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
HOTZONE	LUKE COMBS	Love You Anyway	River House/Columbia Nash
HOTZONE	THOMAS RHETT	Angels	Valory Music Co.
HOTZONE	CHRIS YOUNG	Looking For You	RCA Nashville
HOTZONE	KANE BROWN	Bury Me In Georgia	RCA Nashville
HOTZONE	LUKE COMBS	Fast Car	River House/Columbia Nash
HOTZONE	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
HOTZONE	CONNER SMITH	Creek Will Rise	Valory Music Co.
HOTZONE	LUKE BRYAN	But I Got A Beer In My Hand	Capitol Nashville
HOTZONE	RILEY GREEN	Different Round Here f/L.Combs	BMLG

	ARTIST	TITLE	LABEL/IMPRINT
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	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
DEVELOPING	COLE SWINDELL	Drinkaby	Warner/WMN
DEVELOPING	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
DEVELOPING	PARMALEE	Girl In Mine	Stoney Creek
DEVELOPING	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
DEVELOPING	TIM MCGRAW	Standing Room Only	Big Machine
DEVELOPING	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR
DEVELOPING	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN
DEVELOPING	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb
DEVELOPING	CHRIS JANSON	All I Need Is You	BMLG
DEVELOPING	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment
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	JACKSON DEAN	Fearless	Big Machine
DEVELOPING	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
DEVELOPING	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
DEVELOPING	GEORGE BIRGE	Mind On You	RECORDS Nashville
DEVELOPING	CHAYCE BECKHAM	23	Wheelhouse



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

JOHN SHOMBY

Owner/CEO
Country's Radio Coach, Inc.

Not only does Luke Combs have two songs on the Powers chart but now he has two songs in the top 10! His current single "Love You Anyway" moves up one spot to #9 hitting the top 10 in sales and streaming and 11th in callout. The airplay rank rises to 19th showing that the panel somewhat favors this one but not by much. Luke's cover of the 80's hit "Fast Car" vaults past the single up 9 spots to enter the top 5 at #5. Top 5 sales and streaming and top 10 already in callout, the panel is jumping on as the airplay rank increases from 35 to 28. It's apparent that most of the panel are playing both and, if I were you, I'd be in there too.

Making the 9-point jump into the top 20 at #19 is Kane Brown's follow-up to the smash "Thank God". "Bury Me In Georgia" is off to a very fast start sitting at 12th in sales and 19th in audio streams. It's way too early for a callout story but the panel is interested as the airplay position moves up 5 spots to 27. Kane is just about at superstar status so if you're not dealing with this yet, you should be.

Also making it to the top 20 for the first time is Kelsea Ballerini's "If You Go Down (I'm Goin' Down Too)" moving from 23 to 20. Top 25 in streaming and callout and top 20 in sales, it's still too early to tell if this has what it takes especially with airplay hovering in the 30's at #33. One to watch for sure. Debuting in the top 25 with a new one, Luke Bryan's summer entry "But I Got A Beer In My Hand" is at #24 already #8 in sales and, with an airplay rank of 39 already, the panel is paying attention to an artist who's had an armload of summer hits.

Jellyroll's "Need A Favor" inches closer to the top 5 going 9 to 7 as the number 3 seller, top 10 video streams and starting to make a little noise in callout at 18th. Airplay remains at 18th overall showing that stations are giving it a lot of medium spins for now.

Aside from "Fast Car", there's one other "newbie" in the top 5. "Tennessee Orange" from breakout star Megan Moroney rises three spots to #4. Streaming and sales are behind this one ranked top 5 with streams and top 10 sales. The panel is all over the song with airplay ranking 7th overall this week. It also appears she may have a couple more hits on her new "Lucky" album so get used to seeing this young lady's name.

Up one spot to 3rd overall is "Next Thing You Know" from Jordan Davis sporting excellent numbers in all categories and, with the airplay rising to 10th, it appears the panel has increased the spin levels for the most part. The top two slots stay the same. Tyler Hubbard's "Dancin' In The Country" is number two on the strength of top 5 callout and top 10 streaming and sales AND the song with the most airplay on the chart. For the second straight week, Morgan Wallen's album cut "Last Night" is number one overall plus number one in sales and streaming and 2nd in callout and airplay. His single "One Thing at a Time" stays at 11 again with very good sales, streaming and airplay numbers but the callout being not so good has stalled it. It still looks as if the album cut is, and will be, the bigger hit.



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	JORDAN DAVIS	Next Thing You Know	MCA Nashville	PLAY VIDEO ▶
4	LUKE COMBS	Fast Car	River House/Columbia Nash	PLAY VIDEO ▶
5	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash	PLAY VIDEO ▶
6	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG	PLAY VIDEO ▶
7	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic	PLAY VIDEO ▶
8	COREY KENT	Wild As Her	Combustion/RCA Nashville	PLAY VIDEO ▶
9	LUKE COMBS	Love You Anyway	River House/Columbia Nash	PLAY VIDEO ▶
10	TYLER HUBBARD	Dancin' In The Country	EMI Nashville	PLAY VIDEO ▶
11	CODY JOHNSON	Human	CoJo/Warner/WMN	PLAY VIDEO ▶
12	PARKER MCCOLLUM	Handle On You	MCA Nashville	PLAY VIDEO ▶
13	CHAYCE BECKHAM	23	Wheelhouse	PLAY VIDEO ▶
14	BRETT YOUNG	You Didn't	BMLG	PLAY VIDEO ▶
15	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville	PLAY VIDEO ▶
16	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.	PLAY VIDEO ▶
17	KIMBERLY PERRY	If I Die Young (Pt. 2)	RECORDS Nashville	PLAY VIDEO ▶
18	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra	PLAY VIDEO ▶
19	TIM MCGRAW	Standing Room Only	Big Machine	PLAY VIDEO ▶
20	JON PARDI	Your Heart Or Mine	Capitol Nashville	PLAY VIDEO ▶
21	DIERKS BENTLEY	Gold	Capitol Nashville	PLAY VIDEO ▶
22	KELSEA BALLERINI	If You Go Down (I'm Going...)	Black River Entertainment	PLAY VIDEO ▶
23	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury	PLAY VIDEO ▶
24	OLD DOMINION	Memory Lane	Columbia Nashville	PLAY VIDEO ▶
25	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	PLAY VIDEO ▶
26	LUKE BRYAN	But I Got A Beer In My Hand	Capitol Nashville	PLAY VIDEO ▶
27	KANE BROWN	Bury Me In Georgia	RCA Nashville	PLAY VIDEO ▶
28	SCOTTY MCCREERY	It Matters To Her	Triple Tigers	PLAY VIDEO ▶
29	LEE BRICE	Save The Roses	Curb	PLAY VIDEO ▶
30	DAN + SHAY	You	Warner/WAR	PLAY VIDEO ▶
31	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb	PLAY VIDEO ▶
32	COLE SWINDELL	Drinkaby	Warner/WMN	PLAY VIDEO ▶
33	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash	PLAY VIDEO ▶
34	JACKSON DEAN	Fearless	Big Machine	PLAY VIDEO ▶
35	THOMAS RHETT	Angels	Valory Music Co.	PLAY VIDEO ▶
36	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	PLAY VIDEO ▶
37	SHANE PROFITT	How It Oughta Be	BMLG	PLAY VIDEO ▶
38	RILEY GREEN	Different Round Here f/L.Combs	BMLG	PLAY VIDEO ▶
39	CHRIS YOUNG	Looking For You	RCA Nashville	PLAY VIDEO ▶
40	MORGAN EVANS	Over For You	Warner/WEA	PLAY VIDEO ▶
41	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville	PLAY VIDEO ▶
42	DUSTIN LYNCH	Stars Like Confetti	Broken Bow	PLAY VIDEO ▶
43	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN	PLAY VIDEO ▶
44	PARMALEE	Girl In Mine	Stoney Creek	PLAY VIDEO ▶
45	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville	PLAY VIDEO ▶
46	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville	PLAY VIDEO ▶
47	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers	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 ▶

RANK	ARTIST	TITLE	N'EAST	MIDWEST	SOUTH	WEST
1	DAN + SHAY	YOU	1	5	2	2
2	WALLEN, MORGAN	LAST NIGHT	2	1	3	8
3	HUBBARD, TYLER	DANCIN' IN THE COUNTRY	8	11	1	1
4	HARDY FEAT. LAINEY WILSON	WAIT IN THE TRUCK	3	4	5	15
5	DAVIS, JORDAN	NEXT THING YOU KNOW	6	17	6	6
6	MCCREERY, SCOTTY	IT MATTERS TO HER	21	9	9	5
7	DICKERSON, RUSSELL	GOD GAVE ME A GIRL	12	13	8	11
8	YOUNG, BRETT	YOU DIDN'T	13	10	13	7
9	COMBS, LUKE	FAST CAR	4	3	18	37
10	MCCOLLUM, PARKER	HANDLE ON YOU	26	6	7	34
11	JOHNSON, CODY	HUMAN	14	21	10	4
12	COMBS, LUKE	LOVE YOU ANYWAY	24	14	4	17
13	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	YOU, ME, & WHISKEY	19	8	16	14
14	KENT, COREY	WILD AS HER	25	16	11	13
15	BENTLEY, DIERKS	GOLD	34	7	15	9
16	URBAN, KEITH	BROWN EYES BABY	9	15	14	29
17	HAILEY WHITTERS	EVERYTHING SHE AIN'T	20	19	19	3
18	OLD DOMINION	MEMORY LANE	7	12	20	22
19	JELLY ROLL	NEED A FAVOR	18	2	32	21
20	SCOTT, DYLAN	CAN'T HAVE MINE	17	29	17	12
21	LYNCH, DUSTIN	STARS LIKE CONFETTI	29	23	12	31
22	BIRGE, GEORGE	MIND ON YOU	11	26	22	20
23	MORONEY, MEGAN	TENNESSEE ORANGE	15	28	21	27
24	UNDERWOOD, CARRIE	HATE MY HEART	10	22	35	16
25	BALLERINI, KELSEA	IF YOU GO DOWN (I'M GOIN' DOWN TOO)	16	20	34	28
26	PARMALEE	GIRL IN MINE	28	25	24	38
27	BRYAN, LUKE	BUT I GOT A BEER IN MY HAND	22	35	23	32
28	MORGAN, KYLIE	IF HE WANTED TO HE WOULD	30	32	27	23
29	YOUNG, CHRIS	LOOKING FOR YOU	32	31	29	18
30	PARDI, JON	YOUR HEART OR MINE	33	18	30	39

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

Cheryl Broz
615.293.9867
cheryl@airplayintel.com

AIRPLAY
INTEL
3.0

**MONDAY
MORNING
INTEL**

**YES,
WE
GET
IT**



RESEARCH IS KEY

and every week we comb
thru MMI as part of our

DECISION-MAKING

process. MMI gives accurate,

HELPFUL INFORMATION

in one location.

Data, Streaming and what our
audience is gravitating to.

PLUS THE INTERVIEWS ARE FUN

to see what others are
saying and doing.

DANNY DWYER

APD Music Director / On Air Personality
98.7 The Bull, Portland, OR (KUPL)

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

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



BRIAN MICHEL INTEL

CURRENT POSITION:

PROGRAM DIRECTOR
KYGO
BONNEVILLE DENVER

You are known to be pretty savvy at slapping a few pucks around. So you have been asked to play for the hockey team, The Radio Razorblades. You have to bring 4 team-mates with you. One is another PD, another is a current Country artist, the 3rd is a label rep and the goalie is aging (or dead) Rock star. Who are your players and why?

Alright - let's get on the ice and crush the infidels. For the other PD, I still gotta believe Gregg Swedberg has something in the tank. Not only one of the best PDs in the world, you should always take a Minnesota boy out there on the ice with you. For a Country artist, I'm asking Scotty McCreery. I know he's a big Hurricanes fan - and I'll let that slide - but he's a great guy and someone who knows the game. For the label rep, there's a number of guys I would consider (Fabiani at Warner, Herring over at Triple Tigers, etc) but ultimately, I'd have to go back to my pop/rhythm days and take Chris Lopes from Interscope. He was an absolute stud of a hockey player in college and he still crushes it in beer league. And lastly, my dead rock star in goal would have to be Elvis - because why not.

You've been invited to moderate the show Point/Counterpoint. Team of consultancy on this side say, "The lower demos have moved on from radio and we need to focus on the radio loyal upper demos by remaining familiar and traditional." The Team 2 says, "Look at the numbers of the hip young rhythmic Country singles that are streaming like crazy. Radio needs to embrace these active cooler acts to bring younger demos back to terrestrial radio. Where do you (the moderator) weigh in on these theories?"

I look at this problem very differently. The first thing I would say is stop making the radio station a streaming service clone and create compelling content that cannot be duplicated by those streaming services so there's a reason for everyone to listen. Serve the community first. We think of KYGO as a local community radio station that just happens to play the best country music. But then when looking at music, you need to invest in real research that can both identify and validate your gut on what the audience has true affinity for. A great brand with compelling content will always be relevant, regardless of the demo.

What is the best song you've ever heard in your entire life?

This is not a fair question! If I may, I have to add to this answer. I lean towards "God Only Knows" by the Beach Boys. But then, I think of albums and I have to say Aja by Steely Dan is probably the best

produced album of all time (although Pet Sounds would be pretty close). But depending on the week, this could change for me - it could be a George Strait song (one of 30), a Tragically Hip song, and on and on.

Bonneville is an extremely solid company and (besides you and Sacramento) doesn't have a huge Country footprint. Across the street you have an iHeart Country, one of a very large roster of your formats stations. Does everyone play nice in the sandbox?

I think we all get along pretty well. We're really over here just doing our own thing. Like in a horse race, blinders on - just focused on our own goals.

You have admirable Pop programming background. Describe the (remarkable) difference between Pop and Country number one battles and the pros and cons of each.

There's a couple of wrinkles in the country format that are very different - starting with the propensity for the format to be artist driven more than song driven. There's a good and bad to that point. When all the music is good from those artists driving the format currently, radio is in a great place. When it's not good, we're still trying to be artist driven but without remarkable music. That usually doesn't work well for country against the other formats. It feels a little feast or famine. The other big wrinkle is label approach. Country can seem like a conveyor belt where everyone gets a turn at the top - regardless of the caliber of the record. I remember one year, a few years ago, looking at how country had 46 numbers ones and pop had 18 in the same year. I tend to believe the pop number is more accurate. I think as we see more changes in the consumption data, the formats will probably align more and more in how they operate but still with a lean towards big artists on the country side. Country listeners still love that connection to the artists.

We all have hidden talents and other passions. Close your peepers and imagine a world without radio. What would be the next great career path for you and what goals (in your new career) would you love to accomplish?

I love to write code. I have a number of apps (some web based) I have been working on that I would go full bore on if I wasn't doing this. Now some of those are solutions that will be for radio (of course), but I love solving problems. Now if you're asking what I would do if radio didn't exist for anyone in the world, I would probably be a pilot. I'm fascinated by airplane technology and design. I could also see myself captaining a deep sea fishing charter on the Outer Banks of North Carolina. I would also consider coaching hockey full time.

Tell us one amazing, great thing that we may not know about your home state of Virginia.

Many of our nation's amazing aircraft carriers - including the latest Gerald Ford class carriers (which replace the Nimitz class) are built there at Newport News Shipbuilding - where my father worked. And as they rightfully say, that's 4 and a half acres of US sovereign territory and 90,000 tons of diplomacy; any time, anywhere.

GRANGER SMITH

LIKE A RIVER

The loss of a child is one of the most unthinkable and devastating events that any parents can imagine. It takes an artist to put that grief into words. When Granger and Amber Smith lost their young son River, many wondered if the musician could come back from such a dark tragedy. To deal with his grief, Granger began writing, and writing, and writing until a book emerged. It's both heartbreaking and beautiful. For a sample of "Like a River" Click here:



Check out these videos hand-picked by our staff!



O.N.E. - "FEELS GOOD"

Already gaining mojo with International press, the Momma/Daughter Uber-duo O.N.E. is already carrying Quite. A. Story. The insider industry buzz on this amazing pair is beginning to ring like Big Ben with a jackhammer and this video will explain why. O.N.E. D.N.A. has deep roots in the musical genius pool. This clip is pure family fun so forget the life jacket and just dive in cuz it "Feels Good". Click here:



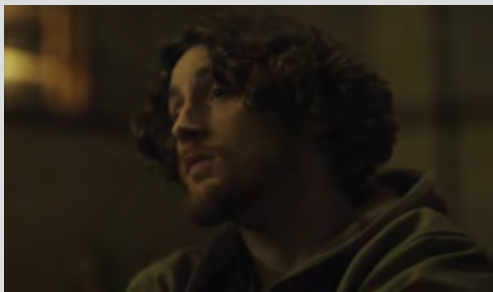
THE BLACK CROWES & DARIUS RUCKER - "HARD TO HANDLE" CMT CROSSROADS

Since 2002 CMT's Crossroads has been one of the most enduring, innovative, and entertaining brands in the history of music television. And here's why. It was a hit for Otis Redding and in 1990, The Black Crowes gave it a new swift kick in the ass. In this clip, the reformed Crowes (sadly sans founding member Steve Gorman) team up with Darius Rucker to prove that when rock meets Country it can be "Hard To Handle". Click here:



BRANDY CLARK - "NORTHWEST"

No. We usually don't feature lyric videos, but this is from Brandy Clark. And whatever and whenever Brandy releases new music, we're there. She can record into a tin can and string and we'll follow her. Ms. Clark is a master writer who can stand beside John Prine, Joni Mitchell, Kris Kristofferson, and Paul Simon. Her ability and talent to create lyrics come with a box of paints. Close your eyes and take a visual trip to the "Northwest". Click here:



BAILEY ZIMMERMAN - "RELIGIOUSLY"

There are 2 kinds of decisions: Good ones and not so much. Looks like Bailey followed his dream but lost his dream girl. This one's been percolating at the maxed-out live shows for some time and now it's emerged as his next chart missile. And yes, the spotlights, the fans the dough the road are all great but according to Mr. Z, it's nothing without the love of your life. Click here:



BEN BURGESS - "KILL A MAN"

Ben's way cool. Plus he's an artist triple threat: Singer-songwriter-writer/writer. This dude has penned more platinum on both sides of the Country and Pop fence than the Tiffany kids at the senior prom. He's written more number ones than you can count and his signature has an edge to it. Take an hour to sit and stream "Tears The Size Of Texas" and don't piss him off. You don't want a heartbroken Ben to "Kill a Man". 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.

CALL US at
818-699-6400
or EMAIL
contact@mmi2020.com

MONDAY MORNING INTEL

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THANK YOU
from the entire staff:

PUBLISHERS:

ZEN CZAR

Rich Meyer

CHIEF WRANGLER

Steve Lehman

**MARKETING, PROMOTION
& Magic Fueled by Studio2Bee**

MASTERS OF THE SUN

Skip Bishop

Butch Waugh

Kylee Laynee Higgins

HEAD INTELCOMMENTATOR

John Shomby

RESEARCH TEAM

**PEOPLE WHO ACTUALLY
DO THE WORK**

Richard R. Deitemeyer

Kate Collins

Brittany Whitney

Brenda Manney

Todd Morris

GRAPHIC DESIGN

EGO Design

PYTHON POWER RANGER

Trent Trento

OPERATIONS

Kylee Laynee Higgins

**PAW POWER
NOT IN MY BOWL**

Hailey Dogg

Monkey Dog

Cooper