

Country Edition

HASHVILLE APPROVED

AUGUST 7, 2023



CONTINUED LISTENER-REACTION SPIKES!

6 SHAZAMS PER SPIN

IMPACTING NOW!



MONDAY MORNING INTEL

AUGUST 7, 2023

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COMPOSITE MORGAN WALLEN "Last Night"

ARPLAY JELLY ROLL "Need A Favor"

AIRSCORE MORGAN WALLEN "Last Night"

CALLOLT MORGAN WALLEN "Last Night"

ALIZIO MORGAN WALLEN "Last Night"

VIDEO JASON ALDEAN "Try That In A Small Town"

SALES JASON ALDEAN "Try That In A Small Town"

MONDAY **MORNING** NTEL

Monday Morning Intel.com



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

HAILEY WHITERS

TOP 15
US SHAZAM
COUNTRY
SONG FOR 13
CONSECUTIVE
WEEKS

OVER 170M TOTAL ON-DEMAND STREAMS TO DATE CONVERT NOW

Everything he she shint





TW RK AIRPLAY	TW RK AIRscore	TW RK Callout	TW RK AUDIO	TW RK VIDEO	TW RK SALES	TW COMP RANK	ARTIST	TITLE	LABEL
4	1	1	1	2	3	1	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
2	2	3	3	3	2	2	LUKE COMBS	Fast Car	River House/Columbia Nash
1	3	4	6	6	5	3	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
19	8	6	2	1	1	4	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow
6	4	5	10	9	11	5	LUKE COMBS	Love You Anyway	River House/Columbia Nash
7	7	17	8	11	10	6	KANE BROWN	Bury Me In Georgia	RCA Nashville
5	6	9	12	16	15	7	JON PARDI	Your Heart Or Mine	Capitol Nashville
15	10	14	11	10	6	8	LAINEY WILSON	Watermelon Moonshine	Broken Bow
3	5	8	15	17	21	9	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
9	9	31	5	8	8	10	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
41	23	2	4	5	9	11	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic
17	16	27	13	15	17	12	MORGAN WALLEN	Everything I Love	Big Loud/Mercury/Republic
21	18	7	20	20	22	13	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
13	14	24	21	24	12	14	LUKE BRYAN	But I Got A Beer In My Hand	Capitol Nashville
16	12	10	23	19	31	15	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
35	24	29	7	12	4	16	CHRIS STAPLETON	White Horse	Mercury Nashville
38	27	26	9	7	7	17	HARDY	TRUCK BED	Big Loud Rock/Big Loud
12	13	21	24	28	20	18	COLE SWINDELL	Drinkaby	Warner/WMN
8	11	11	34	30	28	19	THOMAS RHETT	Angels	Valory Music Co.
42	25	15	14	13	13	20	WARREN ZEIDERS	Pretty Little Poison	Warner/WMN/WEA
14	19	28	30	18	14	21	TIM MCGRAW	Standing Room Only	Big Machine
18	20	25	26	21	25	22	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment
10	15	19	27	40	33	23	PARMALEE	Girl In Mine	Stoney Creek
28	26	12	22	38	19	24	DAN + SHAY	Save Me The Trouble	Warner/WAR
40	31	16	16	23	27	25	NATE SMITH	World On Fire	RCA Nashville
11	17	22	31	39	38	26	CHRIS YOUNG	Looking For You	RCA Nashville
20	21	13	38	41	35	27	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
23	22	20	36	35	44	28	DUSTIN LYNCH	Stars Like Confetti	Broken Bow
36	33	43	17	22	26	29	PARKER MCCOLLUM	Burn It Down	MCA Nashville
24	28	37	44	32	18	30	ASHLEY MCBRYDE	Light On In The Kitchen	Warner Nashville/WMN
47	45	Χ	28	4	16	31	JELLY ROLL	Save Me (with Lainey Wilson)	Stoney Creek/BMG
30	37	33	47	26	29	32	JACKSON DEAN	Fearless	Big Machine
37	36	39	39	29	24	33	CARLY PEARCE	We Don't Fightf/C.Stapleton	Big Machine
25	32	36	41	31	45	34	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
34	35	23	40	37	46	35	RILEY GREEN	Different Round Here f/L.Combs	BMLG
31	30	42	29	42	37	36	CARRIE UNDERWOOD	Out Of That Truck	Capitol Nashville
46	46	Х	19	25	36	37	SAM HUNT	Outskirts	MCA Nashville
33	50	40	33	14	32	38	CHAYCE BECKHAM	23	Wheelhouse
29	38	38	35	43	40	39	GABBY BARRETT	Glory Days	Warner/WAR
45	43	X	18	27	48	40	CHASE MATTHEW	Love You Again	Warner/WAR
26	34	41	43	44	41	41	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville
22	29	30	46	49	49	42	CHRIS JANSON	All I Need Is You	BMLG
27 40	39 42	34	45 25	47 26	47 42	43	CONNER SMITH	Creek Will Rise	Valory Music Co.
48	42 41	X	25 40	36 50	43	44 45	COREY KENT	Something's Gonna Kill Me	Combustion/RCA Nashville
39	41	32	48 50	50	30 50	45 46	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville
32 50	40 47	18	50 32	48 33	34	46 47	GEORGE BIRGE JOSH ROSS	Mind On You Trouble	RECORDS Nashville
50 44	47 44	х 35	32 49	33 46	34 23	47	JAKE OWEN	On The Boat Again	Mercury Nashville Big Loud
44	44 49		49 37	46 34	23 42	49	BRETT YOUNG	Dance With You	BMLG
49	49 48	х 44	37 42	54 45	42 39	49 50	KASSI ASHTON	Drive You Out Of My Mind	MCA Nashville/Interscope
43	40	44	42	43	აუ	50	MASSI ASTITUM	אווע זטט טענ טו ואון ואוווע וויע זטט זענע אווע אווע	wich washville/interscope



TW Rank	TW RK AIRPLAY	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	41	11	30	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic
2	42	20	22	WARREN ZEIDERS	Pretty Little Poison	Warner/WMN/WEA
3	38	17	21	HARDY	TRUCK BED	Big Loud Rock/Big Loud
4	35	16	19	CHRIS STAPLETON	White Horse	Mercury Nashville
5	47	31	16	JELLY ROLL	Save Me (with Lainey Wilson)	Stoney Creek/BMG
6	40	25	15	NATE SMITH	World On Fire	RCA Nashville
7	19	4	15	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow
8	46	37	9	SAM HUNT	Outskirts	MCA Nashville
9	21	13	8	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
10	36	29	7	PARKER MCCOLLUM	Burn It Down	MCA Nashville
11	15	8	7	LAINEY WILSON	Watermelon Moonshine	Broken Bow

Country

MMI-RECURRENTS

8.7.23

RANK TW	ARTIST	TITLE	LABEL/IMPRINT
1	JORDAN DAVIS	Next Thing You Know	MCA Nashville
2	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
3	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
4	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
5	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
6	JORDAN DAVIS	What My World Spins Around	MCA Nashville
7	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville/RCA
8	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
9	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
10	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
11	OLD DOMINION	Memory Lane	Columbia Nashville
12	LAINEY WILSON	Heart Like A Truck	Broken Bow
13	NATE SMITH	Whiskey On You	Arista Nashville
14	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
15	TYLER HUBBARD	5 Foot 9	EMI Nashville
16	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
17	DIERKS BENTLEY	Gold	Capitol Nashville
18	MORGAN WALLEN	Wasted On You	Big Loud/Republic
19	PARMALEE	Take My Name	Stoney Creek/BMG
20	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
21	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
22	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
23	PARKER MCCOLLUM	Handle On You	MCA Nashville
24	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
25	JON PARDI	Last Night Lonely	Capitol Nashville
26	COREY KENT	Wild As Her	Combustion/RCA Nashville
27	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra
28	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
29	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
30	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash

CHRIS LANE

FIND ANOTHER BAR





AVAILABLE FOR AIRPLAY 8/18



MMI-HOTZONE

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	LUKE BRYAN	But I Got A Beer In My Hand	Capitol Nashville
HOTZONE	MORGAN WALLEN	Everything I Love	Big Loud/Mercury/Republic
HOTZONE	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow
HOTZONE	BRIAN KELLEY	See You Next Summer	Big Machine
HOTZONE	CHRIS STAPLETON	White Horse	Mercury Nashville
HOTZONE	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic
HOTZONE	WARREN ZEIDERS	Pretty Little Poison	Warner/WMN/WEA
<i>HOTZONE</i>	DILLON CARMICHAEL	Drinkin' Problems	Riser House

Country

MMI-DEVELOPING

8.7.23

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	CHRIS YOUNG	Looking For You	RCA Nashville
DEVELOPING	COLE SWINDELL	Drinkaby	Warner/WMN
DEVELOPING	TIM MCGRAW	Standing Room Only	Big Machine
DEVELOPING	LAINEY WILSON	Watermelon Moonshine	Broken Bow
DEVELOPING	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
DEVELOPING	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment
DEVELOPING	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
DEVELOPING	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
DEVELOPING	CHRIS JANSON	All I Need Is You	BMLG
DEVELOPING	DUSTIN LYNCH	Stars Like Confetti	Broken Bow
DEVELOPING	ASHLEY MCBRYDE	Light On In The Kitchen	Warner Nashville/WMN
DEVELOPING	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
DEVELOPING	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville
DEVELOPING	CONNER SMITH	Creek Will Rise	Valory Music Co.
DEVELOPING	DAN + SHAY	Save Me The Trouble	Warner/WAR
DEVELOPING	GABBY BARRETT	Glory Days	Warner/WAR
DEVELOPING	JACKSON DEAN	Fearless	Big Machine
DEVELOPING	CARRIE UNDERWOOD	Out Of That Truck	Capitol Nashville
DEVELOPING	GEORGE BIRGE	Mind On You	RECORDS Nashville
DEVELOPING	CHAYCE BECKHAM	23	Wheelhouse
DEVELOPING	RILEY GREEN	Different Round Here f/L.Combs	BMLG
DEVELOPING	PARKER MCCOLLUM	Burn It Down	MCA Nashville
DEVELOPING	CARLY PEARCE	We Don't Fightf/C.Stapleton	Big Machine
DEVELOPING	HARDY	TRUCK BED	Big Loud Rock/Big Loud
DEVELOPING	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville
DEVELOPING	NATE SMITH	World On Fire	RCA Nashville
DEVELOPING	FRANK RAY	Somebody Else's Whiskey	Stoney Creek
DEVELOPING	DALTON DOVER	Giving Up On That	Mercury Nashville
DEVELOPING	DIERKS BENTLEY	Something Real	Capitol Nashville

FOR YOUR CMA CONSIDERATION

DYLAN SCOTT

NEW ARTIST OF THE YEAR

I MILLION TIKTOK CREATES USING CURRENT ALBUM SONGS

"CAN'T HAVE MINE"
TOP 20 AND CLIMBING!
#7 MMI CALL-OUT







MMI WEEK AT A GLANCE

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

The format's biggest star right now is dominating the Country Power top 15. Morgan Wallen just keeps cranking them out and it appears another album cut is making its move to the front of the line. First, his 22-week album cut crossover smash, "Last Night", returns for yet another stint at number one. Top 3 sales and streaming and number one in callout, airplay sits in the top 5 so I can see this around quite a while longer. Be on the lookout for the next album cut making its case, "Thinkin' Bout Me". This one rises 5 spots to 11th this week with top 10 sales, top 5 streams and a surprising number 2 rank in callout. The fact that the familiarity level is above 90% shows the strength of this song already. Airplay is just getting started with a smattering of stations as it ranks 41st overall. Then there's the new single "Everything I Love" that moves from 15 to 12 this week. Decent sales and streaming but nothing like the other two plus callout has not taken hold as of yet. A large part of the panel is on it as airplay rises from 19 to 17 but I see the album cut blowing by this at some point. My two cents.

Biggest move of the week goes to someone who's been away from the charts for a while but now back with the classic-rock sounding "White Horse". Chris Stapleton with this song jumps from 33 to 16 this week behind top 5 sales and streaming. Callout has just started so we'll see how that develops while airplay is at number 35 after a bunch of stations did their "once per hour" debut a week ago. This one sounds like a hit to me – think modern day "Free Bird" – and Mr. Stapleton does have a track record.

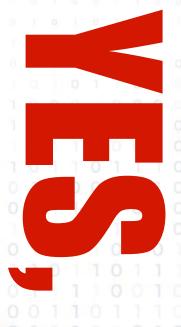
Another move into the top 20 comes from "newbie" Warren Zeiders' "Pretty Little Poison" which moves from a debut at 25 last week to 20 this week. The song is off to an impressive start with top 15 numbers across the board including callout, but stations are taking it slow right now with airplay ranked at number 42. We'll see how this develops but I would keep a close watch on this.

The last big move into the top 15 comes from mainstay superstar Luke Bryan with "But I Got a Beer in My Hand" going 21 to 14. This typical Luke summer song hits number 12 in sales while streaming is fair, but stations are all over this as the airplay is up to 13th this week.

The top 5 is made up of the same songs from last week but a couple changed positions. Luke Combs' single "Love You Anyway" drops on spot to 5th overall but remains top 10 sales and streaming and top 5 in callout. Airplay is also strong at number 6. Controversy really kicked Jason Aldean's "Try That in a Small Town" into gear as the song moves up one to 4th this week. It's the number one seller, first with the video and 2nd in audio streams. In addition, callout sits at 6th. Stations are beginning to move, but carefully, as the airplay goes from 22 to 21. This looks like a country hit no matter how you look at it. Not yet a power but it is a strong medium.

Jellyroll's "Need a Favor" stays in the 3rd spot with top 5 numbers in sales and callout and top 10 streaming plus, this week, it's the most played song of the 50 surveyed. Finally, dropping one spot to number 2 is Luke Combs' "Fast Car" which is top 5 in all categories and appears to be nowhere near over.







rankers take so many criteria into consideration lends **CREDIBILITY** to the data. Weighted Airplay, retention, streaming, and sales scores are all

GOOD INDICATORS

of forward momentum.

And seeing data from the different

regions is **INTRIGUING**.

Plus the MMI Pro-Files are

TERRIFIC!

A great way to get to know our colleagues in the industry.



Consulting Partner
Albright & O'Malley & Brenner Consulting

MMI AND THE AIRPLAY INTEL FAMILY OF PUBLICATIONS



AV Rank	ARTIST	TITLE	LABEL/IMPRINT	LISTEN! LINKS
1	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow	PLAY VIDEO ▶
2	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic	PLAY VIDEO ▶
3	LUKE COMBS	Fast Car	River House/Columbia Nash	PLAY VIDEO ▶
4	JELLY ROLL	Save Me (with Lainey Wilson)	Stoney Creek/BMG	PLAY VIDEO ▶
5	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic	PLAY VIDEO ▶
6	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG	PLAY VIDEO ▶
7	HARDY	TRUCK BED	Big Loud Rock/Big Loud	PLAY VIDEO ▶
8	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra	PLAY VIDEO ▶
9	LUKE COMBS	Love You Anyway	River House/Columbia Nash	PLAY VIDEO ▶
10	LAINEY WILSON	Watermelon Moonshine	Broken Bow	PLAY VIDEO ▶
11	KANE BROWN	Bury Me In Georgia	RCA Nashville	PLAY VIDEO ►
12	CHRIS STAPLETON	White Horse	Mercury Nashville	PLAY VIDEO ►
13	WARREN ZEIDERS	Pretty Little Poison	Warner/WMN/WEA	PLAY VIDEO ▶
14	CHAYCE BECKHAM	23	Wheelhouse	PLAY VIDEO ▶
15	MORGAN WALLEN	Everything I Love	Big Loud/Mercury/Republic	PLAY VIDEO ▶
16	JON PARDI	Your Heart Or Mine	Capitol Nashville	PLAY VIDEO ▶
17	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury	PLAY VIDEO ▶
18	TIM MCGRAW	Standing Room Only	Big Machine	PLAY VIDEO ▶
19	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	PLAY VIDEO ▶
20	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb	PLAY VIDEO ▶
21	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment	PLAY VIDEO ▶
22	PARKER MCCOLLUM	Burn It Down	MCA Nashville	PLAY VIDEO ►
23	NATE SMITH	World On Fire	RCA Nashville	PLAY VIDEO ▶
24	LUKE BRYAN	But I Got A Beer In My Hand	Capitol Nashville	PLAY VIDEO ▶
25	SAM HUNT	Outskirts	MCA Nashville	PLAY VIDEO ▶
26	JACKSON DEAN	Fearless	Big Machine	PLAY VIDEO ▶
27	CHASE MATTHEW	Love You Again	Warner/WAR	PLAY VIDEO ▶
28	COLE SWINDELL	Drinkaby	Warner/WMN	PLAY VIDEO ▶
29	CARLY PEARCE	We Don't Fightf/C.Stapleton	Big Machine	PLAY VIDEO ▶
30	THOMAS RHETT	Angels	Valory Music Co.	PLAY VIDEO ▶
31	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash	PLAY VIDEO ►
32	ASHLEY MCBRYDE	Light On In The Kitchen	Warner Nashville/WMN	PLAY VIDEO ►
33	JOSH ROSS	Trouble	Mercury Nashville	PLAY VIDEO ►
34	BRETT YOUNG	Dance With You	BMLG	PLAY VIDEO ►
35	DUSTIN LYNCH	Stars Like Confetti	Broken Bow	PLAY VIDEO ►
36	COREY KENT	Something's Gonna Kill Me	Combustion/RCA Nashville	PLAY VIDEO ►
37	RILEY GREEN	Different Round Here f/L.Combs	BMLG	PLAY VIDEO ►
38	DAN + SHAY	Save Me The Trouble	Warner/WAR	PLAY VIDEO ►
39 40	CHRIS YOUNG	Looking For You	RCA Nashville	PLAY VIDEO ►
40	PARMALEE DICKERSON	Girl In Mine	Stoney Creek	PLAY VIDEO ►
41	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers	PLAY VIDEO ►
42	CARRIE UNDERWOOD	Out Of That Truck	Capitol Nashville Warner/WAR	PLAY VIDEO ►
43 44	GABBY BARRETT BROTHERS OSBORNE	Glory Days	EMI Nashville	PLAY VIDEO ►
		Nobody's Nobody		PLAY VIDEO ►
45 46	KASSI ASHTON	Drive You Out Of My Mind	MCA Nashville/Interscope	PLAY VIDEO ►
46 47	JAKE OWEN CONNER SMITH	On The Boat Again Creek Will Rise	Big Loud Valory Music Co.	PLAY VIDEO ►
47 48	GEORGE BIRGE	Mind On You	RECORDS Nashville	PLAY VIDEO ► PLAY VIDEO ►
46 49	CHRIS JANSON	All I Need Is You	BMLG	PLAY VIDEO ► PLAY VIDEO ►
49 50	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville	
JU	DANIOS NOCKLIN	LIES DOILE STALE HIGHISCINGS	Gapitui Masiiviile	PLAY VIDEO ▶



19M+

ON-DEMAND STREAMS
AND COUNTING!

89K+

USER GENERATED TIKTOK VIDEOS

98M+
VIEWS ON TIKTOK

"BREAKTHROUGH ARTIST"

amazon music

"COUNTRY MUSIC'S NEXT RISING STAR"

billboard

ON TOUR WITH KANE BROWN AND GRANGER SMITH







Country MMI-COUNTRY CALLOLT 8.7.23

RANK	ARTIST	TITLE	N'EAST	MIDWEST	SOUTH	WEST
1	WALLEN, MORGAN	LAST NIGHT	4	1	1	2
2	WALLEN, MORGAN	THINKIN' BOUT ME	1	4	2	4
3	COMBS, LUKE	FAST CAR	15	2	4	1
4	JELLY ROLL	NEED A FAVOR	3	3	3	5
5	COMBS, LUKE	LOVE YOU ANYWAY	5	5	6	13
6	ALDEAN, JASON	TRY THAT IN A SMALL TOWN	7	7	5	7
7	SCOTT, DYLAN	CAN'T HAVE MINE	10	9	7	23
8	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	YOU, ME, & WHISKEY	9	10	9	10
9	PARDI, JON	YOUR HEART OR MINE	18	11	11	12
10	HAILEY WHITTERS	EVERYTHING SHE AIN'T	20	6	19	20
11	RHETT, THOMAS	ANGELS (DON'T ALWAYS HAVE WINGS)	19	8	17	11
12	DAN + SHAY	SAVE ME THE TROUBLE	16	23	13	3
13	DICKERSON, RUSSELL	GOD GAVE ME A GIRL	37	15	8	15
14	WILSON, LAINEY	WATERMELON MOONSHINE	31	14	10	14
15	ZEIDERS, WARREN	PRETTY LITTLE POISON	11	12	18	34
16	SMITH, NATE	WORLD ON FIRE	8	16	21	22
17	BROWN, KANE	BURY ME IN GEORGIA	17	17	12	24
18	RAY, FRANK	SOMEBODY ELSE'S WHISKEY	28	19	15	9
19	BIRGE, GEORGE	MIND ON YOU	6	25	20	8
20	PARMALEE	GIRL IN MINE	21	13	22	27
21	LYNCH, DUSTIN	STARS LIKE CONFETTI	24	21	14	19
22	SWINDELL, COLE	DRINKABY	35	20	27	6
23	YOUNG, CHRIS	LOOKING FOR YOU	30	24	23	16
24	GREEN, RILEY FEAT. LUKE COMBS	DIFFERENT 'ROUND HERE	29	27	16	28
25	BRYAN, LUKE	BUT I GOT A BEER IN MY HAND	25	26	26	18
26	BALLERINI, KELSEA	IF YOU GO DOWN (I'M GOIN' DOWN TOO)	42	18	24	31
27	CORBIN, EASTON	MARRY THAT GIRL	2	39	38	21
28	HARDY	TRUCK BED	13	29	28	38
29	WALLEN, MORGAN	EVERYTHING I LOVE	22	28	35	25
30	MCGRAW, TIM	STANDING ROOM ONLY	12	30	31	36

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

Cheryl Broz 615.293.9867 cheryl@airplayintel.com AIRPLAY

3.0



RESEARCHING LIKE A BIG OLE HIT!







CURRENT POSITION:

NATIONALLY SYNDICATED HOST OF B-DUB RADIO

What an interesting broadcast trip you've been on. Starting in Oregon and now back there. In as much of a nutshell as you can, tell us how got to where you are now.

Twenty years in radio, brought me home to Oregon, twice. Between 2003 and 2008, I worked in Mobile, Milwaukee, and Philadelphia in Top 40. In 2010 I moved back home after a divorce and bankruptcy and a car being repossessed and decided to get into Country (I know). I fell in love with it immediately. 2010-2016 I had a great run at KUPL in nights and eventually afternoons. 2016 took me to KMLE Phoenix, 2017 KBEB Sacramento, 2018 KWBL Denver, 2020 KNUC Seattle (RIP) where I was able to build up B-Dub Radio to a point that I didn't need to move to another station after the flip, so my wife and I decided since I can work from anywhere, that being close to family was the right move.

Now let's get down to specifics about B-Dub Radio. How many stations carry the show and what does it take to put a daily show together for all those folks? Who, aside from you, is behind it?

We are at 40 stations weekdays and 60+ weekends. As far as the actual production of the show, I do it all. My goal is to add team members in 2024, but I need to achieve a certain revenue point before I do it. We are close, but I wanted to avoid hiring people, and not being able to commit long term. Behind the scenes, we have a great team at Skyview Networks that affiliate and sell the show in house.

Back in June of this year, you went on a nice, little bike run. Details, please!

I got into motorcycling last year and set a goal to give back in a big way this year. On the summer solstice I got up and put the Kickstand Up right at Dawn. I rode, by myself, over 1,000 miles to raise money for Fisher House. "B-Dub's Longest Ride" raised about \$4,300 in the first year. Seeing how supportive people were, and others wanting to get involved, I am working on growing the event next year.

You've had an amazing run in this business over the past 20 or so years. We're giving you five (5) Thank-You cards for those who helped you achieve this success. Who gets some mail from you and why? Only five?! That's going to be tough.

1. Brian Kelly at WXSS who gave me my first big market opportunity in Milwaukee. I was 21

and ready to move up right after I started. I told him about two big gigs and he said I could do better...until Todd Shannon offered me PM Drive at WIOQ in 2005, then he told me I'd be an idiot if I didn't take it.

- 2. Todd Shannon For hiring me at Q102 in Philly. It was a flamethrower station back in the day... one of the most bad ass Top 40's of all time.
- 3. Scott Mahalick For giving me my first break in Country and taking a chance on a guy that was out of work for two years. Scott empowers talent and has been a great mentor and coach.
- 4. Michael Bryan Michael was my agent, and is a great friend who I've always wanted to work with from when he was a PD. He negotiated a great deal before I joined Hubbard in Seattle that allowed me to have the syndication side carved out. I might be panicking after a format flip instead of being able to focus 100% on "B-Dub Radio" had he not done that.
- 5. Okay, this is going to be a tie, so I'm breaking the rules and going with 6. The first one is every Program Director and station that carries my show. "B-Dub Radio" has been built from the ground up by people that believe in what I do. The show has earned every affiliate, and without the believers I would not be where I am today. I am thankful from the bottom of my heart. Lastly, and most importantly, my wife, Chelsea...we've lived 6 cities in 9 years together, and she's been with me every step of the way. Being a "Radio Wife" isn't easy, and she is a pro.

You have the choice of one country artist to invite with you on another bike run. Who would that be and why? Brantley Gilbert...just in case I ran into trouble.

The country format is riding high right now. The music is doing so well that it's crossing over, station ratings are better than they've been in several years and tours are everywhere. What, in your mind, do you think needs to happen for this to continue?

A lot of things. 1. Radio needs to stop playing the chart game and hold on to hits. We've gotten better, but we have more work to do. 2. Nashville needs to give up on songs quicker that aren't performing. 3. We have a balanced sound right now...we have Rock, Pop, Traditional etc. all performing. Country is white hot and unstoppable when there is a sonic variety in each quarter hour...keep it up!

BONUS QUESTION:

Mountains or Water? Your #1 choice and, of course, why.

Mountains...you can find a nice lake or river and you get both water and mountains...also the beauty of living in Oregon...you can ski and surf in the same day.

MICKEY GUYTON FEAT. KANE BROWN NOTHING COMPARES TO YOU

ADD 8/7

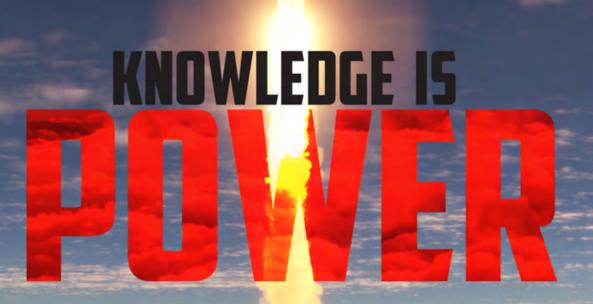












MMISS SERVICE OF THE SERVICE OF THE

FOR MODERN RADIO DECISION MAKERS

Check out these videos hand-picked by our staff!



KRISTIAN BUSH - "LITTLE UMBRELLAS"

Founding member of the super trio Sugarland and 50% of the 2nd generation of said band is Kristian Bush. The Knoxville native is musically adventurous and diverse. His Atlanta-based folk rock duo Billy Pilgrim made big noise in the early stages of Triple A and Americana radio and his songwriting quietly permeates the charts consistently. The industry's take? You won't find one human that doesn't love him. He's beloved, revered, and respected. Take an online stroll of his streaming catalog and find out why. Here's a sample:



ELVIE SHANE - "JONESIN"

This song and video had an immediate reaction to send us online because we want to see this bad boy live. Wow. This razor's edge songwriting completely depicts the anxious anxiety of the "need mores" where there's no off switch to addiction, pleasure, and pain. Elvie writes with a hillbilly-beat poet-pen and a literary edge. The 'once long ago American Idol' contestant continues to drive towards his own deeply carved lane of artistic distinction. If the brilliant "My Boy" is as deep as you've gone, go deeper. Click here:



ASHLEY COOKE - "NEXT TO YOU"

Simply put: There is so much great music on Ashley's bold debut album "Shot In The Dark". There are 24 tracks in which to swim and we haven't found a bump in the path. Streaming this compilation of songs straight through is the perfect accompaniment for these hot rainy days, very much like reading a book. "Next To You" is a lovely Country-Folk acoustic love song. It's both easy and sweet, meaningful and true.

Click here:



CHRIS YOUNG - "YOUNG LOVE & SATURDAY NIGHTS"

Yes, we ran this video last week. And yes it appears we're 'playin' favorites. And yes, it looks like we're repeating ourselves. And yes, it looks like we're repeating ourselves. (Oh, wait)...... And we are. Because we do. And we will again. Because we love this fun creative Bowie-infused, smash from Chris. It just captures a summertime feeling and makes you want to grab a hand and a beer and dance in the sand. And what in the Southern heck is wrong with any of that? Click here:



CARTER FAITH - "COWBOY FOREVER"

Carter Faith has an industry buzz like a bumble bee. And she was a stylized approach to songwriting that puts the "W" back into the term "C&W". Several of her songs have a modern cool approach that reflects back to the Western sounds from the 60's that clearly catches your ear. In the video of "Cowboy Forever" (which sounds like a fresh younger cousin of The Cowboy Junkies classic "Misguided Angel) we find Carter outstanding in her field. Is she going to break big soon? We have Faith. Click here:

CHARTS/POWERS:

- **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.
- **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.
- **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.

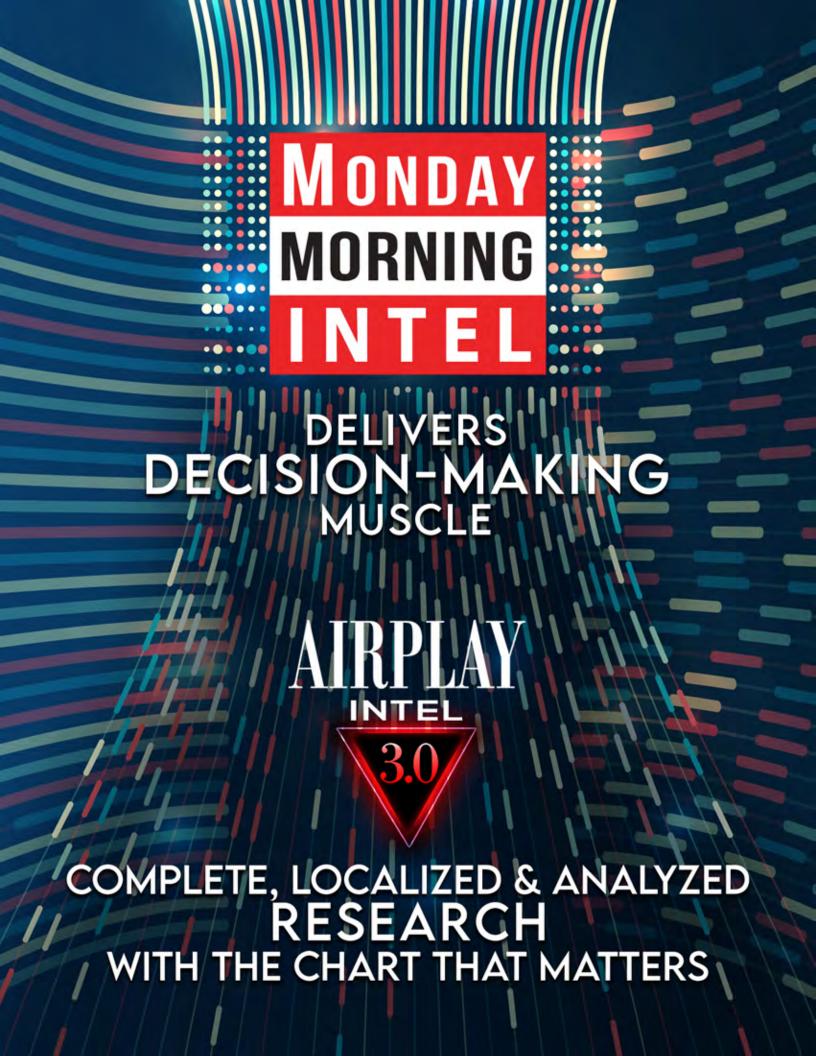
ACTION

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.



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

MONDAY MORNING INTEL

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