

**MONDAY**  
**MORNING**  
**INTEL**

# Nessa Barrett

 **WARNER  
RECORDS**

**MMI  
PROFILE  
MIKE MCCOY**

**TOP 40** *EDITION*

SEPTEMBER 20, 2021

# **MONDAY MORNING INTEL**

SEPTEMBER 20, 2021

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



**MONDAY  
MORNING  
INTEL**

# #1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

9.20.21

**AIRPLAY**

THE KID LAROI & JUSTIN BIEBER "STAY"

**RETENTION**

DOJA CAT FT. SZA "KISS ME MORE"

**CALLOUT**

THE KID LAROI & JUSTIN BIEBER "STAY"

**AUDIO**

DRAKE FT. FUTURE & YOUNG THUG "WAY 2 SEXY"

**VIDEO**

THE KID LAROI & JUSTIN BIEBER "STAY"

**SALES**

BTS "BUTTER"

**COMPOSITE**

THE KID LAROI & JUSTIN BIEBER "STAY"

**MondayMorningIntel.com**



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

**MONDAY  
MORNING  
INTEL**

Weighted Airplay, Retention Scores, Streaming Scores, and Sales Scores this week combined and equally weighted deviser Powers Rankers.

TWRK AIRPLAY	TWRK RETENTION	TWRK CALLOUT	TWRK AUDIO	TWRK VIDEO	TWRK SALES	TWCOMP RANK	ARTIST	TITLE	LABEL
1	9	1	3	1	3	1	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia
2	8	4	6	6	8	2	OLIVIA RODRIGO	good 4 u	Geffen/Interscope
3	5	6	10	15	4	3	ED SHEERAN	Bad Habits	Atlantic
4	1	7	11	13	14	4	DOJA CAT	Kiss Me More f/Sza	Kemosabe/RCA
12	11	13	5	4	7	5	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia
6	10	2	13	8	27	6	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia
27	x	12	9	10	2	7	WALKER HAYES	Fancy Like	Monument/RCA
5	6	3	17	25	23	8	OLIVIA RODRIGO	deja vu	Geffen/Interscope
22	x	11	7	12	22	9	DOJA CAT	Need To Know	Kemosabe/RCA
13	23	5	16	5	9	10	MANESKIN	Beggin	Arista
43	x	x	1	2	5	11	DRAKE	Way 2 Sexy f/Future/Young Thug	OVO/300 Ent-Epic-Republic
7	7	14	19	24	19	12	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA
9	13	9	33	3	29	13	DUNCAN LAURENCE	Arcade	Capitol
31	15	20	24	14	1	14	BTS	Butter	Columbia
8	3	30	21	29	15	15	THE WEEKND	Take My Breath	XO/Republic
10	12	19	29	30	11	16	MARSHMELLO F/JONAS BROTHERS	Leave Before You Love Me	Republic
26	x	23	8	18	24	17	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope
29	x	35	14	9	10	18	WIZKID	Essence f/Tems	Starboy/RCA
14	21	17	15	19	25	19	OLIVIA RODRIGO	traitor	Geffen/Interscope
44	x	x	2	11	16	20	DRAKE	Girls Want Girls f/Lil Baby	OVO/Republic
16	19	16	20	31	20	21	TAI VERDES	A-O-K	Arista
11	2	22	37	36	21	22	DUA LIPA	Love Again	Warner
15	x	33	22	26	13	23	LIZZO	Rumors f/Cardi B	Nice Life/Atlantic
20	22	10	26	33	18	24	KANE BROWN X BLACKBEAR	Memory	Sony Music Nashville/RCA
38	x	40	12	7	17	25	FARRUKO	Pepas	C. Fiber/Sony Music Latin
19	14	27	38	23	26	26	BRUNO MARS/A .PAAK/SILK SONIC	Skate	Aftermath Ent./Atlantic
41	x	8	23	20	34	27	MEGAN THEE STALLION	Thot S**t	300 Ent.
39	x	24	27	28	12	28	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
28	20	26	28	16	33	29	NORMANI	Wild Side f/Cardi B	Keep Cool/RCA
17	4	37	35	35	35	30	CAMILA CABELLO	Don't Go Yet	Syco/Epic
32	x	28	36	38	6	31	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope
21	x	34	30	37	28	32	HALSEY	I am not a woman, I'm a god	Capitol
42	x	x	4	22	46	33	KANYE WEST	Hurricane f/TheWeeknd/Lil Baby	GOOD/Cap-Rep-Def Jam
30	18	18	39	41	38	34	REGARD	You f/Troye Sivan & Tate McRae	Min.Of Sound/Capitol-Epic
18	x	32	32	42	36	35	SHAWN MENDES & TAINY	Summer Of Love	Island/Republic
49	x	x	18	17	37	36	DJ KHALED	Every Chance I Get f/LilBaby..	WTB/RN/Cap-Int-Epic
48	x	x	25	21	32	37	BIA	Whole Lotta Money	Republic-Epic
25	16	21	49	44	49	38	DIXIE	Psycho f/Rubi Rose	HITCO
37	x	39	34	43	44	39	SKRILLEX/J BIEBER/D TOLIVER	Don't Go	Def Jam-Atlantic
50	x	x	31	32	39	40	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE
24	x	29	50	50	30	41	ED SHEERAN	Shivers	Atlantic
23	x	38	46	47	45	42	TWENTY ONE PILOTS	Saturday	Fueled By Ramen/EMG
47	x	x	42	27	41	43	T-PAIN & KEHLANI	I Like Dat	Nappy Boy/EMPIRE
34	x	15	48	48	47	44	SEB	Seaside Demo	further./Mom+Pop
35	x	25	45	40	50	45	MADISON BEER	Reckless	Epic
40	x	x	43	39	42	46	POP SMOKE	Woo Baby f/Chris Brown	VV/RCA-Republic
45	x	x	40	45	31	47	SHOUSE	Love Tonight	Hell Beach/ONELOVE
36	24	31	41	46	40	48	MAROON 5	Lost	222/Interscope
33	17	36	47	49	48	49	BAZZI	I Like That	Atlantic
46	x	x	44	34	43	50	DIRTY HEADS	Vacation f/Train (2021)	Better Noise





# for KING & COUNTRY



**4X**

GRAMMY WINNER

**19**

COUNTRIES TOURED

**1.5B**

ON DEMAND STREAMS

**127**

SOLD OUT SHOWS

**9**

#1 SONGS

**TOP 10**

'AMEN' AC CHART



**CURB**  
RECORDS  
curb.com



Songs that are out performing current airplay results and a worth a second look in terms of airplay acceleration.

TW RANK	TW RK AIRPLAY	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	43	11	32	DRAKE	Way 2 Sexy f/Future/Young Thug	OVO/300 Ent-Epic-Republic
2	44	20	24	DRAKE	Girls Want Girls f/Lil Baby	OVO/Republic
3	27	7	20	WALKER HAYES	Fancy Like	Monument/RCA
4	31	14	17	BTS	Butter	Columbia
5	41	27	14	MEGAN THEE STALLION	Thot S**t	300 Ent.
6	38	25	13	FARRUKO	Pepas	C. Fiber/Sony Music Latin
7	22	9	13	DOJA CAT	Need To Know	Kemosabe/RCA
8	49	36	13	DJ KHALED	Every Chance I Get f/LilBaby..	WTB/RN/Cap-Int-Epic
9	29	18	11	WIZKID	Essence f/Tems	Starboy/RCA
10	39	28	11	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
11	48	37	11	BIA	Whole Lotta Money	Republic-Epic

Songs that have significantly downtreanded on the Powers charts are reclassified as Recurent and can remain there for up to two years, before being reclassified as Gold.

RANK TW	ARTIST	TITLE	LABEL/IMPRINT
1	DUA LIPA	Levitating	Interscope-Warner
2	THE WEEKND	Save Your Tears	XO/Republic
3	GIVEON	Heartbreak Anniversary	Not So Fast/Epic
4	ARIANA GRANDE	positions	Republic
5	JUSTIN BIEBER	Peaches f/Daniel Caesar/Giveon	Def Jam
6	ARIANA GRANDE	pov	Republic
7	THE KID LAROI	Without You with Miley Cyrus	Columbia
8	ARIANA GRANDE	34+35	Republic
9	24KGOLDN	Mood f/Iann Dior	RECORDS/Columbia
10	THE WEEKND	Blinding Lights	XO/Republic
11	HARRY STYLES	Adore You	Columbia
12	POST MALONE	Circles	Republic
13	HARRY STYLES	Watermelon Sugar	Columbia
14	MACHINE GUN KELLY & BLACKBEAR	My Ex's Best Friend	Bad Boy/Interscope
15	CHRIS BROWN X YOUNG THUG	Go Crazy	Chris Brown/300 Ent.-RCA
16	SAWEETIE	Best Friend f/Doja Cat	Icy/RCA-Warner
17	TATE MCRAE	You Broke Me First	RCA
18	DUA LIPA	Break My Heart	Warner
19	MAROON 5 F/MEGAN THEE STALLION	Beautiful Mistakes	222/Interscope
20	DUA LIPA	Don't Start Now	Warner
21	BILLIE EILISH	Therefore I Am	Darkroom/Interscope
22	KALI UCHIS	Telepatia	Virgin EMI/Interscope
23	AVA MAX	Kings & Queens	Atlantic
24	RITT MOMNEY	Put Your Records On	Disruptor/Columbia
25	BLACKBEAR	Hot Girl Bummer	Beartrap/Alamo/Interscope
26	MASKED WOLF	Astronaut In The Ocean	Elektra/EMG
27	BRUNO MARS/A .PAAK/SILK SONIC	Leave The Door Open	Aftermath Ent./Atlantic
28	OLIVIA RODRIGO	drivers license	Geffen/Interscope
29	LEWIS CAPALDI	Before You Go	Vertigo/Capitol
30	DOJA CAT	Say So	Kemosabe/RCA



Songs that are performing higher than most with all of the heaviest increases in all MMI Components.

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	ED SHEERAN	Shivers	Atlantic
HOTZONE	JUSTIN BIEBER	Ghost	Def Jam
HOTZONE	WALKER HAYES	Fancy Like	Monument/RCA
HOTZONE	DOJA CAT	Need To Know	Kemosabe/RCA
HOTZONE	HALSEY	I am not a woman, I'm a god	Capitol
HOTZONE	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope
HOTZONE	JACKSON WANG & INTERNET MONEY	Drive You Home	88rising
HOTZONE	FARRUKO	Pepas	C. Fiber/Sony Music Latin
HOTZONE	MANESKIN	Beggin	Arista
HOTZONE	MADISON BEER	Reckless	Epic
HOTZONE	ALESSO & MARSHMELLO	Chasing Stars f/James Bay	10:22/Astralwerks/Capitol
HOTZONE	SKRILLEX/J BIEBER/D TOLIVER	Don't Go	Def Jam-Atlantic
HOTZONE	OLIVIA PENALVA	Ex's	Decoded Music Group, LLC
HOTZONE	WILLOW	transparent soul f/T. Barker	MSFTS/Roc Nation
HOTZONE	WIZKID	Essence f/Tems	Starboy/RCA
HOTZONE	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope

New music that is increasing at a moderate rate in all MMI Components — Upward Trending Music.

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	OLIVIA RODRIGO	traitor	Geffen/Interscope
DEVELOPING	TAI VERDES	A-O-K	Arista
DEVELOPING	TWENTY ONE PILOTS	Saturday	Fueled By Ramen/EMG
DEVELOPING	DIXIE	Psycho f/Rubi Rose	HITCO
DEVELOPING	BLACK EYED PEAS	HIT IT f/Saweetie & Lele Pons	Epic
DEVELOPING	SHAWN MENDES & TAINY	Summer Of Love	Island/Republic
DEVELOPING	KANE BROWN X BLACKBEAR	Memory	Sony Music Nashville/RCA
DEVELOPING	CONAN GRAY	People Watching	Republic
DEVELOPING	SEB	Seaside Demo	further./Mom+Pop
DEVELOPING	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia
DEVELOPING	NORMANI	Wild Side f/Cardi B	Keep Cool/RCA
DEVELOPING	SWEDISH HOUSE MAFIA	Lifetime f/Ty Dolla \$ign/070..	Republic
DEVELOPING	ALESSIA CARA	Sweet Dream	Def Jam
DEVELOPING	DUA LIPA	Love Again	Warner
DEVELOPING	LIZZO	Rumors f/Cardi B	Nice Life/Atlantic

# #2 MMI RETENTION SCORE AND GROWING

RESEARCH EXPLODING IN ALL CATEGORIES

Love Again

**L**ove Again

WARNER  
RECORDS



Sources included Amazon, Apple, You Tube, Google Play, Napster, Pandora, and Slacker, combined to provide you a pinpoint look at the top streaming songs.

AV RANK	ARTIST	TITLE	LABEL/IMPRINT	LISTEN LINKS
1	THE KID LAROI & JUSTIN BIEBER	Stay	Columbia	<a href="#">PLAY VIDEO ►</a>
2	DRAKE	Way 2 Sexy f/Future/Young Thug	OVO/300 Ent-Epic-Republic	<a href="#">PLAY VIDEO ►</a>
3	DUNCAN LAURENCE	Arcade	Capitol	<a href="#">PLAY VIDEO ►</a>
4	LIL NAS X & JACK HARLOW	INDUSTRY BABY	Columbia	<a href="#">PLAY VIDEO ►</a>
5	MANESKIN	Beggin	Arista	<a href="#">PLAY VIDEO ►</a>
6	OLIVIA RODRIGO	good 4 u	Geffen/Interscope	<a href="#">PLAY VIDEO ►</a>
7	FARRUKO	Pepas	C. Fiber/Sony Music Latin	<a href="#">PLAY VIDEO ►</a>
8	LIL NAS X	MONTERO (Call Me By Your Name)	Columbia	<a href="#">PLAY VIDEO ►</a>
9	WIZKID	Essence f/Tems	Starboy/RCA	<a href="#">PLAY VIDEO ►</a>
10	WALKER HAYES	Fancy Like	Monument	<a href="#">PLAY VIDEO ►</a>
11	DRAKE	Girls Want Girls f/Lil Baby	OVO/Republic	<a href="#">PLAY VIDEO ►</a>
12	DOJA CAT	Need To Know	Kemosabe/RCA	<a href="#">PLAY VIDEO ►</a>
13	DOJA CAT	Kiss Me More f/Sza	Kemosabe/RCA	<a href="#">PLAY VIDEO ►</a>
14	BTS	Butter	Columbia	<a href="#">PLAY VIDEO ►</a>
15	ED SHEERAN	Bad Habits	Atlantic	<a href="#">PLAY VIDEO ►</a>
16	NORMANI	Wild Side f/Cardi B	Keep Cool/RCA	<a href="#">PLAY VIDEO ►</a>
17	DJ KHALED	Every Chance I Get f/LilBaby..	WTB/RN/Cap-Int-Epic	<a href="#">PLAY VIDEO ►</a>
18	BILLIE EILISH	Happier Than Ever	Darkroom/Interscope	<a href="#">PLAY VIDEO ►</a>
19	OLIVIA RODRIGO	traitor	Geffen/Interscope	<a href="#">PLAY VIDEO ►</a>
20	MEGAN THEE STALLION	Thot Sh*t	300 Ent.	<a href="#">PLAY VIDEO ►</a>
21	BIA	Whole Lotta Money	Republic-Epic	<a href="#">PLAY VIDEO ►</a>
22	KANYE WEST	Hurricane f/TheWeeknd/Lil Baby	GOOD/Cap-Rep-Def Jam	<a href="#">PLAY VIDEO ►</a>
23	BRUNO MARS/A . PAAK/SILK SONIC	Skate	Aftermath Ent./Atlantic	<a href="#">PLAY VIDEO ►</a>
24	DOJA CAT	You Right f/The Weeknd	XO/Kemosabe/Republic-RCA	<a href="#">PLAY VIDEO ►</a>
25	OLIVIA RODRIGO	deja vu	Geffen/Interscope	<a href="#">PLAY VIDEO ►</a>
26	LIZZO	Rumors f/Cardi B	Nice Life/Atlantic	<a href="#">PLAY VIDEO ►</a>
27	T-PAIN & KEHLANI	I Like Dat	Nappy Boy/EMPIRE	<a href="#">PLAY VIDEO ►</a>
28	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA	<a href="#">PLAY VIDEO ►</a>
29	THE WEEKND	Take My Breath	XO/Republic	<a href="#">PLAY VIDEO ►</a>
30	MARSHMELLO F/JONAS BROTHERS	Leave Before You Love Me	Republic	<a href="#">PLAY VIDEO ►</a>
31	TAI VERDES	A-O-K	Arista	<a href="#">PLAY VIDEO ►</a>
32	BLXST	Chosen f/Ty Dolla \$ign & Tyga	Red Bull/EVGLE	<a href="#">PLAY VIDEO ►</a>
33	KANE BROWN X BLACKBEAR	Memory	Sony Music Nashville/RCA	<a href="#">PLAY VIDEO ►</a>
34	DIRTY HEADS	Vacation	E7LG/Better Noise	<a href="#">PLAY VIDEO ►</a>
35	CAMILA CABELLO	Don't Go Yet	Syco/Epic	<a href="#">PLAY VIDEO ►</a>
36	DUA LIPA	Love Again	Warner	<a href="#">PLAY VIDEO ►</a>
37	HALSEY	I am not a woman, I'm a god	Capitol	<a href="#">PLAY VIDEO ►</a>
38	ELTON JOHN & DUA LIPA	Cold Heart	Mercury/Warner-Interscope	<a href="#">PLAY VIDEO ►</a>
39	POP SMOKE	Woo Baby f/Chris Brown	VV/RCA-Republic	<a href="#">PLAY VIDEO ►</a>
40	MADISON BEER	Reckless	Epic	<a href="#">PLAY VIDEO ►</a>
41	REGARD	You f/Troye Sivan & Tate McRae	Ministry Of Sound/Epic	<a href="#">PLAY VIDEO ►</a>
42	SHAWN MENDES & TAINY	Summer Of Love	Island/Republic	<a href="#">PLAY VIDEO ►</a>
43	SKRILLEX/J BIEBER/D TOLIVER	Don't Go	Atlantic	<a href="#">PLAY VIDEO ►</a>
44	DIXIE	Psycho f/Rubi Rose	HITCO	<a href="#">PLAY VIDEO ►</a>
45	SHOUSE	Love Tonight	Hell Beach/ONELOVE	<a href="#">PLAY VIDEO ►</a>
46	MAROON 5	Lost	222/Interscope	<a href="#">PLAY VIDEO ►</a>
47	TWENTY ONE PILOTS	Saturday	Fueled By Ramen/EMG	<a href="#">PLAY VIDEO ►</a>
48	SEB	Seaside Demo	further./Mom+Pop	<a href="#">PLAY VIDEO ►</a>
49	BAZZI	I Like That	Atlantic	<a href="#">PLAY VIDEO ►</a>
50	ED SHEERAN	Shivers	Atlantic	<a href="#">PLAY VIDEO ►</a>

Top 40 is tested every week for Popularity, Familiarity and Burn in myriad key demographics.  
Each of four regions test 200 individuals for a total Sample Size of 800 per format.

RANK	ARTIST	TITLE	NEAST	MIDWEST	SOUTH	WEST
1	THE KID LAROI & JUSTIN BIEBER	Stay	3	1	2	1
2	LIL NAS X	Montero (Call Me By Your Name)	2	2	1	3
3	RODRIGO, OLIVIA	Deja Vu	1	3	3	2
4	RODRIGO, OLIVIA	good 4 u	4	4	4	4
5	MANESKIN	Beggin'	9	5	6	5
6	SHEERAN, ED	Bad Habits	6	7	13	7
7	DOJA CAT FEAT. SZA	Kiss Me More	5	8	14	6
8	MEGAN THEE STALLION	Thot Sh*t	7	15	5	9
9	LAURENCE, DUNCAN	Arcade	8	11	7	10
10	BROWN, KANE X BLACKBEAR	Memory	10	6	10	21
11	GIVEON	Heartbreak Anniversary	11	17	9	11
12	DOJA CAT	Need To Know	18	19	8	8
13	HAYES, WALKER	Fancy Like	17	9	11	12
14	LIL NAS X	Industry Baby	15	10	12	17
15	DOJA CAT FEAT. THE WEEKND	You Right	16	13	15	13
16	SEB	Seaside Demo	13	12	17	14
17	VERDES, TAI	A-O-K	14	14	20	16
18	RODRIGO, OLIVIA	Traitor	20	22	16	15
19	REGARD, TROYE SIVAN & TATE MCRAE	You	19	18	21	18
20	MARSHMELLO FEAT. JONAS BROTHERS	Leave Before You Love Me	23	20	19	20
21	BTS	Butter	12	31	18	19
22	DIXIE FEAT. RUBI ROSE	Psycho	29	16	27	26
23	LIPA, DUA	Love Again	26	21	28	27
24	CARA, ALESSIA	Sweet Dream	24	26	25	23
25	EILISH, BILLIE	Happier Than Ever	21	25	22	31
26	KING, ELLE & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go Home)	25	24	29	30
27	KHALID	New Normal	28	28	23	29
28	BEER, MADISON	Reckless	30	27	32	22
29	NORMANI FEAT. CARDI B	Wild Side	22	30	36	28
30	BRUNO MARS, ANDERSON .PAAK, SILK SONIC	Skate	37	32	30	25
31	JOHN, ELTON FEAT. DUA LIPA	Cold Heart (PNAU Remix)	32	29	31	38
32	SHEERAN, ED	Shivers	40	23	40	24
33	PENALVA, OLIVIA	Ex's	38	38	24	32
34	ALESSO & MARSHMELLO FEAT. JAMES BAY	Chasing Stars	27	35	34	40
35	THE WEEKND	Take My Breath	39	41	26	33
36	MAROON 5	Lost	33	33	37	34
37	MENDES, SHAWN & TAINY	Summer Of Love	31	37	39	39
38	LIZZO FEAT. CARDI B	Rumors	34	34	35	42
39	HALSEY	I am not a woman, I'm a god	45	36	38	36
40	WIZKID	Essence	36	42	33	44
41	MASKED WOLF	Say So	47	39	42	35
42	BAZZI	I Like That	42	43	41	37
43	GRAY, CONAN	People Watching	41	40	48	41
44	CABELLO, CAMILA	Don't Go Yet	43	44	44	45
45	TWENTY ONE I PILOTS	Saturday	48	45	46	43
46	WANG, JACKSON X INTERNET MONEY	Drive You Home	44	46	43	50
47	SKRILLEX, JUSTIN BIEBER & DON TOLIVER	Don't Go	46	48	45	46
48	BLACK EYED PEAS FEAT. SAWEETIE & LELE PONS	Hit It	35	49	47	48
49	SWEDISH HOUSE MAFIA FEAT. TY DOLLA \$IGN & 070 SHAK	Lifetime	50	47	49	49
50	FARRUKO	Pepas	49	50	50	47



Market Discovery: Songs showing significant consumer impact from Modern Media exposure but not yet charted Top 50 from radio airplay.

RANK	ARTIST	TITLE	LABEL
1	ANNE-MARIE & NIALL HORAN	Our Song	Capitol-Warner
2	NELLY, BRELAND & BLANCO BROWN	High Horse	RECORDS/Columbia
3	CLINTON KANE	Chicken Tendies	Columbia
4	DOJA CAT	Woman	Kemosabe/RCA
5	RODDY RICCH	High Fashion f/Mustard	Atlantic
6	GALANTIS, GUETTA, LITTLE MIX	Heartbreak Anthem	Big Beat/EMG
7	JUSTIN WELLINGTON	Iko Iko f/Small Jam	Last Nite/Arista
8	FOR KING & COUNTRY	Amen	Curb Word
9	SABRINA CARPENTER	Skinny Dipping	Island/Republic
10	OLIVIA RODRIGO	happier	Geffen/Interscope
11	GIGI VEGA	Down Crazy	Breakout Music
12	MACHINE GUN KELLY	Forget Me Too f/Halsey	BadBoy/Capitol-Interscope
13	ED SHEERAN	First Times	Asylum/Warner
14	DRAKE	What's Next	OVO/Republic
15	TWENTY ONE PILOTS	Shy Away	Fueled By Ramen/EMG
16	DRAKE	Fair Trade f/Travis Scott	OVO/Republic
17	POST MALONE	Candy Paint	Republic
18	SUPER-HI, NEEKA	Following The Sun	Blended/further.
19	POP SMOKE	The Woo f/50 Cent/Roddy Ricch	Victor Victor/Republic
20	DRAKE F/LIL WAYNE/RICK ROSS	You Only Live Twice	OVO/Republic
21	POP SMOKE	For The Night f/Lil Baby/DaBab	Def-Cap-Int-Republic
22	JONASU	Black Magic	Casablanca
23	LILHUDDY	Don't Freak Out	Immersv/Geffen/Interscope
24	DAISY THE GREAT X AJR	Record Player	S-Curve/Hollywood
25	MISS VICKY	Play Too Much f/Derek King	TTGE Ent. Inc
26	MUSTARD	Ballin' f/Roddy Ricch	10 Summers/Interscope
27	TRINIDAD CARDONA	Dinero	Run-It-Up/Island/Republic
28	ANDY GRAMMER	Damn It Feels Good To Be Me	S-Curve/Hollywood
29	SAINT NOMAD	Stay	Sidewalk/Curb
30	ACRAZE	Do It To It f/Cherish	Virgin Music
31	SUECO	Paralyzed	Atlantic
32	GRYFFIN & ILLENIUUM	Feel Good f/Daya	Darkroom/Interscope
33	JACK HARLOW	SUVs f/Pooh Shiesty	Generation Now/Atlantic
34	99 NEIGHBORS	49er	Warner
35	LUKAS GRAHAM	Share That Love	Warner
36	YUNG BLEU	You're Mines Still f/Drake	VM/OVO/Warner
37	WYN STARKS	Dancing My Way	Sidewalk/Curb
38	BTS	Permission To Dance	BigHit/Columbia
39	SIGRID	Mirror	Island/Republic
40	SOULJA BOY	Rick & Morty f/Rich The Kid	SODMG
41	TONY JUNIOR & STEFF DA CAMPO	Live Your Life	Spinnin'
42	POST MALONE	Enemies f/DaBaby	Republic
43	DUA LIPA	Physical	Warner
44	SURFACES & TAI VERDES	Sheesh!	10K Projects/Capitol
45	POP SMOKE	AP	Victor Victor/Republic
46	HARIZ	Remind Me	Prosperous Enterprises
47	DIANE WARREN/RITA ORA/S. REYES	Seaside f/Reik	BMG
48	ICONA POP & VIZE	Off Of My Mind	Ultra
49	LEONY	Faded Love	Kontor
50	RAIN RADIO & DJ CRAIG GORMAN	Talk About	Astralwerks/Capitol



MIKE

McCOY

INTEL

CURRENT POSITION:

OPERATIONS MANAGER  
STEPHENS MEDIA GROUP

**Your resume is punctuated with owning the ratings in Oklahoma City for many years. Now you've tackled Rochester. Let's face it. It's Venus and Mars. What are some of the main cultural differences in the listeners and how does it effect your programming skills?**

What we accomplished in Oklahoma City is unapparelled. It was an incredible learning experience and a great string of victories against very stout competition. As far as applying that to Rochester, it's really not so much how different the market and its listeners are as it is how different the range of competitors has become. It's no longer just the other stations in town but all our competition plus Spotify, Sirius XM, Apple Music, and a myriad of streaming service and music video channels. The key now is to first determine the listeners expectations when tuning to your station, and then exceeding those expectations.

**You are the casting director for the new play 'Gilligan's Island on Broadway'. You chose the actors from the categories: Artists, Radio Folks, Label reps. Who plays: Ginger? The Skipper? The Professor? Gilligan? Mary Ann? Thurston Howell 111?**

There's only one person in that group who epitomizes Ginger and that is Lady Gaga. The Skipper would be played by Biggie Smalls. Lee Leipsner is the Professor. Gilligan is a perfect role for LiL Naz X. Mary Ann would be played by Melanie Skull and Thurston Howell the Third would be played by Howard Stern.

**Many folks continue to work from home. Has the pandemic permanently effected how morning drive and middays are programmed?**

There's no denying working from home is a trend that a lot of companies – both in and out of radio – are trying to figure out how to make it work, accommodating both those who want to work from home while simultaneously maintaining the need for office synergy, camaraderie, and corporate culture necessary for a productive, creative environment. It's not so much how it's affected how dayparts are programmed as much as figuring out how to make it all fit.

**Rumor has it that you own one of the most impressive collections of antique radios and microphones. When did you begin collecting? What is your most treasured piece and have you considered sharing it on-line? Like "Mike McCoy's Media Museum"? (You can have that name BTW)**

Everyone should have a hobby. I'm fortunate to have one where I get to preserve the history of my profession. But, let me get back to you on this..., I've got to register that domain!




**You've always been a champion of new artists. In Adult pop, how do you embrace emerging acts while still keeping the hits familiar?**

It is a challenge and here's how we address it – we begin with the premise that those who listen to our stations like music, so we plug into that emotion, talking about the music and artists in a way that prepares the listener – especially when dealing with a new, unfamiliar song or artist – for actually hearing the song. We want them in a state of “can't wait” to hear it, so their curiosity and desire is satisfied by creating an environment of wondering what's coming next. Our goal is to keep our listeners in a state of positive anticipation.

**Bonus Question: You're onstage at the industries biggest karaoke event. The mic is hot. You are about to sing a song that name checks all of your personal and professional heroes and influencers. Who's in the first verse.**

My number one professional and personal hero has to be my dad, Al McCoy, the radio voice of the Phoenix Suns going on his 50th year. I grew up in the hallways of great stations as a kid, seen his work ethic and focus, and now years later he's in the NBA Hall of Fame. What an incredible example he's been to me. All my other heroes and influencers know who they are because I express my appreciation and gratitude to them regularly. If I attempted to list them, inevitably, I'd leave someone out and wouldn't want that to happen. Besides, some of them are secret weapons of mine.

 for KING & COUNTRY

# AMEN

**BREAKING!  
HEADING TOP 10  
ADULT POP RADIO**



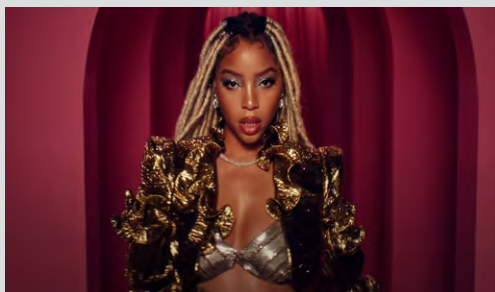
# AUSTRALIAN JOCK USES TECH TO BUST THIEVES! **RADIO WINS AGAIN!**

One of the perks of our gigs is we're swimming in the new modern tech. In this clip, Australian Radio and Podcast star Annabelle Brett takes the law into her control by running car thieves out of her hi-jacked Tesla by remotely blasting the radio. No kangaroos or koalas were harmed in the making of this video. Click here:



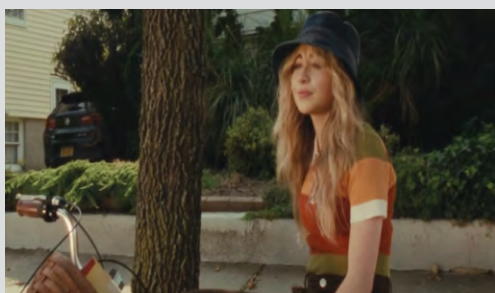


Check out these videos hand-picked by our staff!



### CHLOE - "HAVE MERCY"

Chloe Bailey stepped away from her sister act Chloe and Halle and soloed some sexy soul at last week's VMAs. Not to be confused with the French fashion designer, she's shortened her name and shaken the WWW because of her way scantily clad video of "Have Mercy". Wanna see why? Click here:



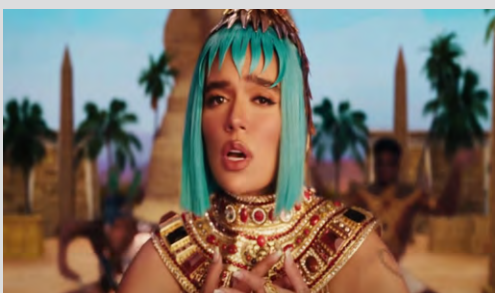
### SABRINA CARPENTER - "SKINNY DIPPING"

Disney darling Sabrina Carpenter is breaking out of her youngster TV/ movie image and emerging as a vibey singer songwriter. "Skinny Dipping" is more about baring your soul than your skin and this theatrical clip is fully clothed and draped in metaphorical magic. To see and hear Sabrina all grown up.. click here:



### THE WEEKND FT. LIL BABY & KANYE WEST - "HURRICANE"

**MMI Lots Going On Alert:** In the video (and track) of "Hurricane", there's a lot of stuff blowing around. The clip is a high-pressure system of circular talent including Kanye, The Weeknd and Lil Baby. The forecast calls for a mix of swells and lyrics twisting in the wind. The doplar radar is showing heavy rotating turbulence from SiriusXM's Venus and Hits-I. Click here:



### TIESTO & KAROL G - "DON'T BE SHY"

Karol G is an edgy and prolific star in the Latin Music world. She's won Latin Grammys and a shelf full of other awards and has had success with multiple stars including MMI favorite Bad Bunny. Here, the beautiful Ms. G teams with Tiesto to prove the theory of what really happens after the museum doors close! For a dancing history lesson.. click here:



### MONSTA X - "ONE DAY"

Monsta X was born on a reality TV show and garnered mega traction in their native South Korea and Japan. The platinum success spread overseas and is a in-your-face salute to the power of K-pop combined with the TV tube. "One Day" is a mega slick all LA-ed up clip and a rare English vocal. 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 RETENTION** is calculated by listener Tune-In and Tune-Out using trailing 6 weeks, weighting the most recent week double, and the five weeks prior equally.

**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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