



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

LEE BRICE


**MMI**  
**PROFILE**  
**CASEY CARTER**

*Country Edition*

**NASHVILLE**  
**APPROVED**

OCTOBER 11, 2021





**THANK YOU**  
**COUNTRY RADIO FOR MAKING**  
**MEMORY I DON'T MESS WITH**  
**LEE'S 4TH**  
**NUMBER ONE**  
**IN A ROW**



# **MONDAY MORNING INTEL**

OCTOBER 11, 2021

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

**MONDAY  
MORNING  
INTEL**

**#1**

**SONGS THIS WEEK**  
BY MMI COMPOSITE CATEGORIES

**10.11.21**

**AIRPLAY**

LEE BRICE "Memory I Don't Mess With "

**RETENTION**

JAMESON RODGERS F/LUKE COMBS "Cold Beer Calling.. "

**CALLOUT**

WALKER HAYES "Fancy Like"

**AUDIO**

WALKER HAYES "Fancy Like"

**VIDEO**

WALKER HAYES "Fancy Like"

**SALES**

WALKER HAYES "Fancy Like"

**COMPOSITE**

JASON ALDEAN/CARRIE UNDERWOOD "If I Didn't Love You"

**ONE WEEK LEFT  
TO BUY TICKETS!**

**INDUCTEES:**



BOB  
CALL



RJ  
CURTIS



HEATHER  
FROGLEAR



BILL  
HAGY

**AWARD  
WINNERS:**



BEVERLEE  
BRANNIGAN



KEITH  
URBAN



BUZZ  
JACKSON



BOB  
PICKETT



NORM  
SCHRUTT



ANGIE  
WARD

**OCTOBER 13, 2021**  
**WESTIN NASHVILLE HOTEL**

VISIT [COUNTRYRADIOSEMINAR.COM](http://COUNTRYRADIOSEMINAR.COM) TO PURCHASE YOUR TICKETS TODAY!

**COUNTRY  
RADIO**  
*Hall of Fame* EST. 1975



ADD/CONVERT NOW

GIVE  
HEAVEN  
SOME  
HELL

# HARDY

CHRIS LANE **FILL THEM  
BOOTS**



**BEST THING  
SINCE BACKROADS**

## SAND IN MY BOOTS



**MORGAN WALLEN**

**BIG LOUD**

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
3	15	6	2	2	2	1	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	Macon/Broken Bow/Capitol
2	1	2	5	15	11	2	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash
6	3	14	3	4	5	3	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
5	23	1	1	1	1	4	WALKER HAYES	Fancy Like	Monument/RCA
1	5	9	13	14	8	5	LEE BRICE	Memory I Don't Mess With	Curb
4	10	3	15	7	15	6	ELVIE SHANE	My Boy	Wheelhouse
18	8	7	6	11	12	7	LAINIEY WILSON	Things A Man Oughta Know	Broken Bow
10	2	4	16	30	16	8	SCOTTY MCCREERY	You Time	Triple Tigers
14	11	12	9	13	17	9	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
8	20	11	10	12	9	10	LUKE COMBS	Cold As You	River House/Columbia Nash
7	6	32	7	19	10	11	OLD DOMINION	I Was On A Boat That Day	Arista Nashville
9	13	10	20	18	13	12	KENNY CHESNEY	Knowing You	Blue Chair/Wamer/WEA
19	18	34	4	5	3	13	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
20	17	22	11	17	7	14	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
16	7	16	21	20	22	15	MICHAEL RAY	Whiskey And Rain	Warner/WEA
21	x	29	12	6	18	16	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
13	12	21	31	21	21	17	JON PARDI	Tequila Little Time	Capitol Nashville
28	29	15	8	3	4	18	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
11	21	5	22	38	20	19	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
27	19	8	18	24	28	20	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
15	4	19	27	44	24	21	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek
17	16	17	25	26	36	22	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent
12	9	13	29	42	37	23	LADY A	Like A Lady	BMLG
30	x	24	28	22	26	24	HARDY	Give Heaven Some Hell	Big Loud
32	x	28	23	27	23	25	SAM HUNT	23	MCA Nashville
24	27	36	14	16	14	26	KANE BROWN	One Mississippi	RCA Nashville
22	24	23	24	29	25	27	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
47	x	x	41	10	6	28	AARON LEWIS	Am I The Only One	Valory
43	x	31	34	28	19	29	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
42	x	27	26	31	31	30	DAN + SHAY	Steal My Love	Warner/WAR
26	22	18	43	39	34	31	CALLISTA CLARK	It's 'Cause I Am	Big Machine
25	14	30	36	41	38	32	RUSSELL DICKERSON	Home Sweet	Triple Tigers
48	x	x	17	23	32	33	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
39	x	26	33	45	30	34	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
41	x	40	49	8	27	35	CHRIS JANSON	Bye Mom	Warner/WAR
23	31	35	32	40	29	36	ERIC CHURCH	Heart On Fire	EMI Nashville
49	x	x	39	9	42	37	KAMERON MARLOWE	Giving You Up	Columbia Nashville
31	28	43	19	x	x	38	GARTH BROOKS	That's What Cowboys Do	Pearl
33	x	42	x	x	x	39	BLAKE SHELTON	Come Back As A Country Boy	Warner/WMN
50	x	x	30	32	33	40	CODY JOHNSON	Til You Can't	Colo/Wamer/WMN
35	x	33	37	46	43	41	JAKE OWEN	Best Thing Since Backroads	Big Loud
34	26	20	45	33	47	42	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS
37	25	37	38	35	45	43	LAUREN ALAINA	Getting Over Him w/Jon Pardi	Mercury Nashville
29	x	41	44	48	35	44	KEITH URBAN	Wild Hearts	Capitol Nashville
45	x	x	42	34	41	45	GABBY BARRETT	Footprints On The Moon	Warner/WAR
36	x	38	47	36	40	46	TIM MCGRAW	7500 OBO	Big Machine
46	x	x	35	43	39	47	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
44	x	x	46	25	46	48	DYLAN SCOTT	New Truck	Curb
38	x	25	48	47	48	49	DARIUS RUCKER	My Masterpiece	Capitol Nashville
40	30	39	40	37	44	50	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville



# Faster Programming Intel From NuVoodoo.



## The A.S.A.P Study



**ACTIONABLE:** A 10-minute interview is flexible but demands knowing the possible actions that might be taken.



**SPEEDY:** A 10-minute interview means the study gets into the field faster. A 300-person sample means that it will get out of the field faster. In the top 40 markets it's four weeks or less from approved questionnaire to presentation.



**AFFORDABLE:** An all-in cost of \$9500 minimizes risk and helps ensure a return on every budget dollar.



**PERCEPTUAL STUDY:** Quantitative research with scalable results from a well-designed, carefully-screened sample.

## CHOOSE ONE FROM THREE STUDY DESIGNS:

**Morning shows:** What kind of show is in demand? Are there image leaders? What are the key audience benefits? Which images are contestable? Which features have gravity? Who are the hot personalities?

**Comprehensive station health checkup:** Are you optimally aligned among competitors? Strongest images? Most valuable images? Is your music dialed-in? Biggest threats? Easiest sources of new P1's?

**Roadmap for music:** The tightened interview allows testing of appeal for up to fifteen music styles, along with image questions.



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

TW RANK	TWRK AIRPLAY	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	47	28	19	AARON LEWIS	Am I The Only One	Valory
2	48	33	15	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
3	43	29	14	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
4	42	30	12	DAN + SHAY	Steal My Love	Warner/WAR
5	49	37	12	KAMERON MARLOWE	Giving You Up	Columbia Nashville
6	18	7	11	LAINEY WILSON	Things A Man Oughta Know	Broken Bow
7	28	18	10	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
8	50	40	10	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
9	32	25	7	SAM HUNT	23	MCA Nashville
10	27	20	7	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment

Songs that have significantly downtrended 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	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
2	LUKE COMBS	Forever After All	River House/Columbia Nash
3	LUKE BRYAN	Waves	Capitol Nashville
4	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
5	DAN + SHAY	Glad You Exist	Warner/WAR
6	JUSTIN MOORE	We Didn't Have Much	Valory
7	COLE SWINDELL	Single Saturday Night	Warner/WMN
8	THOMAS RHETT	What's Your Country Song	Valory
9	THOMAS RHETT	Country Again	Valory
10	LEE BRICE	One Of Them Girls	Curb
11	DIERKS BENTLEY	Gone	Capitol Nashville
12	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek/Warner
13	BRETT YOUNG	Lady	BMLG
14	LUKE BRYAN	Down To One	Capitol Nashville
15	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
16	GABBY BARRETT	The Good Ones	Warner/WAR
17	JAKE OWEN	Made For You	Big Loud
18	SAM HUNT	Breaking Up Was Easy In The...	MCA Nashville
19	LUKE BRYAN	One Margarita	Capitol Nashville
20	LUKE COMBS	Better Together	River House/Columbia Nash
21	BLAKE SHELTON	Happy Anywhere f/Gwen Stefani	Warner/WMN-Interscope
22	LUKE COMBS	Lovin' On You	River House/Columbia Nash
23	JASON ALDEAN	Blame It On You	Macon Music/Broken Bow
24	MORGAN WALLLEN	More Than My Hometown	Big Loud
25	NIKO MOON	Good Time	RCA Nashville
26	SAM HUNT	Kinfolks	MCA Nashville
27	BLAKE SHELTON	Nobody But You w/Gwen Stefani	Warner/WMN
28	GABBY BARRETT	I Hope f/Charlie Puth	Warner/WAR
29	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville
30	MAREN MORRIS	The Bones	Columbia





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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	BLAKE SHELTON	Come Back As A Country Boy	Warner/WMN
HOTZONE	CHRIS JANSON	Bye Mom	Warner/WAR
HOTZONE	SAM HUNT	23	MCA Nashville
HOTZONE	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
HOTZONE	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
HOTZONE	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
HOTZONE	KANE BROWN	One Mississippi	RCA Nashville

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
DEVELOPING	ERIC CHURCH	Heart On Fire	EMI Nashville
DEVELOPING	KEITH URBAN	Wild Hearts	Capitol Nashville
DEVELOPING	JAKE OWEN	Best Thing Since Backroads	Big Loud
DEVELOPING	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek
DEVELOPING	MICHAEL RAY	Whiskey And Rain	Warner/WEA
DEVELOPING	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent
DEVELOPING	RUSSELL DICKERSON	Home Sweet	Triple Tigers
DEVELOPING	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
DEVELOPING	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
DEVELOPING	GARTH BROOKS	That's What Cowboys Do	Pearl
DEVELOPING	DARIUS RUCKER	My Masterpiece	Capitol Nashville
DEVELOPING	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
DEVELOPING	LADY A	Like A Lady	BMLG
DEVELOPING	JON PARDI	Tequila Little Time	Capitol Nashville
DEVELOPING	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
DEVELOPING	HARDY	Give Heaven Some Hell	Big Loud
DEVELOPING	DAN + SHAY	Steal My Love	Warner/WAR
DEVELOPING	TENILLE ARTS	Back Then, Right Now	19th & Grand
DEVELOPING	FRANK RAY	Country'd Look Good On You	Stoney Creek
DEVELOPING	CAM	Till There's Nothing Left	Triple Tigers
DEVELOPING	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
DEVELOPING	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS
DEVELOPING	TOBY KEITH	Old School	Show Dog Nashville
DEVELOPING	TIM MCGRAW	7500 OBO	Big Machine
DEVELOPING	CALLISTA CLARK	It's 'Cause I Am	Big Machine
DEVELOPING	CAITLYN SMITH	I Can't f/Old Dominion	Monument
DEVELOPING	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville
DEVELOPING	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
DEVELOPING	NATE BARNES	You Ain't Pretty	Quartz Hill
DEVELOPING	CAROLINE JONES	Come In (But Don't Make...)	Mailboat/New Revolution



FOR YOUR **CMA AWARD** CONSIDERATION

# ERIC CHURCH

**ENTERTAINER**

of the year

**MALE ARTIST**

of the year

**SINGLE**

of the year

**"Hell Of A View"**

**ALBUM**

of the year

***Heart***

**SONG**

of the year

**"Hell Of A View"**

"For a guy whose concerts time out at three hours a night, the pandemic's break was but a way to rest up and blast off, ferociously."

– *VARIETY*

"The Nashville maverick delivers his biggest, boldest statement. . ."

– *ROLLING STONE*

"Church has long established himself as one of the most successful touring country artists"

– *POLLSTAR*





**CASEY****CARTER****INTEL****CURRENT POSITION:****CUSTOM FORMAT LEAD,  
MAINSTREAM COUNTRY  
AND NEW COUNTRY****WNOE PROGRAM DIRECTOR  
AND AFTERNOON HOST****WCKT MIDDAY HOST  
WKKT, WUBL, WCOL, WGAR,  
WNCB, KWNR WEEKEND HOST  
iHeartMedia MULTIPLAT  
FORM GROUP-NEW ORLEANS**

**We have to ask this first: What is it like to program during (and post) a natural disaster? Your signal was down for an extended period of time. How do you manage your staff, clients, labels and most of all your listeners in the wake of such a storm?**

There is no better team to work with during a hurricane than the one here at iHeart in New Orleans. The first several days, all of our stations in the cluster aired a simulcast of our news partner (WVUE-TV, the local Fox affiliate). Four days after the storm, we continued to air their simulcast, with the exception of between the hours of 10am-6pm. During those hours, Uptown Angela Watson (EVPP for iHeart and Senior VP of Programming for New Orleans), Wild Wayne (afternoons on WQUE), AD Berry (afternoons on WYLD-FM), and I teamed to talk about the situation, relief, recovery, and took a lot of calls from listeners, which aired as a simulcast across all of our stations. We also had the assist from David Ducorbier (APD for our News/Talk WRNO) on the board and on air, and our iHeart news hubs in Tampa and San Antonio. Angela, Wayne, AD, and David are all natives of New Orleans and are no strangers to storms, including Katrina, and I have been through a few storms previously- nothing to the extent of Ida and I was not here for Katrina. But we had a strong game plan going in, and looking back, I can say that we are all proud of the coverage and information that we provided our listeners. And a shout out to my boyfriend, an ex-radio guy who stepped in and played the role of call screener! He was helpful!

WNOE was off the air for a few days, as were a few other stations, but the iHeart app was up and running just fine so directing listeners on-air pre-storm and via social media post-storm to the app played a big role in serving our listeners. Plus, power was out for an extended period of time, so we would also catch people in their cars when they went out to charge their phone and/or get air conditioning. The storm hit on a Sunday- up through Friday, all that mattered was getting information out. WNOE went back to playing music full time on Saturday, but we scrapped all non-storm content, liners, contests, etc. in lieu of just playing music and relaying information and stayed with that formula for about a week and a half. So much of the area that was devastated is where WNOE's listeners reside and to talk about anything else would've been completely wrong. As for managing the staff, it's crucial to just keep relaying as much info as possible because they were all tracking in remotely. And while "remote," they all did a great job of providing "local" radio!

**New Orleans is globally recognized as the birthplace of jazz. On a highly rated Country station, how do you recognize that distinction if at all?**

I might throw in local Mardi Gras music here and there on Lundi Gras or Mardi Gras day, which isn't really "jazz" but is native to New Orleans. Otherwise, we stay in our Country lane.

**You have to play 4 tracks in "the perfect quarter hour". Every listener has a meter. What are the 4 magic tracks (current or gold) that you would play?**

Louis Armstrong, Harry Connick Jr., Fats Domino, and Trombone Shorty. Nah, just kidding. Staying in the aforementioned Country lane, I'm probably going in with a Luke Combs four-pack and spinning the wheel o' Luke tunes. Like most Country listeners, our listeners can't get enough of Luke Combs.

**Dolly Parton, Mike Dungan, Barack Obama, David Letterman and Kacey Musgraves are all coming to your house for dinner and want something indigenous to New Orleans cuisine. What are you making for dinner?**

Well, I'd have to have this catered because while I consider myself to be a good cook, I don't think I could compare to the restaurants around here! And we'd also need a buffet, because there are WAY too many great New Orleans-style dishes to narrow it down to just one. So that said, our buffet is going to have Chicken and Sausage Gumbo, Seafood Gumbo, Turtle Soup, Charbroiled Oysters, some type of blackened fish with some type of heavy sauce on it, New Orleans-style barbeque shrimp (which isn't actually "barbecued," go figure), fried chicken, various po boys, jambalaya, some type of etouffee, and if it's springtime, boiled crawfish. We'd then finish it off with Bananas Foster and beignets. Unless it's Monday... if it's Monday, scratch all that because the only thing to have on Monday in New Orleans is Red Beans and Rice with either sausage or fried chicken. I feel like I read an article with Kacey once where she mentioned she doesn't eat carbs. She might leave hungry.

**Please finish this statement: If my programming philosophy was a car, it would be a: (fill in the blank, make model year color)**

A new Toyota Camry with the optional V6. The Camry hasn't forgotten it's deep roots, yet isn't afraid of the latest technology. It's got a clean design. It's one of the most reliable cars out there. And with that V6, it'll blow right by you.

**Bonus question: You are on the karaoke stage, the spotlight sweeps around and finds you.....and the mic is hot! The first verse name checks your personal and professional heroes. Let the song begin.**

Here we go with jazz again haha, but I'm singing the jazz classic "Do you Know What It Means To Miss New Orleans." This is the second time I've lived here. I didn't want to leave the first time, but my career had other plans. Looking back though, had I not left, I would've missed out on every amazing experience and every invaluable lesson that makes me better today. And what's crazy is that while New Orleans has always been in my heart, I didn't realize just how much until I got back here and went through a year of looking at Facebook "memories." Facebook came along after I left, yet the amount of New Orleans references and mentions from the time I signed onto Facebook until the time I got back to New Orleans was stunning! New Orleans has a way of getting into your soul. I "know what it means to miss New Orleans," I'm back, I belong here, I'm not leaving this time, and I am about to tear up that karaoke stage!



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	WALKER HAYES	Fancy Like	Monument	<a href="#">PLAY VIDEO ▶</a>
2	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	Macon/Broken Bow/Capitol	<a href="#">PLAY VIDEO ▶</a>
3	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
4	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
5	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
6	MORGAN WALLLEN	Sand In My Boots	Big Loud/Republic	<a href="#">PLAY VIDEO ▶</a>
7	ELVIE SHANE	My Boy	Wheelhouse	<a href="#">PLAY VIDEO ▶</a>
8	CHRIS JANSON	Bye Mom	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
9	KAMERON MARLOWE	Giving You Up	Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
10	AARON LEWIS	Am I The Only One	Valory	<a href="#">PLAY VIDEO ▶</a>
11	LAINEY WILSON	Things A Man Oughta Know	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
12	LUKE COMBS	Cold As You	River House/Columbia Nash	<a href="#">PLAY VIDEO ▶</a>
13	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
14	LEE BRICE	Memory I Don't Mess With	Curb	<a href="#">PLAY VIDEO ▶</a>
15	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash	<a href="#">PLAY VIDEO ▶</a>
16	KANE BROWN	One Mississippi	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
17	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville	<a href="#">PLAY VIDEO ▶</a>
18	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
19	OLD DOMINION	I Was On A Boat That Day	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
20	MICHAEL RAY	Whiskey And Rain	Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
21	JON PARDI	Tequila Little Time	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
22	HARDY	Give Heaven Some Hell	Big Loud	<a href="#">PLAY VIDEO ▶</a>
23	MITCHELL TENPENNY	Truth About You	Riser House/Columbia	<a href="#">PLAY VIDEO ▶</a>
24	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment	<a href="#">PLAY VIDEO ▶</a>
25	DYLAN SCOTT	New Truck	Curb	<a href="#">PLAY VIDEO ▶</a>
26	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent	<a href="#">PLAY VIDEO ▶</a>
27	SAM HUNT	23	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
28	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN	<a href="#">PLAY VIDEO ▶</a>
29	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
30	SCOTTY MCCREERY	You Time	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
31	DAN + SHAY	Steal My Love	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
32	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
33	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS	<a href="#">PLAY VIDEO ▶</a>
34	GABBY BARRETT	Footprints On The Moon	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
35	LAUREN ALAINA	Getting Over Him w/Jon Pardi	Mercury Nashville	<a href="#">PLAY VIDEO ▶</a>
36	TIM MCGRAW	7500 OBO	Big Machine	<a href="#">PLAY VIDEO ▶</a>
37	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville	<a href="#">PLAY VIDEO ▶</a>
38	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
39	CALLISTA CLARK	It's 'Cause I Am	Big Machine	<a href="#">PLAY VIDEO ▶</a>
40	ERIC CHURCH	Heart On Fire	EMI Nashville	<a href="#">PLAY VIDEO ▶</a>
41	RUSSELL DICKERSON	Home Sweet	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
42	LADY A	Like A Lady	BMLG	<a href="#">PLAY VIDEO ▶</a>
43	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
44	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>
45	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol	<a href="#">PLAY VIDEO ▶</a>
46	JAKE OWEN	Best Thing Since Backroads	Big Loud	<a href="#">PLAY VIDEO ▶</a>
47	DARIUS RUCKER	My Masterpiece	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
48	KEITH URBAN	Wild Hearts	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>



THE FOLLOW-UP TO HIS  
**2-WEEK #1 SINGLE**  
"DRINKIN' BEER. TALKIN' GOD. AMEN."



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**"IF I WERE ROCK & ROLL"**  
WRITTEN BY CHASE RICE

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**IMPACTING 10/18**



Country 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	N'EAST	MIDWEST	SOUTH	WEST
1	HAYES, WALKER	Fancy Like	2	1	1	10
2	RODGERS, JAMESON FEAT. LUKE COMBS	Cold Beer Calling My Name	4	3	3	7
3	SHANE, ELVIE	My Boy	6	7	2	20
4	MCCREERY, SCOTTY	You Time	14	2	9	9
5	BROWN BAND, ZAC	Same Boat	29	5	5	1
6	ALDEAN, JASON & CARRIE UNDERWOOD	If I Didn't Love You	16	4	4	12
7	RHETT, THOMAS	Country Again	3	11	7	6
8	WILSON, LAINEY	Things A Man Oughta Know	7	18	6	4
9	BALLERINI, KELSEA FEAT. KENNY CHESNEY	Half Of My Hometown	11	6	10	19
10	BRICE, LEE	Memory I Don't Mess With	8	13	16	3
11	CHESNEY, KENNY	Knowing You	12	10	17	5
12	COMBS, LUKE	Cold As You	5	8	14	16
13	LYNCH, DUSTIN FEAT. MACKENZIE PORTER	Thinking 'Bout You	19	12	12	2
14	LADY A	Like A Lady	1	19	20	17
15	HURD, RYAN & MAREN MORRIS	Chasing After You	13	14	11	21
16	KING, ELLE & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go Home)	10	32	15	8
17	RAY, MICHAEL	Whiskey And Rain	17	9	19	37
18	BLOCK, PRISCILLA	Just About Over You	26	15	22	30
19	CLARK, CALLISTA	It's 'Cause I Am	23	27	27	11
20	ALLEN, JIMMIE & BRAD PAISLEY	Freedom Was A Highway	35	16	29	23
21	STELL, MATT	That Ain't Me No More	31	21	21	34
22	PARDI, JON	Tequila Little Time	24	41	13	22
23	STAPLETON, CHRIS	You Should Probably Leave	39	23	8	43
24	MCCOLLUM, PARKER	To Be Loved By You	33	22	24	29
25	HARDY	Give Heaven Some Hell	21	25	28	36
26	RUCKER, DARIUS	My Masterpiece	25	17	36	35
27	BENTLEY, DIERKS FEAT. BRELAND & HARDY	Beers On Me	45	20	23	25
28	DAN + SHAY	Steal My Love	18	34	38	13
29	HUNT, SAM	23	27	33	25	32
30	WALLEN, MORGAN	Sand In My Boots	40	26	34	15
31	DICKERSON, RUSSELL	Home Sweet	20	40	26	28
32	PEARCE, CARLY & ASHLEY MCBRYDE	Never Wanted To Be That Girl	15	39	32	41
33	OLD DOMINION	I Was On A Boat That Day	32	43	18	24
34	OWEN, JAKE	Best Thing Since Backroads	44	35	30	14
35	BARNES, NATE	You Ain't Pretty	43	24	33	26
36	DAVIS, JORDAN FEAT. LUKE BRYAN	Buy Dirt	28	28	45	42
37	CHURCH, ERIC	Heart On Fire	22	42	37	39
38	BROWN, KANE	One Mississippi	36	37	42	40
39	ALAINA, LAUREN FEAT. JON PARDI	Getting Over Him	41	30	44	38
40	ARTS, TENILLE	Back Then, Right Now	30	29	46	46
41	SMITH, CAITLYN FEAT. OLD DOMINION	I Can't	34	31	49	27
42	RAY, FRANK	Country'd Look Good On You	46	46	41	18
43	MCGRAW, TIM	7500 OBO	37	44	39	45
44	BROTHERS OSBORNE	I'm Not For Everyone	42	36	48	31
45	JANSON, CHRIS	Bye Mom	9	49	35	44
46	URBAN, KEITH	Wild Hearts	47	38	47	33
47	KEITH, TOBY	Old School	38	45	40	49
48	JONES, CAROLINE	Come In (But Don't...)	49	47	43	47
49	SHELTON, BLAKE	Come Back As A Country Boy	48	50	31	50
50	BROOKS, GARTH	That's What Cowboys Do	50	48	50	48

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	SCOTTY MCCREERY	Damn Strait	Triple Tigers
2	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
3	ELVIE SHANE	Miles	Wheelhouse
4	KIDD G	Summer In A Small Town	Rebel/Valory/Geffen
5	RYAN GRIFFIN	Salt, Lime And Tequila	Independent
6	SPENCER CRANDALL	My Person	---
7	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
8	MITCHELL TENPENNY	To Us It Did	Riser House/Columbia
9	WARD DAVIS	Get To Work Whiskey	Ward Davis/Thirty Tigers
10	LUKE COMBS	South On Ya	River House/Columbia Nash
11	RANDY ROGERS & WADE BOWEN	Rhinestoned	Lil' Buddy Toons
12	RILEY GREEN	If It Wasn't For Trucks	BMLG
13	JON WOLFE	Tequila Sundown	Fool Hearted Productions
14	CHRIS BANDI	Would Have Loved Her	RECORDS Nashville
15	DREW FISH BAND	One Beer At A Time	Reel
16	NIKO MOON	No Sad Songs	RCA Nashville
17	CURTIS GRIMES	Noah Built A Boat	Lonely River
18	KELSEA BALLERINI & LANY	I Quit Drinking	BR/The Orchard-Interscope
19	RUSSELL DICKERSON	It's About Time f/FGL	Triple Tigers
20	DUSTIN LYNCH	Tequila On A Boat f/Chris Lane	Broken Bow
21	PRISCILLA BLOCK	Wish You Were The Whiskey	Mercury Nashville/InDent
22	KENDALL SHAFFER	Rollin' Stone	Rouxbie Music
23	CASE HARDIN	Alcohol Abuse	---
24	BRIAN KELLEY	Made By The Water	Warner/WMN
25	MORGAN WALLEN	Wasted On You	Big Loud/Republic
26	JADEN HAMILTON	Heaven's Jukebox	Sony Music Nashville
27	JORDAN FLETCHER	Rather Be Broke	Triple Tigers
28	BRIAN KELLEY	Florida Boy Forever	Warner/WMN
29	KIP MOORE	Good Life	MCA Nashville
30	SCOTTY MCCREERY	How Ya Doin' Up There	Triple Tigers
31	MIKE AND THE MOONPIES	Paycheck To Paycheck	Prairie Rose
32	DANIELLE BRADBURY	Stop Draggin' Your Boots	Big Machine
33	KAMERON MARLOWE	Tequila Talkin'	Columbia Nashville
34	ELI YOUNG BAND & JIMMY BUFFETT	Saltwater Gospel	Valory
35	DAVID J	Lost My Heartbreak	Grey Area
36	GEORGE DUCAS	Cold Bud	Loud Ranch
37	BROTHERS OSBORNE	Younger Me	EMI Nashville
38	HAYES CARLL	You Get It All	Dualtone
39	CODY JINKS	Ain't A Train	Late August Records
40	KACEY MUSGRAVES	justified	MCA Nashville/Interscope
41	KYLE PARK	Rewind	---
42	AARON WATSON	Crash Landing	BIG Label
43	KACEY MUSGRAVES	star-crossed	MCA Nashville/Interscope
44	QUEEVA	Do Better	---
45	OLD DOMINION	All I Know About Girls	Arista Nashville
46	READ SOUTHBALL BAND	DLTGYD	Smoklahoma/Thirty Tigers
47	HAILEY WHITTERS	How Far Can It Go f/Yearwood	Pigasus/S&D/Big Loud
48	SASHA SLOAN	When It Was Over? f/Sam Hunt	RCA
49	LILY ROSE	Villain	Big Loud/Republic
50	KANE BROWN X BLACKBEAR	Memory	Sony Music Nashville/RCA





ARTISTS  
*OF THE*  
YEAR  
2021

— WED OCTOBER 13 • 8p —



# FRANK RAY

## "COUNTRY'D LOOK GOOD ON YOU"



Frank Ray has his eye of an uptown city-slicker museum loving super babe. But he has other ideas. Let's get Ms Cosmo into some Wranglers and take her for a two step in the chicken coop! In this video for "Country'd Look Good on You" we see that a venue and costume change can work wonders. Wait a minute.... are they playing golf in a cornfield? Click here:







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Check out these videos hand-picked by our staff!



### LOGAN MIZE - "I NEED MIKE"

Logan Mize writes songs with a paintbrush. Little wonder his adventurous streaming audience is so varied and vast. He's a poet and a strummer of heartstrings. In this introspective ballad and story, Logan again addresses the human condition in a way only he can. Logan's well deserved airplay ship may come in soon and it may not. No matter. His audience searches and finds him which is evident by his multi-million streaming numbers. And, if you're quick enough to get a ticket to one of his sold out shows, you'll be shoulder to shoulder with Logan fans and devotees. Click here:



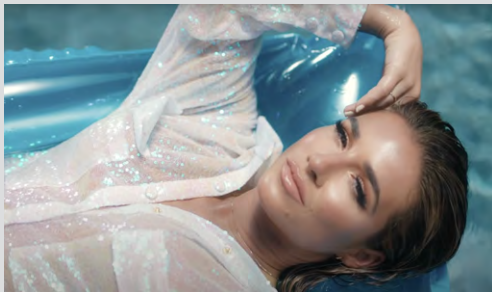
### DUSTIN LYNCH AND RILEY GREEN - "HUNTIN' LAND"

Love. Nothing says it like deer stands, shotguns and 300 acres in Kentucky. In this knee slappin' clip ol Dustin and Riley get all camoed up to win the heart of Daddy's little angel. See, her pappy has all the accouterments for a dang romantic walk in the woods with all the hopes and dreams of blowin' the head off Bambi! If you are indeed a dude who's heart turns to nature when the autumn woods are calling, we at MMI recommend you don't play this love song for your current honey-pie! Click here:



### BLAKE SHELTON - "COME BACK AS A COUNTRY BOY"

Yep. This is it as plain as it gets. Blake takes a tune penned by MMI fave Hardy, Josh Thompson and Jordan Schmidt and puts his stamp on it. Ain't no life better than trucks, beer, dawgs, corn fields and trucks (oh shoot, we said that one). With a slight nod to the approaching Halloween season, Blake proclaims to 'just leave me dead in the cold, dark dirt if my neck doesn't come back with a crimson glow'. Even though the tune has a tiny bit of a Stephen King "Pet Cemetery" vibe to it..it's gonna be a fast and fierce smash! For the lyric video, click here:



### JESSIE JAMES DECKER - "I'M NOT IN LOVE WITH YOU"

A pool, a float, water and a beautiful voice: this is all you'll find here. Oh, and yes, an amazing song delivered with convincingly soulful style from Jesse James Decker. The song, the singing and the artist float this video. There's no need for fast cars, dancers and pyrotechnics. The stunningly talented and lovely Ms. JJD is going to have her day in the pool. Radio should jump in...the water and the music are just perfect. Click here:



### CONNER SMITH - "I HATE ALABAMA"

MMI digs Conner Smith muchly. The Nashville young star is a brilliant songwriter. He has so many amazing visual tracks on Southern life and love but we recieved a special 'kick' out of this one. With SEC Football madness in full tilt boogie mode, this quirky heartbreak song reminded us of the pain and suffering that happens when both your heart and your team get slaughtered by the all powerful Crimson Tide. Some of the lyrical references are possibly out of reach for Alaskan dog sleepers or Russian military execs...but that's about all. Roll Tide and click here:







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## 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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