



MONDAY

MORNING

INTEL

TEDDY  ROBB

H E A V E N O N D I R T

ADD NOW



MONUMENT

Country Edition

**NASHVILLE
APPROVED**

SEPTEMBER 7, 2020

MONDAY MORNING INTEL

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LARRY FLEET

WHERE I FIND GOD

**IMPACTING
OCTOBER 5TH**

**#1 RESEARCH
WXBQ/JOHNSON CITY**

**"AWESOME SONG THAT CONNECTS
WITH LISTENERS ALMOST IMMEDIATELY."**

**- BILL HAGY,
WXBQ/JOHNSON CITY**

**"WE DID A NEW MUSIC FEATURES WEEK AND
OUR AUDIENCE SENT FIVE TIMES THE
NORMAL AMOUNT OF TEXTS AND ALMOST
ALL GAVE THIS SONG A TOP SCORE OF 5.
WE'VE FEATURED THE SONG EVER SINCE."**

**- BRENT MICHAELS,
KUZZ/BAKERSFIELD**

**"I'M NOT EXAGGERATING WHEN I SAY THIS
SONG IS A HIT...IT HAD 100 PERCENT
APPROVAL. NO NEGATIVES AT ALL. NOT ONE.
WE'VE BEEN PLAYING IT SINCE THAT DAY."**

**- DEB TURPIN,
KSOP/SALT LAKE CITY**

BIG LOUD



TW RK AIRPLAY	TW RK RETENTION	TW RK CALLOUT	TW RK STRMNG	TW RK SALES	TW COMPOSITE	Artist	Title	Label
7	5	4	4	1	1	JASON ALDEAN	Got What I Got	Macon Music/Broken Bow
6	9	5	2	7	2	MADDIE & TAE	Die From A Broken Heart	Mercury Nashville
5	11	3	9	2	3	LEE BRICE	One Of Them Girls	Curb
2	14	2	6	9	4	LUKE COMBS	Lovin' On You	River House/Columbia Nash
11	1	6	15	11	5	JUSTIN MOORE	Why We Drink	Valory
4	10	7	5	19	6	KANE BROWN	Cool Again	RCA Nashville
9	3	15	11	17	7	TIM MCGRAW	I Called Mama	Big Machine
1	7	30	10	10	8	THOMAS RHETT	Be A Light f/McEntire, Scott..	Valory
8	2	18	14	20	9	KEITH URBAN	God Whispered Your Name	Capitol Nashville
3	6	21	8	24	10	FLORIDA GEORGIA LINE	I Love My Country	BMLG
10	8	17	18	16	11	ASHLEY MCBRYDE	One Night Standards	Warner/WMN
21	x	28	7	8	12	DAN + SHAY	I Should Probably Go To Bed	Warner/WAR
12	15	9	19	18	13	JAMESON RODGERS	Some Girls	River House/Columbia Nash
17	4	33	12	14	14	PARKER MCCOLLUM	Pretty Heart	MCA Nashville
50	x	x	1	3	15	MORGAN WALLEN	7 Summers	Big Loud/Republic
14	16	35	13	12	16	HARDY	One Beer f/L. Alaina/D. Dawson	Big Loud
16	13	13	25	42	17	CHASE RICE	Lonely If You Are	Dack Janiels/Broken Bow
18	19	25	22	22	18	JON PARDI	Ain't Always The Cowboy	Capitol Nashville
15	24	37	16	4	19	BLAKE SHELTON	Happy Anywhere f/Gwen Stefani	Warner/WMN-Interscope
13	17	10	39	29	20	MATT STELL	Everywhere But On	Arista Nashville/RECORDS
23	28	16	3	6	21	MORGAN WALLEN	More Than My Hometown	Big Loud
45	x	1	30	21	22	BRETT YOUNG	Lady	BMLG
24	22	8	24	33	23	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
31	x	20	40	13	24	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville
46	x	x	27	5	25	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville
19	18	27	35	28	26	KIP MOORE	She's Mine	MCA Nashville
41	x	11	26	32	27	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek
27	x	44	29	15	28	ERIC CHURCH	Stick That In Your Country...	EMI Nashville
20	12	36	37	35	29	BRAD PAISLEY	No I In Beer	Arista Nashville
37	x	34	21	26	30	NIKO MOON	Good Time	RCA Nashville
25	25	14	33	31	31	CHRIS LANE	Big, Big Plans	Big Loud
26	23	29	32	30	32	LADY A	Champagne Night	BMLG
42	x	40	20	23	33	GABBY BARRETT	The Good Ones	Warner/WAR
34	x	42	28	27	34	KELSEA BALLERINI	Hole In The Bottle	Black River Entertainment
22	x	26	45	37	35	KENNY CHESNEY	Happy Does	Blue Chair/Warner/WEA
30	x	12	47	43	36	RASCAL FLATTS	How They Remember You	Big Machine
38	x	41	23	38	37	JORDAN DAVIS	Almost Maybes	MCA Nashville
49	x	x	31	25	38	COLE SWINDELL	Single Saturday Night	Warner/WMN
48	x	19	38	39	39	JIMMIE ALLEN & NOAH CYRUS	This Is Us	SC/RECORDS/Columbia
43	x	46	17	41	40	TAYLOR SWIFT	betty	Republic/MCA Nashville
32	21	38	36	45	41	LAUREN ALAINA	Getting Good	Mercury Nashville
28	x	47	x	x	42	CHRIS STAPLETON	Starting Over	Mercury Nashville
29	20	39	46	40	43	MIDLAND	Cheatin' Songs	Big Machine
47	x	31	44	36	44	BRANTLEY GILBERT	Hard Days	Valory
33	26	22	41	47	45	DUSTIN LYNCH	Momma's House	Broken Bow
40	x	23	48	48	46	DYLAN SCOTT	Nobody	Curb
39	x	45	34	46	47	MAREN MORRIS	To Hell & Back	Columbia Nashville
44	x	24	49	44	48	ZAC BROWN BAND	The Man Who Loves You The Most	Home Grown/19th & Grand
36	x	32	43	49	49	TENILLE ARTS	Somebody Like That	19th & Grand
35	27	43	42	34	50	BRETT ELDREDGE	Gabrielle	Warner/WMN

Country



MMI - **HOTZONE**

09.7.20

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	CHRIS STAPLETON	Starting Over	Mercury Nashville
HOTZONE	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville

Country

MMI - **DEVELOPING**

DEVELOPING	LAUREN ALAINA	Getting Good	Mercury Nashville
DEVELOPING	DUSTIN LYNCH	Momma's House	Broken Bow
DEVELOPING	KELSEA BALLERINI	Hole In The Bottle	Black River Entertainment
DEVELOPING	TENILLE ARTS	Somebody Like That	19th & Grand
DEVELOPING	NIKO MOON	Good Time	RCA Nashville
DEVELOPING	BRETT ELDREDGE	Gabrielle	Warner/WMN
DEVELOPING	JORDAN DAVIS	Almost Maybes	MCA Nashville
DEVELOPING	MAREN MORRIS	To Hell & Back	Columbia Nashville
DEVELOPING	BROTHERS OSBORNE	All Night	EMI Nashville
DEVELOPING	DYLAN SCOTT	Nobody	Curb
DEVELOPING	RUNAWAY JUNE	We Were Rich	Wheelhouse
DEVELOPING	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek
DEVELOPING	TAYLOR SWIFT	betty	Republic/MCA Nashville
DEVELOPING	GABBY BARRETT	The Good Ones	Warner/WAR
DEVELOPING	ZAC BROWN BAND	The Man Who Loves You The Most	Home Grown/19th & Grand
DEVELOPING	BRANTLEY GILBERT	Hard Days	Valory
DEVELOPING	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville
DEVELOPING	BRETT YOUNG	Lady	BMLG
DEVELOPING	JIMMIE ALLEN & NOAH CYRU	This Is Us	SC/RECORDS/Columbia

Mackenzie
PORTER
THESE DAYS

Add Now

14.5 CONSUMPTION/SPIN

BIG LOUD



MIKE MCVAY INTEL

CURRENT POSITION:

PRESIDENT

McVay Media Consulting

WHAT MAKES COUNTRY UNIQUE OTHER THAN THE MUSIC? There is no other format that is so close to the music, the artists, the managers and their labels. Country radio is more about a lifestyle than a music service. The artists at Country are more accessible to radio, they remember the names of the Program Directors, they make friends with the air-talent and they care so much about the fans. Westwood One used to host the ACM Awards. You'd see Keith Urban and Nicole Kidman get out of a limo. The fans would yell, and these two superstars would walk over to them, grab phones from the fan's hands, and take selfies. Country artists are unlike all other artists. That's what makes Country artists great, and the format unique.

HOW DO YOU SEE THE EVOLUTION OF TODAY'S MAINSTREAM COUNTRY FORMAT? The country format of our fathers was a narrower focused format and the songs were clearly country. Today's country is more contemporary, has more songs that lean pop, and is successfully attracting a broader audience. George Strait, Garth Brooks, Reba McEntire and Chris Stapleton are artists that sound country. They were played yesterday, and they're still played today, but between their songs you hear Gabby Barrett, Dan + Shay, Maren Morris and that gives the format the opportunity to have a larger more diverse audience.

WHO ARE YOUR FAVORITE CURRENT ARTISTS, REGARDLESS OF FORMAT? I like a lot of different types of music. For Country it's Luke Bryan, Jimmie Allen, Maren Morris and Gabby Barrett. In Pop it's Maroon 5, Harry Styles, Billie Eilish and Jonas Brothers. Rock favorites for me are Pretty Reckless, Pearl Jam, Five Finger Death Punch and Foo Fighters.

FAVORITE COUNTRY RADIO STATIONS: KSCS/Dallas, WSM-FM/Nashville, WGAR-FM/Cleveland and Go Country in LA. Mainly because they're all four unique and different. KSCS sounds connected to Dallas. Entertaining talent, good music, and it is well produced. WSM-FM because it doesn't apologize for playing clearly focused country music and more classics than currents. WGAR-FM because they always let me know what's going on in Cleveland. I can hear Country music on several stations in the area, but they sound involved in the community. Go Country because they don't follow the rules. They have a different Country Artist serve as their midday talent, for an entire month, every month.

WHAT QUALITIES DO YOU LOOK FOR IN MAJOR MARKET AIR PERSONALITIES? I want a personality. Emphasis on PERSON. I want to hear who you are by what you say and how you say it. I want to be able to tell that you're prepared before you open the microphone, but yet sound as if you're ad-libbing. I want to be entertained. Sound fun and informed. Be more than a voice.

THREE OF THE BRIGHTEST PROGRAM DIRECTORS YOU'VE EVER WORKED WITH? You keep putting me at risk of being redacted from everyone's Christmas card list. So ... NO Country PD's on this list ... on purpose; **Scott Shannon at WPLJ/NYC.** He knew how to make a morning show, sound great. He knew how to get the most out of talent, and how the station should sound. He is a pioneer and deserves the #1 ratings that he has today at WCBS-FM. **Bill Hess at WMAL/Washington, DC** ... Because he has a News/Talk station that presents intelligent, non-hateful talk where every show is anchored by a well-prepared woman or man that understands how to inform and entertain without politicizing everything. **Dave Popovich at WDOK/WQAL in Cleveland** ... who has programmed these stations for well over a decade, and continually evolves them, without losing his rank in the top tier. He's one of those PD's that thinks about programming 24/7.

HOW WOULD YOU LIKE TO BE REMEMBERED? I'm hopeful that's a long way off. I'd rather be remembered for things other than being a good Program Director or Consultant. I'd like to be remembered for being a good teacher, a willing mentor, a friend, always a gentleman, always professional, always fair, never telling a lie, respectful of others and always applying the Golden Rule to what I do in my life.



TENILLE ARTS SOMEBODY LIKE THAT

Over 2 Million Streams in 2 Weeks!



DREAMCATCHER
MANAGEMENT

WAVE

TW RK AIRPLAY	TW MMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
50	15	35	MORGAN WALLEN	7 Summers	Big Loud/Republic
45	22	23	BRETT YOUNG	Lady	BMLG
46	25	21	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville
41	27	14	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek
49	38	11	COLE SWINDELL	Single Saturday Night	Warner/WMN
21	12	9	DAN + SHAY	I Should Probably Go To Bed	Warner/WAR
42	33	9	GABBY BARRETT	The Good Ones	Warner/WAR
48	39	9	JIMMIE ALLEN & NOAH CYRUS	This Is Us	SC/RECORDS/Columbia
37	30	7	NIKO MOON	Good Time	RCA Nashville
31	24	7	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville

RANK TW	Artist	Title	Label
1	LUKE BRYAN	One Margarita	Capitol Nashville
2	SAM HUNT	Hard To Forget	MCA Nashville
3	CHRIS JANSON	Done	Warner/WAR
4	MORGAN WALLEN	Chasin' You	Big Loud
5	BLAKE SHELTON	Nobody But You w/Gwen Stefani	Warner/WMN
6	GABBY BARRETT	I Hope f/Charlie Puth	Warner/WAR
7	MIRANDA LAMBERT	Bluebird	RCA Nashville
8	LUKE COMBS	Does To Me f/Eric Church	River House/Columbia Nash
9	MAREN MORRIS	The Bones	Columbia
10	OLD DOMINION	One Man Band	RCA Nashville
11	TRAVIS DENNING	After A Few	Mercury Nashville
12	MORGAN WALLEN	Whiskey Glasses	Big Loud
13	JAKE OWEN	Homemade	Big Loud
14	LOCASH	One Big Country Song	Wheelhouse
15	DUSTIN LYNCH	Ridin' Roads	Broken Bow
16	THOMAS RHETT	Beer Can't Fix f/Jon Pardi	Valory/Capitol Nashville
17	LUKE COMBS	Even Though I'm Leaving	River House/Columbia Nash
18	LUKE COMBS	Beer Never Broke My Heart	River House/Columbia
19	SAM HUNT	Kinfolks	MCA Nashville
20	DIERKS BENTLEY	Living	Capitol Nashville
21	CHRIS JANSON	Good Vibes	Warner/WAR
22	CARLY PEARCE & LEE BRICE	I Hope You're Happy Now	Big Machine/Curb
23	SCOTTY MCCREERY	In Between	Triple Tigers
24	ELI YOUNG BAND	Love Ain't	Valory
25	KENNY CHESNEY	Here And Now	Blue Chair/Warner/WEA
26	JON PARDI	Heartache Medication	Capitol Nashville
27	BRETT YOUNG	Catch	BMLG
28	LUKE COMBS	She Got The Best Of Me	River House/Columbia Nash
29	BLAKE SHELTON	God's Country	Warner/WMN
30	RUSSELL DICKERSON	Every Little Thing	Triple Tigers

AUDIO + VIDEO RANK	ARTIST	TITLE	LABEL	LISTEN UP! LINKS
1	WALLEN, MORGAN	7 Summers	Big Loud	CLICK HERE
2	MADDIE & TAE	Die From A Broken Heart	Mercury Nashville	CLICK HERE
3	WALLEN, MORGAN	More Than My Hometown	Big Loud	CLICK HERE
4	ALDEAN, JASON	Got What I Got	Macon Music/Broken Bow	CLICK HERE
5	BROWN, KANE	Cool Again	RCA Nashville	CLICK HERE
6	COMBS, LUKE	Lovin' On You	River House/Columbia Nash	CLICK HERE
7	DAN + SHAY	I Should Probably Go To Bed	Warner/WAR	CLICK HERE
8	FLORIDA GEORGIA LINE	I Love My Country	BMLG	CLICK HERE
9	BRICE, LEE	One Of Them Girls	Curb	CLICK HERE
10	RHETT, THOMAS	Be A Light f/McEntire, Scott..	Valory	CLICK HERE
11	MCGRAW, TIM	I Called Mama	Big Machine	CLICK HERE
12	MCCOLLUM, PARKER	Pretty Heart	MCA Nashville	CLICK HERE
13	HARDY	One Beer f/L. Alaina/D. Dawson	Big Loud	CLICK HERE
14	URBAN, KEITH	God Whispered Your Name	Capitol Nashville	CLICK HERE
15	MOORE, JUSTIN	Why We Drink	Valory	CLICK HERE
16	BLAKE SHELTON	Happy Anywhere f/Gwen Stefani	Interscope-WMN	CLICK HERE
17	TAYLOR SWIFT	betty	Republic/MCA Nashville	CLICK HERE
18	MCBRYDE, ASHLEY	One Night Standards	Warner/WMN	CLICK HERE
19	RODGERS, JAMESON	Some Girls	River House/Columbia Nash	CLICK HERE
20	GABBY BARRETT	The Good Ones	Warner/WAR	CLICK HERE
21	MOON, NIKO	Good Time	RCA Nashville	CLICK HERE
22	PARDI, JON	Ain't Always The Cowboy	Capitol Nashville	CLICK HERE
23	DAVIS, JORDAN	Almost Maybes	MCA Nashville	CLICK HERE
24	DICKERSON, RUSSELL	Love You Like I Used To	Triple Tigers	CLICK HERE
25	RICE, CHASE	Lonely If You Are	Dack Janiels/Broken Bow	CLICK HERE
26	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek	CLICK HERE
27	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville	CLICK HERE
28	BALLERINI, KELSEA	Hole In The Bottle	Black River Entertainment	CLICK HERE
29	CHURCH, ERIC	Stick That In Your Country...	EMI Nashville	CLICK HERE
30	YOUNG, BRETT	Lady	BMLG	CLICK HERE
31	COLE SWINDELL	Single Saturday Night	Warner/WMN	CLICK HERE
32	LADY A	Champagne Night	BMLG	CLICK HERE
33	LANE, CHRIS	Big, Big Plans	Big Loud	CLICK HERE
34	MAREN MORRIS	To Hell & Back	Columbia Nashville	CLICK HERE
35	MOORE, KIP	She's Mine	MCA Nashville	CLICK HERE
36	ALAINA, LAUREN	Getting Good	Mercury Nashville	CLICK HERE
37	PAISLEY, BRAD	No I In Beer	Arista Nashville	CLICK HERE
38	ALLEN, JIMMIE & CYRUS, NOAH	This Is Us	SC/RECORDS/Columbia	CLICK HERE
39	STELL, MATT	Everywhere But On	Arista Nashville/RECORDS	CLICK HERE
40	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville	CLICK HERE
41	LYNCH, DUSTIN	Momma's House	Broken Bow	CLICK HERE
42	BRETT ELDREDGE	Gabrielle	Warner/WMN	CLICK HERE
43	TENILLE ARTS	Somebody Like That	19th & Grand	CLICK HERE
44	BRANTLEY GILBERT	Hard Days	Valory	CLICK HERE
45	CHESNEY, KENNY	Happy Does	Blue Chair/Warner/WEA	CLICK HERE
46	MIDLAND	Cheatin' Songs	Big Machine	CLICK HERE
47	RASCAL FLATTS	How They Remember You	Big Machine	CLICK HERE
48	SCOTT, DYLAN	Nobody	Curb	CLICK HERE
49	ZAC BROWN BAND	The Man Who Loves You The Most	Home Grown/19th & Grand	CLICK HERE

RANK	ARTIST	TITLE	N'EAST	MIDWEST	WEST	SOUTH
1	Young, Brett	Lady	13	4	1	1
2	Combs, Luke	Lovin' On You	5	2	17	2
3	Brice, Lee	One Of Them Girls	2	1	3	8
4	Aldean, Jason	Got What I Got	10	8	6	3
5	Maddie & Tae	Die From A Broken Heart	14	13	5	5
6	Moore, Justin	Why We Drink	8	3	13	14
7	Brown, Kane	Cool Again	1	5	9	13
8	Dickerson, Russell	Love You Like I Used To	11	7	7	20
9	Rodgers, Jameson	Some Girls	12	6	8	22
10	Stell, Matt	Everywhere But On	21	15	11	4
11	Parmalee & Blanco Brown	Just The Way	18	16	2	18
12	Rascal Flatts	How They Remember You	30	9	14	9
13	Rice, Chase	Lonely If You Are	3	19	22	25
14	Lane, Chris	Big, Big Plans	4	11	12	31
15	McGraw, Tim	I Called Mama	6	21	29	11
16	Wallen, Morgan	More Than My Hometown	7	17	27	16
17	McBryde, Ashley	One Night Standards	23	14	16	15
18	Urban, Keith	God Whispered Your Name	29	10	10	10
19	Allen, Jimmie Feat. Noah Cy	This Is Us	15	29	4	26
20	Rucker, Darius	Beers And Sunshine	9	22	18	19
21	Florida Georgia Line	I Love My Country	42	12	15	17
22	Lynch, Dustin	Momma's House	28	24	21	7
23	Scott, Dylan	Nobody	26	23	30	12
24	Brown Band, Zac	The Man Who Loves You The Most	17	33	26	23
25	Pardi, Jon	Ain't Always The Cowboy	34	30	19	6
26	Chesney, Kenny	Happy Does	20	32	39	30
27	Moore, Kip	She's Mine	22	20	32	35
28	Dan + Shay	I Should Probably Go To Bed	31	28	40	21
29	Lady Antebellum	Champagne Night	27	25	25	36
30	Rhett, Thomas Ft. Reba, Kei	Be A Light	24	18	31	41
31	Gilbert, Brantley	Hard Days	39	39	24	24
32	Owen, Jake	Made For You	16	x	38	29
33	Arts, Tenille	Somebody Like That	32	35	20	37
34	McCollum, Parker	Pretty Heart	40	27	33	27
35	Moon, Niko	Good Time	25	26	43	38
36	Hardy Feat. Lauren Alaina &	One Beer	41	34	42	28
37	Paisley, Brad	No I In Beer	19	38	34	45
38	Shelton, Blake Feat. Gwen S	Happy Anywhere	45	37	41	34
39	Alaina, Lauren	Getting Good	43	41	23	32
40	Midland	Cheatin' Songs	33	40	44	33
41	Barrett, Gabby	The Good Ones	36	36	28	39
42	Davis, Jordan	Almost Maybes	35	43	37	43
43	Ballerini, Kelsea	Hole In The Bottle	37	44	45	40
44	Eldredge, Brett	Gabrielle	44	31	46	46
45	Church, Eric	Stick That In Your Country Song	46	42	49	47
46	Morris, Maren	To Hell & Back	47	46	35	42
47	Swift, Taylor	betty	38	48	50	48
48	Runaway June	We Were Rich	49	45	47	44
49	Brothers Osborne	All Night	48	47	48	49
50	Stapleton, Chris	Starting Over	50	x	36	50

**JACKSON MICHELSON - ONE DAY**

We can't stop loving this song. If you don't have kids or you aren't a kid or you don't like kids...then this smash isn't for you. Put if you are a Mom or Dad the words of Jackson Michelson's "One Day" leave a very short distance between the radio speakers and your heart! Bring a tissue and click here!

**SHERYL CROW - IN THE END**

At MMI, we love Sheryl Crow. Why, because she's way cool - and she's Sheryl Crow! Check out the video for "In The End," and you'll agree!

**SCOTT STEVENS - NEW BOOTS**

MMI Emerging Hit Alert! Scott Stevens has more than a pair of "New Boots"! The dude has moves, hooks, an infectious groove and a really sweaty T-shirt! If you want to get a new song stuck in your head, click here!

**KELSEA BALLERINI - HOLE IN THE BOTTLE**

Kelsea can't seem to figure out what the heck happened to her Cabernet! Turn up your wine glass and the volume to this multi-period piece of mischief and tipping! If there's a "Hole In The Bottle", to fix it click here!



CMT PRESENTS



JTHODGES

The CMT Artist Discovery Network With MMI.

Sometimes hope, faith and restoration sound like a cool beach groove with a heavy dose of island funk! JT Hodges salutes the rebirth of the Bahamas after a destructive storm.

Want an extra shot of joy? Just ask the "Sandman" and click here!



CHRIS STAPLETON

STARTING OVER
Chris Stapleton

PREVIEW REEL

Please Be Careful. Beware! The short video you are about to see unleashes some of the most anticipated new music of the decade. When Chris Stapleton tunes up, the world gets ready to listen! MMI was happy to share a sneak peak of what's to come!



CALL US at
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MONDAY MORNING INTEL

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NOT IN MY BOWL

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CHARTS/POWERS:

1 – Airplay is calculated by Trailing 14 Days of radio airplay on the Key Influencer radio stations – Top 25 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 & Video contemplates trailing 14 days of all streaming. Songs with insufficient data are designated as PENDING. Pending songs do not affect the Total Performance Score in any way.

5 – 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.