# MONDAY MORNING INTEL

### RESEARCH IS ALREADY IN...

"Shallow' is my 3rd highest testing song in 2 years!" (RadioTraks/SAM)

**TRAVIS MOON** – PD KUBL / SALT LAKE CITY

"Shallow' is researching well... strong early passion scores out of the gate!"

JOEL RAAB - CONSULTANT



#19 COUNTRY CURRENT AMAZON ON DEMAND STREAMING!

PEARL RECORDS



NASHVILLE APPROVED



# TABLE OF CONTENTS

POWERS 5

HOTZONE 4

DEVELOPING 4

PAC-FILE 5

HECURATIES T

ACTION T UNDEREXPOSED

STREAMING 5

HATIONAL CALLOUT 5

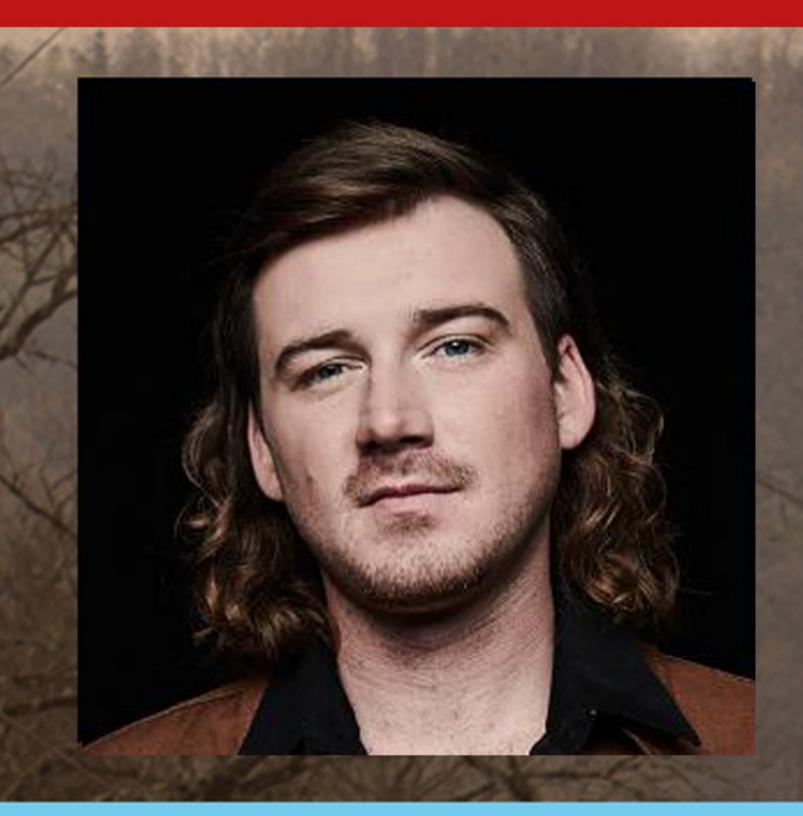
SPOTLIGHT IV

INTELEVISION IT

THE BACK PAGE 12

METHODOLOGY 15

# 3 SONGS IN THE TOP 5 BELLIN



# MORE THAN MY HOMETOWN

MORGAN WALLEN

MAX SPINS STARTING 11/15





FEAT. LAUREN ALAINA AND DEVIN DAWSON

HARDY

MAX SPINS STARTING 11/22



Big. Big Plans

CHRIS LANE

MAX SPINS STARTING 12/6

BIG LOUD

	runiry					THI - PUR		II.IU.ZU
TW RK Airplay	TW RK RETENTION	TW RK Callout	TW RK Strmng	TW RK Sales	TW COMPOSITE	Artist	Title	Label
2	7	8	1	2	1	MORGAN WALLEN	More Than My Hometown	Big Loud
1	3	1	8	18	2	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
7	2	3	9	17	3	MATT STELL	Everywhere But On	Arista Nashville/RECORDS
4	6	13	5	11	4	HARDY	One Beer f/L. Alaina/D. Dawson	Big Loud
3	9	10	11	5	5	BLAKE SHELTON	Happy Anywhere f/Gwen Stefani	Warner/WMN-Interscope
6	1	20	3	12	6	PARKER MCCOLLUM	Pretty Heart	MCA Nashville
16	X	15	2	1	7	LUKE COMBS	Better Together	River House/Columbia Nash
12	5	4	7	14	8	JAMESON RODGERS	Some Girls	River House/Columbia Nash
9	12	12	6	6	9	DAN + SHAY	I Should Probably Go To Bed	Warner/WAR
8	4	16	13	15	10	JON PARDI	Ain't Always The Cowboy	Capitol Nashville
5	10	5	17	21	11	CHRIS LANE	Big, Big Plans	Big Loud
11	8	19	26	23	12	LADY A	Champagne Night	BMLG
20	16	26	12	8	13	NIKO MOON	Good Time	RCA Nashville
15	14	44	10	3	14	CHRIS STAPLETON	Starting Over	Mercury Nashville
13	11	30	19	16	15	KELSEA BALLERINI	Hole In The Bottle	Black River Entertainment
34	Х	2	24	19	16	BRETT YOUNG	Lady	BMLG
27	Х	34	14	7	17	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville
14	18	7	37	20	18	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville
17	19	11	22	31	19	FLORIDA GEORGIA LINE	Long Live	BMLG
10	15	18	30	34	20	KENNY CHESNEY	Happy Does	Blue Chair/Warner/WEA
18	13	21	31	33	21	DUSTIN LYNCH	Momma's House	Broken Bow
22	X	17	40	24	22	LUKE BRYAN	Down To One	Capitol Nashville
30	23	31	15	13	23	GABBY BARRETT	The Good Ones	Warner/WAR
35	20	45	16	4	24	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville
47	Y	Y	23	9	25	KANE BROWN	Warship You	RCA Nashville
29	29	32	4	10	26	MORGAN WALLEN	7 Summers	Big Loud/Republic
38	ν .	X	20	26	27	ERIC CHURCH	Hell Of A View	EMI Nashville
31	26	ĝ	21	35	28	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek
37	V .	23	33	27	29	SAM HUNT	Breaking Up Was Easy In The	MCA Nashville
19	17	14	47	36	30	RASCAL FLATTS	How They Remember You	Big Machine
32	ν .	42	29	22	31	MIRANDA LAMBERT	Settling Down	RCA Nashville
71	24	39	18	41	32	JORDAN DAVIS	Almost Maybes	MCA Nashville
28	<b>Δ</b> Τ	40	27	40	33	MAREN MORRIS	To Hell & Back	Columbia Nashville
23	21	43	34	30	34	BROTHERS OSBORNE	All Night	EMI Nashville
40		37	25	37	35	CARLY PEARCE	Next Girl	Big Machine
25	X	41	35	39	36	DIERKS BENTLEY	Gone	Capitol Nashville
39	X	41 C	46	45	37	JAKE OWEN	Made For You	Big Loud
43	X	27	41	29	38	JIMMIE ALLEN & NOAH CYRUS	This Is Us	SC/RECORDS/Columbia
24	22	24	38	49	39	TENILLE ARTS	Somebody Like That	19th & Grand
45		2 <del>4</del> 28	30 32	44	40	COLE SWINDELL		
	X						Single Saturday Night	Warner/WMN Manayay Najabudla (la Dant
46	X	29	36 4.4	38 25	41 42	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent
41	. X 7.7	χ	44	25 42		ELVIE SHANE	My Boy	Wheelhouse
33 48	27	38 25	28 45	42 28	43 44	TAYLOR SWIFT	betty Mamory I Doo't Mago With	Republic/MCA Nashville
48 20	χ	35 25	45 20	28	44 45	LEE BRICE	Memory I Don't Mess With	Curb
36 42	30	25	39	32	45 40	BRANTLEY GILBERT	Hard Days	Valory
42 20	χ σο	χ	ΛO	Χ	46 47	THOMAS RHETT	What's Your Country Song	Valory
26 40	28	22	48 42	46 42	47 40	DYLAN SCOTT	Nobody	Curb
49 50	Х 75	χ	42 42	43 47	48 40	INGRID ANDRESS	Lady Like	Warner/WEA
50 4.4	25	36	43 40	47 40	49 50	BRETT ELDREDGE	Gabrielle	Warner/WMN
44	Х	33	49	48	50	ROBERT COUNTS	What Do I Know	Arista Nashville

### FOR YOUR CHRISTMAS CONSIDERATION





KINGSLEY'S ACOL

RESEARCH PRES

CES • 14 EDUCATIONAL SESSI

STS . BOB KINGSLEY'S ACOL

USIC\* · CRS RESEARCH PRES

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	LUKE BRYAN	Down To One	Capitol Nashville
HOTZONE	CARLY PEARCE	Next Girl	Big Machine
HOTZONE	JUSTIN MOORE	We Didn't Have Much	Valory
HOTZONE	JAKE OWEN	Made For You	Big Loud
HOTZONE	TOKE COWB2	Better Together	River House/Columbia Nash
HOTZONE	DIERKS BENTLEY	Gone	Capitol Nashville
$\sim$			

Country

'S ACOUSTIC ALL

CH PRESENTATIO

JCATIONAL SESSIONS . 3 EVE

Y'S ACOUSTIC ALLEY . 4 NET

CH PRESENTATION . NEW FA

## MMI-DEVELUPING

DEVEL OPING	THOMAS RHETT	What's Your Country Song	Valory
DEVEL OPING	ERIC CHURCH	Hell Of A View	EMI Nashville
DEVELOPING	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek
DEVELOPING	OLD DOMINION	Never Be Sorry	RCA Nashville
DEVELOPING	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville
DEVEL OPING	BRETT YOUNG	Lady	BMLG
DEVELOPING	RUNAWAY JUNE	We Were Rich	Wheelhouse
DEVELOPING	SAM HUNT	Breaking Up Was Easy In The	MCA Nashville
DEVELOPING	MIRANDA LAMBERT	Settling Down	RCA Nashville
DEVEL OPING	ROBERT COUNTS	What Do I Know	Arista Nashville
DEVELOPING	GABBY BARRETT	The Good Ones	Warner/WAR

JCATIONAL SESSIO UCATIONAL SESSI ENING PERFORMA NG PERFORMANCE

RCH PRESENTATION • 3 LUNCHTIME PERFORMANCES • CRS RESEARCH PRESE

SLEY'S ACOUSTICEALEE BARDU A R Y S11615- 1

IEW WITH NOW EVERYBODY CAN COME TO CRS! TER



# JOEL RAABINITEIL



### **CURRENT POSITION:**

Owner,
Joel Raab Country Radio/Media

**Today's terrestrial radio seems to be more data-driven than ever. What does this mean for adventurous programmers with excellent ears and gut instincts?** I think programmers are just as relevant as ever. Data and analytics are not a substitute for a good gut. Ideally, they work hand in hand. Before a song is tested, someone (adventurous or conservative) has to decide if it's worth putting out to the public - either to radio or a DSP. Not everyone can wait for everyone else. At that point, the fans will decide. Then, you have to understand the data in order to best program from that point forward. But there's always a fine line between art and science. The obvious smashes are pretty easy to program. It's those that are on the fence that require more scrutiny.

We're sure many of your clients are now programming multiple stations. What advice do you give them regarding prioritizing duties? What are the top responsibilities that should never be minimized? We're in business to make money. Therefore, everything we do has to positively answer the question, "Will our time and effort result in better ratings and/or enable us to enhance our bottom line?" Having a great product enables us to answer "yes." But while we'd love to be product-pure, that's not always possible. I've often said that the job of a brand manager includes performing damage control. An idea that could be harmful to programming yet makes money can often be molded into something that works for both programming and sales. Ideally, you come up with something innovative. Successful Program Directors/Brand Managers never say "no." They always brainstorm and come up with a suitable plan. Regarding priorities and time management, spend more time on the stations with the greatest upside, and less on those on those that came become time-sucks. How many of you have devoted way too much time on a satellite-fed station that contributes little to the bottom line, when you could be building bigger and better promotions for your 50K Country leader?

There seems to be actual movement toward the acceptance of more female acts at Country Radio. If the target demo hasn't changed, what's creating the open door? I think programmers finally realized - whether they can admit it or not - that they were not always giving women a fair shot. Then along came some incredibly talented women like Gabby Barrett, Maren Morris, Carly Pearce, Ingrid Andress, Runaway June, Maddie and Tae and others, who have unique styles and are recording hit songs. This was the perfect storm of great music combined with more openness to playing female acts. That said, we have a way to go before the balance of women to men is where it needs to be.

### What radio stations impressed and influenced you the most in your career? What current stations are stand-outs?

Growing up, the great Top 40 stations like WABC and CKLW mixed personality, energy, fun and brevity into their presentation. The legendary Ed Salamon at WHN, New York; Bill Hennes at WMAQ, Chicago and Ted Cramer at WWOK, Miami were among the first Country programmers to apply Top 40 formatics to Country - and it worked incredibly well. Les Acree was a phenomenal programmer to whom I paid close attention. Later, as a consultant, The Wolf in Dallas (not my client) was very innovative, and I was inspired by what Brian Phillips and his crew did, and continue to be inspired by them to this day. To my ear, stations that stand out are those with a heartbeat, unique attributes, and sound great. I noticed that several of this year's CMA Station winners embody those characteristics. Kudos to them.

### How can terrestrial radio re-engage the youth audience?

Edison Media had a great webinar recently regarding Gen Z. They found that a healthy percentage of young listeners still like and listen to radio. Why? Because they appreciate the human contact and one-to-one feeling that radio provides when we're at our best. So many of our stations have stopped giving weather and local information, yet the younger audience still wants this from radio. They can go somewhere else for just a playlist. And if you want more than just a playlist, no one does it better than Country Radio.

(Here's a link to that webinar. You'll learn something and be inspired. https://www.edisonresearch.com/radios-roadmap-to-gen-z-listenership/)

TW RK AIRPLAY	TW MMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
47	25	22	KANE BROWN	Worship You	RCA Nashville
34	16	18	BRETT YOUNG	Lady	BMLG
35	24	11	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville
38	27	11	ERIC CHURCH	Hell Of A View	EMI Nashville
27	17	10	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville
16	7	9	LUKE COMBS	Better Together	River House/Columbia Nash
37	29	8	SAM HUNT	Breaking Up Was Easy In The	MCA Nashville

# Country

# MMI-AECUARENTS

RANK TW	ARTIST	TITLE	LABEL/IMPRINT
1	LEE BRICE	One Of Them Girls	Curb
2	JASON ALDEAN	Got What I Got	Macon Music/Broken Bow
3	LUKE COMBS	Lovin' On You	River House/Columbia Nash
4	GABBY BARRETT	l Hope f/Charlie Puth	Warner/WAR
5	MADDIE & TAE	Die From A Broken Heart	Mercury Nashville
6	MORGAN WALLEN	Chasin' You	Big Loud
7	SAM HUNT	Hard To Forget	MCA Nashville
8	LUKE BRYAN	One Margarita	Capitol Nashville
9	BLAKE SHELTON	Nobody But You w/Gwen Stefani	Warner/WMN
10	MAREN MORRIS	The Bones	Columbia
11	LUKE COMBS	Does To Me f/Eric Church	River House/Columbia Nash
12	CHRIS JANSON	Done	Warner/WAR
13	MIRANDA LAMBERT	Bluebird	RCA Nashville
14	OLD DOMINION	One Man Band	RCA Nashville
15	TRAVIS DENNING	After A Few	Mercury Nashville
16	JUSTIN MOORE	Why We Drink	Valory
17	THOMAS RHETT	Beer Can't Fix f/Jon Pardi	Valory/Capitol Nashville
18	JAKE OWEN	Homemade	Big Loud
19	LUKE COMBS	Even Though I'm Leaving	River House/Columbia Nash
20	KANE BROWN	Cool Again	RCA Nashville
21	CHRIS JANSON	Good Vibes	Warner/WAR
22	DUSTIN LYNCH	Ridin' Roads	Broken Bow
23	SAM HUNT	Kinfolks	MCA Nashville
24	MORGAN WALLEN	Whiskey Glasses	Big Loud
25	SCOTTY MCCREERY	In Between	Triple Tigers
26	ELI YOUNG BAND	Love Ain't	Valory
27	CHASE RICE	Eyes On You	Dack Janiels/Broken Bow
28	CARLY PEARCE & LEE BRICE	l Hope You're Happy Now	Big Machine/Curb
29	BLAKE SHELTON	God's Country	Warner/WMN
30	LUKE COMBS	She Got The Best Of Me	River House/Columbia Nash

"A COUNTRY MUSIC POWERHOUSE..." TASTE OF COUNTRY

# HEYWORLD THE NEW ALBUM I AVAILABLE 11.20.20

FEATURING MEMORY I DON'T MESS WITH ONE OF THEM GIRLS I HOPE YOU'RE HAPPY NOW (WITH CARLY PEARCE)

"THE 15-TRACK COLLECTION COMES AT ONE OF THE MOST UNIQUE TIMES IN MODERN HISTORY AND BRICE MEETS THE MOMENT AS ONLY HE CAN - WITH THE SIGNATURE RELATABILITY IN HIS LYRICS AND HIS CAPTIVATING VOCALS." - VACANCY MAGAZINE





AV RANK	ARTIST	TITLE	LABEL	LISTEN UP! LINKS
1	MORGAN WALLEN	More Than My Hometown	Big Loud	<b>CLICK HERE</b>
2	LUKE COMBS	Better Together	River House/Columbia Nash	<b>CLICK HERE</b>
3	PARKER MCCOLLUM	Pretty Heart	MCA Nashville	<b>CLICK HERE</b>
4	MORGAN WALLEN	7 Summers	Big Loud	CLICK HERE
5	HARDY	One Beer f/L. Alaina/D. Dawsor	Big Loud	<b>CLICK HERE</b>
6	DAN + SHAY	l Should Probably Go To Bed	Warner/WAR	CLICK HERE
7	JAMESON RODGERS	Some Girls	River House/Columbia Nash	CLICK HERE
8	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers	CLICK HERE
9	MATT STELL	Everywhere But On	Arista Nashville/RECORDS	CLICK HERE
10	CHRIS STAPLETON	Starting Over	Mercury Nashville	CLICK HERE
11	BLAKE SHELTON	Happy Anywhere f/Gwen Stefair	Interscope-WMN	CLICK HERE
12	NIKO MOON	Good Time	RCA Nashville	CLICK HERE
13	JON PARDI	Ain't Always The Cowboy	Capitol Nashville	CLICK HERE
14	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville	CLICK HERE
15	GABBY BARRETT	The Good Ones	Warner/WAR	CLICK HERE
16	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville	CLICK HERE
17	CHRIS LANE	Big, Big Plans	Big Loud	CLICK HERE
18	JORDAN DAVIS	Almost Maybes	MCA Nash ville	CLICK HERE
19	KELSEA BALLERINI	Hole In The Bottle	Black River Entertainment	CLICK HERE
20	ERIC CHURCH	Hell Of A View	EMI Nashville	CLICK HERE
21	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek	CLICK HERE
22	FLORIDA GEORGIA LINE	Long Live	BMLG	CLICK HERE
23	KANE BROWN	Worship You	RCA Nashville	CLICK HERE
24	BRETT YOUNG	Lady News Circl	BMLG Dia Malakia	CLICK HERE
25	CARLY PEARCE	Next Girl	Big Machine	CLICK HERE
26	LADY A	Champagne Night	BMLG Calumbia Nachvilla	CLICK HERE
27 28	MAREN MORRIS	To Hell & Back	Columbia Nashville	CLICK HERE
20 29	TAYLOR SWIFT MIRANDA LAMBERT	betty Settling Down	Republic/MCA Nashville RCA Nashville	CLICK HERE CLICK HERE
30	KENNY CHESNEY	Settling Down Happy Does	Blue Chair/Warner/WEA	CLICK HERE
31	DUSTIN LYNCH	Momma's House	Broken Bow	CLICK HERE
32	COLE SMINDELL	Single Saturday Night	Warner/WMN	CLICK HERE
33	SAM HUNT	Breaking Up Was Easy In The	MCA Nash ville	CLICK HERE
34	BROTHERS OSBORNE	All Night	EMI Nashville	CLICK HERE
35	DIERKS BENTLEY	Gone	Capitol Nashville	CLICK HERE
36	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent	CLICK HERE
37	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville	CLICK HERE
38	TENILLE ARTS	Somebody Like That	19th & Grand	CLICK HERE
39	BRANTLEY GILBERT	Hard Days	Valory	CLICK HERE
40	LUKE BRYAN	Down To One	Capitol Nashville	CLICK HERE
41	JIMMIE ALLEN & NOAH CYRUS	This Is Us	SC/RECORDS/Columbia	CLICK HERE
42	INGRID ANDRESS	Lady Like	Warner/WEA	CLICK HERE
43	BRETT ELDREDGE	Gabrielle	Warner/WMN	CLICK HERE
44	ELVIE SHANE	My Boy	Wheelhouse	CLICK HERE
45	LEE BRICE	Memory I Don't Mess With	Curb	CLICK HERE
46	JAKE OWEN	Made For You	Big Loud	CLICK HERE
47	RASCAL FLATTS	How They Remember You	Big Machine	CLICK HERE
48	DYLAN SCOTT	Nobody	Curb	CLICK HERE
49	ROBERT COUNTS	What Do I Know	Arista Nashville	CLICK HERE

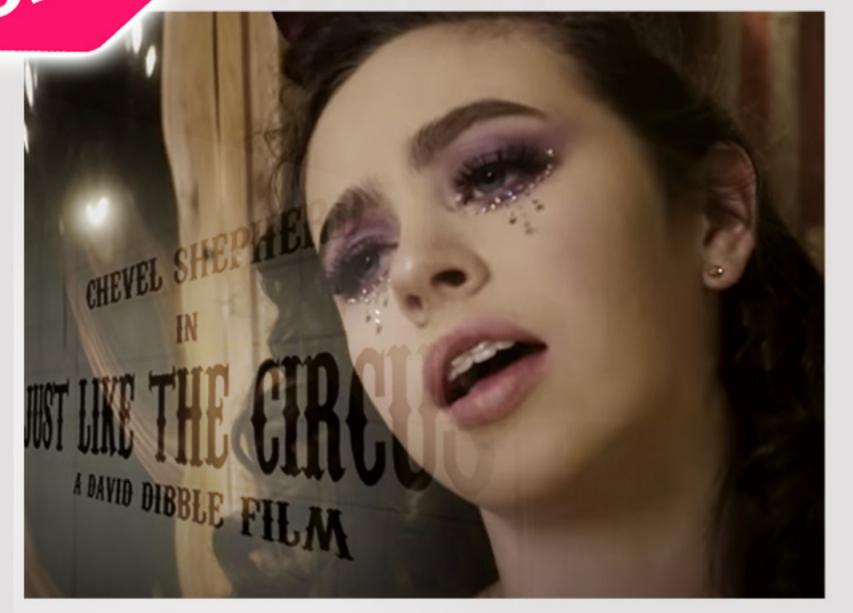
RANK	ARTIST	TITLE	N'EAST	MIDWEST	WEST	SOUTH
1	Dickerson, Russell	Love You Like I Used To	17	1	1	7
2	Young, Brett	Lady	3	9	2	1
3	Stell, Matt	Everywhere But On	1	6	6	6
4	Rodgers, Jameson	Some Girls	2	3	16	5
5	Lane, Chris	Big, Big Plans	12	5	3	8
6	Owen, Jake	Made For You	7	14	14	3
7	Rucker, Darius	Beers And Sunshine	8	23	4	2
8	Wallen, Morgan	More Than My Hometown	13	2	12	28
9	Parmalee & Blanco Brown	Just The Way	4	21	5	10
10	Shelton, Blake Feat. Gwen Stefani	Happy Anywhere	15	13	15	4
11	Florida Georgia Line	Long Live	<b>1</b> 4	16	9	16
12	Dan + Shay	I Should Probably Go To Bed	5	12	17	23
13	Hardy Feat. Lauren Alaina & Devin	One Beer	23	4	22	21
14	Rascal Flatts	How They Remember You	26	7	10	29
15	Combs, Luke	Better Together	19	20	7	15
16	Pardi, Jon	Ain't Always The Cowboy	32	10	8	13
17	Bryan, Luke	Down To One	21	11	23	14
18	Chesney, Kenny	Happy Does	18	8	11	35
19	Lady Antebellum	Champagne Night	20	15	21	27
20	McCollum, Parker	Pretty Heart	22	19	20	20
21	Lynch, Dustin	Momma's House	16	18	25	31
22	Scott, Dylan	Nobody	28	34	18	9
23	Hunt, Sam	Breaking Up Was Easy In The 90':	9	24	26	32
24	Arts, Tenille	Somebody Like That	10	27	19	36
25	Gilbert, Brantley	Hard Days	25	33	28	11
26	Moon, Niko	Good Time	35	30	13	18
27	Allen, Jimmie Feat. Noah Cyrus	This Is Us	27	26	29	19
28	Swindell, Cale	Single Saturday Night	29	17	31	34
29	Block, Priscilla	Just About Over You	11	32	33	22
30	Ballerini, Kelsea	Hole In The Bottle	24	22	36	30
31	Barrett, Gabby	The Good Ones	6	37	35	37
32	Wallen, Morgan	7 Summers	30	25	24	40
33	Counts, Robert	What Do I Know	40	31	30	24
34	Urban, Keith + Pink	One Too Many	33	36	38	12
35	Brice, Lee	Memory I Don't Mess With	31	28	27	49
36	Eldredge, Brett	Gabrielle	38	35	44	25
37	Pearce, Carly	Next Girl	42	41	34	26
38	Swift, Taylor	betty	37	38	43	33
39	Davis, Jordan	Almost Maybes	43	29	45	43
40	Morris, Maren	To Hell & Back	39	47	42	17
41	Bentley, Dierks	Gone	45	44	32	42
42	Lambert, Miranda	Settling Down	46	39	46	38
43	Runaway June	We Were Rich	34	42	41	41
44	Jones, Caroline	All Of The Boys	41	43	40	39
45	Brothers Osborne	All Night	36	40	47	47
46	Stapleton, Chris	Starting Over	49	45	39	46
47	Goodvin, Aaron	Lonely Drum	48	50	37	44
48	Little Big Town	Wine, Beer, Whiskey	44	46	50	48
49	Brooks, Garth & Trisha Yearwood	Shallow	47	48	48	50
50	Old Dominion	Never Be Sorry	50	49	49	45



OVER 60 STATIONS NOW PLAYING NEW IN MIAMI & TOWNSQUARE TESTING #9 FEMALES



### **PRESENTS**



### CHEVEL SHEPERD - JUST LIKE THE CIRCUS

Chevel Shepherd is a Country Wunderkind! And she ain't no sideshow. In this three ring video she sings and walks the tight rope between traditional Country and David Lynch-ish cinematic theatrics. So step right up, get your ticket, get a seat under this big top and Click Here!!





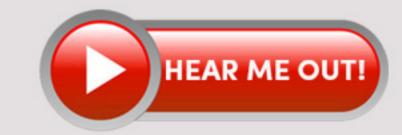
### BOBBY BONES INTERVIEWS:



### **CMAREMOTE**

COVID's not enough to keep the Bobby Bones army down. They're dialing in from afar, bringing you CMA interviews you don't wanna miss. Here's a backstage clip that catches the Brothers Osborne spinning some memories about the late Charlie Daniels. When Bobby's crew interviews, they're not fiddling around! Click Here!





### JOHN RICH VETERAN'S SALUTE



### EARTHTOGOD

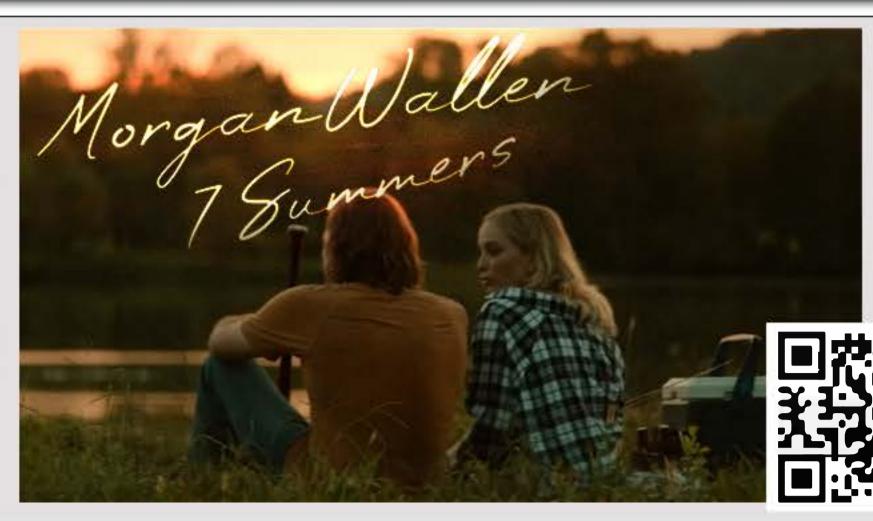
MMI Great Radio Event Alert: New York's Country Ninety-Four Seven WNSH featured a special salute to Veterans, with a private exclusive concert and appearance from John Rich! The broadcast went crazy and features the video for John's highly reactive single "Earth To God!" If you want to hear and see great creative radio, Click Here!











### MORGANWALLEN - 7SUMMERS(SHORTFILM)

What do you do when you have a three-format smash? You make a darn movie about it, that's what! Morgan is as Country as they come, with his signature "bring back the mullet-do" and his drippin'in denim wardrobe. But now those pop peeps want some of "7 Summers" too! In this way-cool quickie film, Wallen wallows in family issues and simmers in small town hot Summer love. This eight-minute film's theme is kinda "Time flies when you're not quite having fun..." So sit right back and get yourself an itty-bitty bag of popcorn and Click Here!





# LIVE FROM CMA INGRIDANDRESS - MOREHEARTSTHANMINE

MMI Math: Add "relationships are complicated" divided by "families are complex" multiplied by "a hit is a hit and it equals Ingrid Andress and her Country masterpiece, "More Hearts Than Mine." Ingrid hammers this hit home with a live stunner from the CMAs.

Click Here!





### AVETTBROTHERS - THISLANDIS YOUR LAND

2020 has beaten us up, knocked us down and turned us around. But you can't ever count American's out. We'll find a way to come back by always lifting each other up. In 1940, Woody Guthrie wrote "This Land is Your Land" as a critical response to "God Bless America," a big radio hit from Kate Smith and written by Irving Berlin. Yep, you've heard it. The Avetts tip their hats to this protest mainstay, as a current day reminder that we all belong.





### DOLLY PARTON - CUDDLE UP, COZY DOWN CHRISTMAS

Christmas 2020 falls on a Friday, but this danged adorable video feels like Saturday Morning TV with a bowl of cereal. Dolly's Holiday Album is called "A Holly Dolly Christmas," and features this retro-animated gem of a duet, with crooner Michael Buble! If you need a little happiness in your stocking, just "Cuddle Up, Cozy Down" and click here!



### BLACKBERRY SMOKE AND JIMMY HALL - KEEP ON SMILIN

Any good Southern chef knows that if you stir in your Blackberry Smoke with your Wet Willie, you're gonna serve up something really sweet! MMI offers this up, not just for the pure beauty of it all, but also for some 2020 mental therapy and positive philosophy. This advice is free of charge - and you're welcome. If you need to "Keep On Smilin," please Click Here!





## Oountry Noo. THE BACK PAGE

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

# MONDAY MORNING

©AIRPLAYINTELLIGENCE, LLC, 2020. No part of this Document or it's content, MONDAY MORNING INTEL, may NOT be reproduced in whole or in part in any manner without the permission of the copyright owner.

© AIRPLAY INTELLIGENCE, LLC, 2020, No part of the materials available through the **MONDAY MORNING INTEL presentation** may be copied, photocopied, reproduced, translated or reduced to any electronic medium or machine-readable form, in whole or in part, without prior written consent of AIRPLAY INTELLIGENCE, LLC. Any other reproduction in any form without permission of AIRPLAY INTELLIGENCE, LLC is prohibited. All materials contained on this presentation are protected by United States copyright law and may not be reproduced, distributed, transmitted, displayed, published or broadcast without the prior written permission of **AIRPLAY INTELLIGENCE, LLC. 2020.** 

### Thank you from the entire staff:

**PUBLISHERS:** 

**ZEN CZAR:** 

Rich Meyer

CHIEF WRANGLER:

Steve Lehman

MARKETING, PROMOTION & Magic Fueled By Studio2Bee

### **ASTERS OF THE SUN:**

Skip Bishop Butch Waugh Renee Bell

### **RESEARCH TEAM:**

Richard R. Deitemeyer Kate Collins Britney Whitney Lindsey McDaniel Donna West Todd Morris

### GRAPHIC DESIGN:

Norm Trento Irent Irento

### PAW POWER:

### OT IN MY BOWL

Heidi Dogg Chloe Dogg Harley Thor

### **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 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 PREDING. 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.