

MONDAY
MORNING
INTEL

THANK YOU
COUNTRY RADIO FOR
BIG LOUD'S
BIGGEST
YEAR YET!



CHRIS LANE · JAKE OWEN · MORGAN WALLEN · HARDY · ASHLAND CRAFT
ERNEST · LARRY FLEET · MACKENZIE PORTER · MASON RAMSEY · SEAN STEMALY
MADISON KOZAK · HAILEY WHITTERS · BEN BURGESS

Country Edition

**NASHVILLE
APPROVED**

DECEMBER 14, 2020

MONDAY MORNING INTEL

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM



LEE BRICE

MEMORY I DON'T MESS WITH

THE NEW SINGLE FROM THE ONLY ARTIST WITH TWO SONGS ON THE
billboard TOP COUNTRY SONGS OF 2020!

			PEAK POSIT
9	I HOPE YOU'RE HAPPY NOW R. MONTANA, C. PEARCE, J. SINGLETON, L. COMBS, R. ENNIS SCHLAPPI	CARLY PEARCE & LEE BRICE	1
10	ONE OF THEM GIRLS A. GORLEY, B. JOHNSON, D. DAVIDSON, L. BRICE	LEE BRICE	1

TW RK AIRPLAY	TW RK RETENTION	TW RK CALLOUT	TW RK AUDIO	TW RK VIDEO	TW RK SALES	TW COMP RANK	Artist	Title	Label
7	5	3	1	1	3	1	MORGAN WALLEN	More Than My Hometown	Big Loud
4	1	18	4	5	12	2	PARKER MCCOLLUM	Pretty Heart	MCA Nashville
1	6	15	8	7	6	3	BLAKE SHELTON	Happy Anywhere f/Gwen Stefani	Warner/WMN-Interscope
3	3	9	10	6	18	4	JON PARDI	Ain't Always The Cowboy	Capitol Nashville
6	2	14	6	9	13	5	HARDY	One Beer f/L. Alaina/D. Dawson	Big Loud
11	19	5	3	2	4	6	LUKE COMBS	Better Together	River House/Columbia Nash
5	14	6	7	10	11	7	DAN + SHAY	I Should Probably Go To Bed	Warner/WAR
2	8	4	9	17	22	8	CHRIS LANE	Big, Big Plans	Big Loud
14	9	20	12	8	8	9	NIKO MOON	Good Time	RCA Nashville
12	10	41	5	3	1	10	CHRIS STAPLETON	Starting Over	Mercury Nashville
9	7	26	18	19	19	11	KELSEA BALLERINI	Hole In The Bottle	Black River Entertainment
19	x	30	17	22	7	12	THOMAS RHETT	What's Your Country Song	Valory
10	4	27	11	38	24	13	LADY A	Champagne Night	BMLG
24	21	21	14	11	10	14	GABBY BARRETT	The Good Ones	Warner/WAR
31	x	2	32	14	27	15	BRETT YOUNG	Lady	BMLG
16	x	11	25	30	23	16	LUKE BRYAN	Down To One	Capitol Nashville
30	25	35	2	4	9	17	MORGAN WALLEN	7 Summers	Big Loud/Republic
15	17	8	20	35	29	18	FLORIDA GEORGIA LINE	Long Live	BMLG
13	16	16	27	34	20	19	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville
33	x	19	31	13	25	20	SAM HUNT	Breaking Up Was Easy In The...	MCA Nashville
28	x	36	21	26	15	21	ERIC CHURCH	Hell Of A View	EMI Nashville
18	13	17	37	29	33	22	DUSTIN LYNCH	Momma's House	Broken Bow
50	x	x	13	21	2	23	DAN + SHAY	Take Me Home For Christmas	Warner/WAR
27	27	34	15	15	14	24	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville
45	x	24	29	12	21	25	KANE BROWN	Worship You	RCA Nashville
8	11	12	33	47	41	26	KENNY CHESNEY	Happy Does	Blue Chair/Warner/WEA
35	22	45	22	16	5	27	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville
23	23	1	26	41	32	28	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek
17	12	7	48	42	35	29	RASCAL FLATTS	How They Remember You	Big Machine
25	x	25	24	40	38	30	DIERKS BENTLEY	Gone	Capitol Nashville
43	x	28	34	18	31	31	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/In Dent
32	x	42	28	28	26	32	MIRANDA LAMBERT	Settling Down	RCA Nashville
20	15	38	19	39	44	33	JORDAN DAVIS	Almost Maybes	MCA Nashville
44	x	32	30	27	28	34	LEE BRICE	Memory I Don't Mess With	Curb
40	x	37	45	25	16	35	ELVIE SHANE	My Boy	Wheelhouse
34	24	40	23	23	36	36	TAYLOR SWIFT	betty	Republic/MCA Nashville
49	x	23	16	x	x	37	GARTH BROOKS & TRISHA YEARWOOD	Shallow	Pearl
39	x	10	43	32	43	38	JAKE OWEN	Made For You	Big Loud
22	20	44	39	33	30	39	BROTHERS OSBORNE	All Night	EMI Nashville
21	18	13	40	46	48	40	TENILLE ARTS	Somebody Like That	19th & Grand
47	x	x	47	24	17	41	LARRY FLEET	Where I Find God	Big Loud
38	x	43	35	36	37	42	CARLY PEARCE	Next Girl	Big Machine
36	29	29	44	31	34	43	BRANTLEY GILBERT	Hard Days	Valory
29	28	39	36	37	42	44	MAREN MORRIS	To Hell & Back	Columbia Nashville
48	x	x	46	20	39	45	JIMMIE ALLEN & NOAH CYRUS	This Is Us	SC/RECORDS/Columbia
42	x	33	38	45	47	46	COLE SWINDELL	Single Saturday Night	Warner/WMN
26	26	22	49	49	46	47	DYLAN SCOTT	Nobody	Curb
46	x	x	42	43	40	48	INGRID ANDRESS	Lady Like	Warner/WEA
37	x	31	50	44	49	49	JUSTIN MOORE	We Didn't Have Much	Valory
41	x	46	41	48	45	50	OLD DOMINION	Never Be Sorry	RCA Nashville

Country

MMI - **HOTZONE**

12.14.20

ARTIST

TITLE

LABEL/IMPRINT

HOTZONE

PARMALEE

Just The Way f/Blanco Brown

Stoney Creek

HOTZONE

DAN + SHAY

I Should Probably Go To Bed

Warner/WAR

HOTZONE

KELSEA BALLERINI

Hole In The Bottle

Black River Entertainment

HOTZONE

LUKE BRYAN

Down To One

Capitol Nashville

Country

MMI - **DEVELOPING**

DEVELOPING

JASON ALDEAN

Blame It On You

Macon Music/Broken Bow

DEVELOPING

SCOTTY MCCREERY

You Time

Triple Tigers

DEVELOPING

COLE SWINDELL

Single Saturday Night

Warner/WMN

DEVELOPING

ERIC CHURCH

Hell Of A View

EMI Nashville

DEVELOPING

BRETT YOUNG

Lady

BMLG

DEVELOPING

OLD DOMINION

Never Be Sorry

RCA Nashville

DEVELOPING

LEE BRICE

Memory I Don't Mess With

Curb

DEVELOPING

NIKO MOON

Good Time

RCA Nashville

DEVELOPING

THOMAS RHETT

What's Your Country Song

Valory

DEVELOPING

TENILLE ARTS

Somebody Like That

19th & Grand

DEVELOPING

SAM HUNT

Breaking Up Was Easy In The...

MCA Nashville

DEVELOPING

BRANTLEY GILBERT

Hard Days

Valory

GARTH BROOKS & TRISHA YEARWOOD

PEARL
RECORDS

SHALLOW

TOP 10 - ACTION LIST!

TESTING POWER HARKER RESEARCH

Country

MMI - **ACTION**

12.7.20

TW RK AIRPLAY	TW MMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
44	25	19			
32					
43					
30					
37					
34					
31					
25	16	9			
20	13	7			
50	43	7	GARTH BROOKS & TRISHA YEARWOOD	Shallow	Pearl

TUNE IN

GARTH & TRISHA **LIVE!**

A HOLIDAY CONCERT EVENT

CBS - SUNDAY, DEC. 20 8:30 PM, LIVE ET / 8:00PM, DELAYED PT

A portrait of Tim Dugger, a young man with dark hair, wearing a black baseball cap with a logo and a blue and green plaid shirt. He is looking off to the side with a thoughtful expression while playing an acoustic guitar. The lighting is warm and focused on his face and the guitar.

TIM DUGGER

YOU'RE GONNA LOVE ME

SOMETIMES A GREAT COUNTRY SONG
DOESN'T NEED RECORD COMPANY HYPE



**BEST
OF
INTEL****2020****Johnny Chiang**

General Programming philosophy:

Always remember to have "showmanship" come across in your product. No matter what market you work in, it's always Hollywood.

Nate Deaton

I'd like to be remembered as someone who gave new artists a chance. Someone who made a lot of dreams come true - staff members, fans and artists. And, of course, someone who was fair and honest.

Becky Brenner

With great power comes great responsibility. Radio's original mandate - to serve the public interest, convenience and necessity - is something that I have taken as gospel since day one. Over the years, some of that has been lost in the interest of profit and progress. However, the stations who still use that as their guide are focused on super-serving both listeners and advertisers - and are therefore winning in ratings and revenue.

Mike Kennedy

[Due to COVID] we needed to combine the informational aspect with entertainment a bit heavier, then continue to be informative but also act as a respite from all the news, then always think about how we could help our listeners and our community. We also had to rethink the way we were doing traditional day to day radio because it just wasn't the same and wasn't going to be for quite a while.

John Foxx

For me I focus on the relationships, at all fronts: station and audience, talent and audience, management and talent. I believe in the talent having ownership of their role and I encourage collaboration with them. I believe that's the key.

RJ Curtis

Here's what my team and I have learned in 2020: A) we control nothing. B) planning is hard. C) We don't know anything (because of A and B). It's important to put this into its proper context: we're not The Lone Ranger here. Everybody's living this. CRS 2021 is virtual. While surveying nearly 1000 past CRS attendees, concerns about health, safety, travel and gathering amidst hundreds of other people indoors resonates loudly and that supersedes the epic experience that is CRS!

Joel Raab

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 because they appreciate the 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 audiences still want this from radio. They can go somewhere else for a playlist, but if you want more than just a playlist, no one does it better than Country Radio.



MMI - BEST OF 2020

Country SALES

AV RANK	ARTIST	TITLE
1	Gabby Barrett	I Hope
2	Blake Shelton W/ Gwen Stefani	Nobody But You
3	Luke Bryan	One Margarita
4	Maren Morris	The Bones
5	Morgan Wallen	More Than My Hometown
6	Dan + Shay & Justin Bieber	10,000 Hours
7	Jason Aldean	Got What I Got
8	Sam Hunt	Hard To Forget
9	Old Dominion	One Man Band
10	Morgan Wallen	Chasin' You
11	Chris Stapleton	Tennessee Whiskey
12	Miranda Lambert	Bluebird
13	Lee Brice	One Of Them Girls
14	Carly Pearce & Lee Brice	I Hope You're Happy Now
15	Thomas Rhett Feat. Reba McEntire, Hillary Scott, Chris Tomlin & Keith Urban	Be A Light
16	Luke Combs	Even Though I'm Leaving
17	Luke Combs	Better Together
18	Luke Combs Feat. Eric Church	Does To Me
19	Diplo, Morgan Wallen, & Julia Michaels	Heartless
20	Ingrid Andress	More Hearts Than Mine

**Stacy Blythe**

When the label was first started, we had enough of a financial foundation from the partners to give us five years to figure this out. There was no safety net. We have definitely stumbled along the way and learned that leading with gut is not always the way to go. Big Loud is made up of incredibly creative, forward-thinking individuals that genuinely love working together. Yes, the song is king - but man, the culture sure makes it more fun!

**Pat Paxton**

Listeners not only want the best content - they demand it. They demand it to be where they are, on the devices they use, and they demand it to be easy, to be "click and play." That requires a blending of content with technology that can be unforgiving. But consumers can be unforgiving, too - so we have to get it right, every time.

**Mike McVay**

On air... 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.

**Kerry Wolfe**

Coming soon, Program Directors will absorb many more roles. It won't be uncommon to see major market PDs take on the role of promotions director, production director, music director, on-air talent, etc. That's already happening in smaller markets but expect it to branch out to all market sizes.

**Tim Roberts**

People are consuming music and specifically Country Music at incredible rates and they're still doing it through our great brands in broadcast radio. Apps like radio.com connect people wherever they are to those brands and other unique experiences, and I see that trend continuing. Radio is the number one reach medium, surpassing television. The future is bright for radio, technology keeps evolving and connectivity opportunities arise. It's up to us to maximize the listener experience.

**Drew Bland**

Why switch careers? I'm always excited by a new challenge. Once you get in the same room with Shane McAnally, Jason Owen, and Katie McCartney, it's hard to not want to be a part of their team. They have a passion for the business, for radio and artists who are always on the edge of what's next, that is endlessly exciting.

**Scotty McCreery**

I'm still young, I'm just 27! I think pre-teens and teenagers connected with me from early on because we were around the same age. I think the fans see that I'm just me. There's no pretense. I hang with my wife and my boys. I play golf and go to football games. I live near to where I grew up. What they hear in my songs is who I am. Young music fans are savvy and I think they want authenticity. Hopefully that's what they feel when they listen to my music!

**Leslie Fram**

The word 'change' doesn't come easy but we have seen progress on many fronts. I'm proud of Apple Music for launching Apple Music Radio! Many of these new programs are celebrating great music from female artists. It also created a stronger bond among female artists who are supporting each other on social media, podcasts, etc. Since they're all in this together, it's become a real movement. We're also seeing more male artists taking women on tours which is a trend I hope will grow.

**Craig Powers**

Currently, we can see great research information on our artists and songs from consumption reports, we can know if listeners love a record before it gets onto the charts. This is very useful information that we can pass on to our radio partners, artists, and their managers!

TW RK AIRPLAY	TW MMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
50	23	27	DAN + SHAY	Take Me Home For Christmas	Warner/WAR
45	25	20	KANE BROWN	Worship You	RCA Nashville
31	15	16	BRETT YOUNG	Lady	BMLG
30	17	13	MORGAN WALLEN	7 Summers	Big Loud/Republic
33	20	13	SAM HUNT	Breaking Up Was Easy In The...	MCA Nashville
43	31	12	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent
49	37	12	GARTH BROOKS & TRISHA YEARWOOD	Shallow	Pearl
24	14	10	GABBY BARRETT	The Good Ones	Warner/WAR
44	34	10	LEE BRICE	Memory I Don't Mess With	Curb
35	27	8	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville

RANK TW	ARTIST	TITLE	LABEL/IMPRINT
1	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
2	LEE BRICE	One Of Them Girls	Curb
3	LUKE COMBS	Lovin' On You	River House/Columbia Nash
4	GABBY BARRETT	I Hope f/Charlie Puth	Warner/WAR
5	JASON ALDEAN	Got What I Got	Macon Music/Broken Bow
6	JAMESON RODGERS	Some Girls	River House/Columbia Nash
7	MATT STELL	Everywhere But On	Arista Nashville/RECORDS
8	MAREN MORRIS	The Bones	Columbia
9	MORGAN WALLEN	Chasin' You	Big Loud
10	MADDIE & TAE	Die From A Broken Heart	Mercury Nashville



eventbrite

You are invited to join

AARON GOODVIN

and his band

*Lonely Drummer Boy
Holiday Show*

A SPECIAL 24-HOUR VIEWING EVENT

T U E S D A Y

DEC 15 7:00 PM CT

TICKET INCLUDES 24-HOUR CONCERT VIDEO
ACCESS AND A LIVE ZOOM VIDEO CHAT
WITH AARON GOODVIN AT 7:30 PM CT

Number #1 “Want to Hear it More” song in Callout America

WOULD HAVE LOVED HER

CHRIS BANDI

MOST ADDED AT COUNTRY RADIO

- #16 Overall Passion Song
- #17 Total Positives in Bullseye research
- #12 In P1 Country Females 18-44 Key Demo
- #10 Passion Song Females 18-44 Key Demo

Bullseye Research

AV RANK	ARTIST	TITLE	LABEL	LISTEN UP! LINKS
1	MORGAN WALLEN	More Than My Hometown	Big Loud	CLICK HERE
2	LUKE COMBS	Better Together	River House/Columbia Nash	CLICK HERE
3	CHRIS STAPLETON	Starting Over	Mercury Nashville	CLICK HERE
4	MORGAN WALLEN	7 Summers	Big Loud	CLICK HERE
5	PARKER MCCOLLUM	Pretty Heart	MCA Nashville	CLICK HERE
6	JON PARDI	Ain't Always The Cowboy	Capitol Nashville	CLICK HERE
7	BLAKE SHELTON	Happy Anywhere f/Gwen Stefani	Interscope-WMN	CLICK HERE
8	NIKO MOON	Good Time	RCA Nashville	CLICK HERE
9	HARDY	One Beer f/L. Alaina/D. Dawson	Big Loud	CLICK HERE
10	DAN + SHAY	I Should Probably Go To Bed	Warner/WAR	CLICK HERE
11	GABBY BARRETT	The Good Ones	Warner/WAR	CLICK HERE
12	KANE BROWN	Worship You	RCA Nashville	CLICK HERE
13	SAM HUNT	Breaking Up Was Easy In The...	MCA Nashville	CLICK HERE
14	BRETT YOUNG	Lady	BMLG	CLICK HERE
15	KEITH URBAN WITH PINK	One Too Many	RCA/Capitol Nashville	CLICK HERE
16	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville	CLICK HERE
17	CHRIS LANE	Big, Big Plans	Big Loud	CLICK HERE
18	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/In Dent	CLICK HERE
19	KELSEA BALLERINI	Hole In The Bottle	Black River Entertainment	CLICK HERE
20	JIMMIE ALLEN & NOAH CYRUS	This Is Us	SC/RECORDS/Columbia	CLICK HERE
21	DAN + SHAY	Take Me Home For Christmas	Warner/WAR	CLICK HERE
22	THOMAS RHETT	What's Your Country Song	Valory	CLICK HERE
23	TAYLOR SWIFT	betty	Republic/MCA Nashville	CLICK HERE
24	LARRY FLEET	Where I Find God	Big Loud	CLICK HERE
25	ELVIE SHANE	My Boy	Wheelhouse	CLICK HERE
26	ERIC CHURCH	Hell Of A View	EMI Nashville	CLICK HERE
27	LEE BRICE	Memory I Don't Mess With	Curb	CLICK HERE
28	MIRANDA LAMBERT	Settling Down	RCA Nashville	CLICK HERE
29	DUSTIN LYNCH	Momma's House	Broken Bow	CLICK HERE
30	LUKE BRYAN	Down To One	Capitol Nashville	CLICK HERE
31	BRANTLEY GILBERT	Hard Days	Valory	CLICK HERE
32	JAKE OWEN	Made For You	Big Loud	CLICK HERE
33	BROTHERS OSBORNE	All Night	EMI Nashville	CLICK HERE
34	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville	CLICK HERE
35	FLORIDA GEORGIA LINE	Long Live	BMLG	CLICK HERE
36	CARLY PEARCE	Next Girl	Big Machine	CLICK HERE
37	MAREN MORRIS	To Hell & Back	Columbia Nashville	CLICK HERE
38	LADY A	Champagne Night	BMLG	CLICK HERE
39	JORDAN DAVIS	Almost Maybes	MCA Nashville	CLICK HERE
40	DIERKS BENTLEY	Gone	Capitol Nashville	CLICK HERE
41	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek	CLICK HERE
42	RASCAL FLATTS	How They Remember You	Big Machine	CLICK HERE
43	INGRID ANDRESS	Lady Like	Warner/WEA	CLICK HERE
44	JUSTIN MOORE	We Didn't Have Much	Valory	CLICK HERE
45	COLE SWINDELL	Single Saturday Night	Warner/WMN	CLICK HERE
46	TENILLE ARTS	Somebody Like That	19th & Grand	CLICK HERE
47	KENNY CHESNEY	Happy Does	Blue Chair/Warner/WEA	CLICK HERE
48	OLD DOMINION	Never Be Sorry	RCA Nashville	CLICK HERE
49	DYLAN SCOTT	Nobody	Curb	CLICK HERE



MMI - BEST OF 2020

Country AUDIO STREAMING

AV RANK	ARTIST	TITLE
1	Gabby Barrett	I Hope
2	Maren Morris	The Bones
3	Diplo, Morgan Wallen, & Julia Michaels	Heartless
4	Dan + Shay & Justin Bieber	10,000 Hours
5	Morgan Wallen	Chasin' You
6	Old Dominion	One Man Band
7	Chris Stapleton	Tennessee Whiskey
8	Sam Hunt	Hard To Forget
9	Sam Hunt	Kinfolks
10	Miranda Lambert	Bluebird
11	Carly Pearce & Lee Brice	I Hope You're Happy Now
12	Maddie & Tae	Die From A Broken Heart
13	Jason Aldean	Got What I Got
14	Luke Combs	Even Though I'm Leaving
15	Morgan Wallen	More Than My Hometown
16	HARDY Feat. Lauren Alaina & Devin Dawson	One Beer
17	Blake Shelton W/ Gwen Stefani	Nobody But You
18	Luke Combs	Better Together
19	Kane Brown	Homesick

CHASE RICE FEATURING FLORIDA GEORGIA LINE

DRINKIN' BEER. TALKIN' GOD. AMEN.

THANK YOU COUNTRY RADIO FOR
CHASE RICE'S
BIGGEST ADD DAY EVER!

AND HIGHEST CHART DEBUT: BB *32 AND MB *40

#1 MOST ADDED TWO WEEKS IN A ROW!
79 FIRST WEEK ADDS

SPOTIFY

HOT COUNTRY | BREAKOUT COUNTRY | NEW BOOTS | WILD COUNTRY | NEXT FROM NASHVILLE

APPLE MUSIC
COUNTRY RISERS

AMAZON MUSIC
FRESH COUNTRY

PANDORA
NEW COUNTRY
BACKROADS

YOUTUBE MUSIC
COUNTRY'S NEW CROP

TOPSIFY
COUNTRY BOUND



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



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MMI - BEST OF 2020

Country VIDEOS

AV RANK	ARTIST	TITLE
1	Chris Stapleton	Tennessee Whiskey
2	Old Dominion	One Man Band
3	Dan + Shay & Justin Bieber	10,000 Hours
4	Diplo, Morgan Wallen, & Julia Michaels	Heartless
5	Luke Combs	Even Though I'm Leaving
6	Blake Shelton W/ Gwen Stefani	Nobody But You
7	Luke Combs	Better Together
8	Kane Brown	Homesick
9	Morgan Wallen	Chasin' You
10	Maddie & Tae	Die From A Broken Heart
11	Carly Pearce & Lee Brice	I Hope You're Happy Now
12	Gabby Barrett	I Hope
13	Jason Aldean	Got What I Got
14	Maren Morris	The Bones
15	Riley Green	I Wish Grandpas Never Died
16	Lee Brice	One Of Them Girls
17	Jon Pardi	Heartache Medication
18	Morgan Wallen	More Than My Hometown
19	Sam Hunt	Hard To Forget
20	Michael Ray	Her World Or Mine

AV RANK	ARTIST	TITLE	LABEL
1	UNDERWOOD, CARRIE	Have Yourself A Merry Little..	Capitol Nashville
2	DAN + SHAY	Take Me Home For Christmas	Warner/WAR
3	BONES, BOBBY/THE RAGING IDIOTS	Elf On The Shelf	---
4	MADDIE & TAE	We Need Christmas	Mercury Nashville
5	RUNAWAY JUNE	Christmas On The Radio	Wheelhouse
6	RHETT, THOMAS	The Christmas Song	Valory
7	RHETT, THOMAS	Christmas In The Country	Valory
8	MADDIE & TAE	Holly Jolly Christmas	Mercury Nashville
9	FLORIDA GEORGIA LINE	Lit This Year	BMLG
10	URBAN, KEITH	I'll Be Your Santa Tonight	Capitol Nashville
11	ELDREDGE, BRETT	A Holly Jolly Christmas	Atlantic/WMN
12	KING CALAWAY	Happy Christmas (War is Over)	Stoney Creek
13	MADDIE & TAE	Christmas (Baby Please Come..)	Mercury Nashville
14	UNDERWOOD, CARRIE	Little Drummer Boy f/I. Fisher	Capitol Nashville
15	LADY A	Christmas Through Your Eyes	BMLG
16	BRICE, LEE	Go Tell It On The Mountain	Curb
17	UNDERWOOD, CARRIE	Hallelujah f/John Legend	Capitol Nashville
18	DAN + SHAY	Christmas Isn't Christmas	Warner/WAR
19	CLARKSON, KELLY	Under The Mistletoe f/Eldredge	Atlantic/Warner/WMN
20	JANSON, CHRIS	Run Run Rudolph	Warner Music Nash/WAR
21	UNDERWOOD, CARRIE	Joyful, Joyful We Adore Thee	Capitol Nashville
22	GROBAN, JOSH	Celebrate Me Home	Warner
23	ELDREDGE, BRETT	Sleigh Ride	Atlantic/WMN
24	TRAINOR, MEGHAN	White Christmas f/S MacFarlane	Epic
25	RUNAWAY JUNE	When I Think About Christmas	Wheelhouse
26	GOD GOO DOLLS	This Is Christmas	Warner
27	ANDRESS, INGRID	Christmas Always Finds Me	Warner/WEA
28	SCOTT, DYLAN	Have Yourself A Merry Little..	Curb
29	LADY A	Little Saint Nick	BMLG
30	UNDERWOOD, CARRIE	Silent Night	Capitol Nashville
31	BARRETT, GABBY	The First Noel	Warner/WAR
32	LEVOX, GARY	Christmas Will Be Different...	Big Machine
33	UNDERWOOD, CARRIE	O Come All Ye Faithful	Capitol Nashville
34	MUSGRAVES, KACEY	Glittery f/Troye Sivan	MCA Nashville
35	MCBRIDE, MARTINA	Most Wonderful Time Of The...	BBR Music Group/BMG
36	MCBRIDE, MARTINA	Santa Claus Is Coming To Town	BBR Music Group/BMG
37	MCBRIDE, MARTINA	My Favorite Things/It's The...	BBR Music Group/BMG

AV RANK	ARTIST	TITLE	LABEL
38	MADDIE & TAE	Oh Come All Ye Faithful	Mercury Nashville
39	MENZEL, IDINA	The Most Wonderful Time...	Decca
40	UNDERWOOD, CARRIE	Let There Be Peace	Capitol Nashville
41	CLARK, TERRI	Silver Bells f/Oak Ridge Boys	Mercury Nash./Bare Track
42	PARTON, DOLLY	Christmas Where We Are	Butterfly/12Tone
43	TENPENNY, MITCHELL	Have Yourself A Merry Little..	Columbia Nashville
44	UNDERWOOD, CARRIE	Sweet Baby Jesus	Capitol Nashville
45	UNDERWOOD, CARRIE	Mary, Did You Know?	Capitol Nashville
46	MENZEL, IDINA	We Need A Little Christmas	Decca
47	MADDIE & TAE	This Christmas	Mercury Nashville
48	OAK RIDGE BOYS	Down Home Christmas	Lightning Rod/Thirty Tige
49	UNDERWOOD, CARRIE	Away In A Manger	Capitol Nashville
50	MENZEL, IDINA	Sleigh Ride	Decca
51	MADDIE & TAE	Have Yourself A Merry...	UMG Nashville
52	UNDERWOOD, CARRIE	O Holy Night (2020)	Capitol Nashville
53	DAWSON, DEVIN	Christmas Time Is Here	Atlantic/WEA
54	MCBRIDE, MARTINA	Winter Wonderland ('18)	BBR Music Group/BMG
55	JIM BRICKMAN F/LUKE MCMASTER	Fa La La, HO HO HO	Brickman/Green Hill
56	FOR KING & COUNTRY	Little Drummer Boy (2020)	Curb Word
57	KELLY, TORI	Sleigh Ride	Capitol
58	LADY A	Wonderful Christmastime	BMLG
59	UNDERWOOD, CARRIE	Favorite Time Of Year	Capitol Nashville
60	RUNAWAY JUNE	Let It Snow	Wheelhouse
61	CHAN, ELIZABETH	Celebrate Me Home	Merry Bright
62	JONAS BROTHERS	I Need You Christmas	Republic
63	PARTON, DOLLY & BUBLE, MICHAEL	Cuddle Up, Cozy Down Christmas	Butterfly/12Tone/Warner
64	ELDREDGE, BRETT	Silver Bells	Atlantic/WMN
65	MCBRIDE, MARTINA	Rudolph The Red-Nosed...	BBR Music Group/BMG
66	ODOM JR., LESLIE	Last Christmas	S-Curve
67	MAX, AVA	Christmas Without You	Atlantic
68	NATHANSON, MATT	Blue Christmas	Acrobat
69	EVANS, MORGAN	All I Want For Christmas	Warner/WEA
70	FOR KING & COUNTRY	Little Drummer Boy (Rewrapped)	Curb Word
71	BIEBER, JUSTIN	Rockin Around The Christmas...	Def Jam
72	KENSY, DANNY	Cold Beer Christmas	Rad Records
73	VASSAR, PHIL/LONESTAR	The Not So Silent Night	American Soul
74	HOME FREE	Tennessee Christmas f/RWammack	Home Free

AV RANK	ARTIST	TITLE	LABEL
75	CARTER, WILL	Santa Went Country	Way Back
76	BOWEN, WADE	Last Christmas	Bowen Sounds
77	DUNN, CLARE	Step Into Christmas	MCA Nashville
78	CAM	I'll Be Home For Christmas	RCA
79	CLARK, TERRI	Away In A Manger	Mercury Nash./Bare Track
80	LEDOUX, NED	Rudolph The Red-Nosed Reindeer	Powder River
81	BOWEN, WADE	Once Upon A Christmas	Bowen Sounds
82	CLARK, TERRI	Let It Snow!... f/D. Bentley	Mercury Nash./Bare Track
83	BUCK FUFFALO	Ho Ho Ho Happy (I Remember..)	---
84	MILSAP, RONNIE	Merry, Merry, Christmas Baby	Black River Entertainment
85	WATERS, PAT	Texmas Christmas Holiday	---
86	HAMBRICK, ADAM	What Christmas Means To Me	Capitol Nashville
87	KREBS, MADDISON	Christmases When You Were Mine	red dot/ole
88	CLARK, TERRI	Up On The Housetop	Mercury Nash./Bare Track
89	METZ, CHRISSY	I'll Be Home For Christmas	EMI Nashville
90	BOWEN, WADE	Christmas (Baby Please Come..)	Bowen Sounds
91	CLARK, TERRI	I'll Be Home For Christmas	Mercury Nash./Bare Track
92	MARKS, CORY	Jingle My Bells	Better Noise
93	CLARK, TERRI	Winter Wonderland	Mercury Nash./Bare Track
94	KIPP, NATE/JOINER, ANDIE KAY	Let's Make Christmas	---
95	MUSGRAVES, KACEY	Rockin' Around The Christmas	MCA Nashville
96	BATES, JEFF	When Christmas Gets A Hold..	Skydancer Entertainment
97	CLARK, TERRI	Silent Night f/Vince Gill	Mercury Nash./Bare Track
98	CLARK, TERRI	Jingle Bells	Mercury Nash./Bare Track
99	CLARK, TERRI	Cowboy Christmas f/R. Skaggs	Mercury Nash./Bare Track
100	ROE, ALAN	Ho Ho Yeehaw	---
101	ROUSE, JOSH	Angels We Have Heard On High	---
102	TOWNES, TENILLE	One In A Million	Columbia Nashville
103	HIGH VALLEY	Go Tell It On The Mountain	Warner/WEA
104	ELDREDGE, BRETT	Do You Hear What I Hear?	Atlantic/WMN
105	SARAH, MARY	Take Me Home... (Christmas)	144 Entertainment
107	WATSON, AARON	Rudolph The Red Nosed Reindeer	BIG Label
108	HAYES, HUNTER	This Christmas	Atlantic/WMN
109	CLARK, TERRI	The Christmas Song	Mercury Nash./Bare Track
110	URBINA JONES, STEPHANIE	Merryiachi Christmas	Casa del Rio
111	POPPE, MADDIE	Have Yourself A Merry Little..	Hollywood
112	RUNAWAY JUNE	Sleigh Ride	Wheelhouse

AV RANK	ARTIST	TITLE	LABEL
113	SWIFT, TAYLOR	Christmas Tree Farm	Republic
114	YOUNG, BRETT	O Holy Night	BMLG
115	STEFANI, GWEN	You Make It Feel Like...	Interscope
116	SCOTT, DYLAN	Santa Claus Is Coming To Town	Curb
117	SCOTT, DYLAN	Winter Wonderland	Curb
118	MCBRIDE, MARTINA	Happy Holiday/It's The...	BBR Music Group/BMG
119	MCBRIDE, MARTINA	It's Beginning To Look A Lot..	BBR Music Group/BMG
120	SCOTT, DYLAN	Jingle Bell Rock	Curb
121	MENZEL, IDINA	Caroling, Caroling	Decca
122	PERRY, KATY	Cozy Little Christmas	Capitol
123	MCBRIDE, MARTINA	Frosty The Snowman	BBR Music Group/BMG
124	WATSON, AARON	Lonely Lonestar Christmas	BIG Label
125	BRYAN, LUKE	O Holy Night	Capitol Nashville
127	JONAS BROTHERS	Like It's Christmas	Republic
128	JANSON, CHRIS	It Is Christmas	Warner Bros./WAR
129	SCOTT, DYLAN	The Christmas Song	Curb
130	SHELTON, BLAKE	Two Step 'Round The...	Warner Bros./WMN
131	MCBRIDE, MARTINA	Home For The Holidays	BBR Music Group/BMG
132	NIEMANN, JERROD	Winter Wonderland	Curb
133	LEGEND, JOHN	Have Yourself A Merry Little..	Columbia
134	SIA	Santa's Coming For Us	Monkey Puzzle/Atlantic
135	PENTATONIX	What Christmas Means To Me	RCA

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PRESENTS

**HARPER GRAE - MUDDY WATER**

Ah, like... wow! What a voice. CMT always brings MMI the sharpest of new standouts! Harper Grae may have dirt on her hands and soggy socks, but this Southern songbird can wail! Her ballad "Muddy Water" is dripping in sultry bluesy hooks and she's up to her knees in honest emotion. Stick your toe in and Click Here:



HEAR ME OUT!

THE BOBBY BONES INTERVIEWS - SAM HUNT

At MMI we never have to look further than Bobby Bones for way cool creative takes on Country Music. This week we revisit the Sam Hunt bluegrass spin on "Take Your Time" and "Hard To Forget." Bobby always pulls a new twist on a left turn and, because it's the holidays, we like to share! Click Here:



HEAR ME OUT!



**AARON GOODVIN** - PLEASE COME HOME FOR CHRISTMAS (LIVE)

Bluesy Christmas crooner Aaron Goodvin is huge in the country just South of the North Pole. And 2021 will be Aaron's year to break in the country just south of there and north of Mexico. (Aka, the land of the free and home of the Atlanta Braves). But enough of the geography... if you want a holiday intro to one of Country's next big stars, Click Here!

**ROBYN OTTOLINI** - F-150

MMI loves it when a cool track about a truck comes bubbling up in our streaming data! If you've lost your F-150, it looks like the listeners have found it! Robyn Ottolini is a relative newcomer but she is already sporting an sack full of streams and awards. A deeper dive into her tracks find Robyn to be quite a writer, a fabulous and edgy vocalist and a bit of a precious potty-mouth! For a spin in her "F-150", climb In and Click Here:

**BLAKE SHELTON** - WHITE CHRISTMAS (THE VOICE 2020)

Put me in Coach! Blake Shelton gets all warm and fuzzy on The Voice and invites his "Team" of elves on stage. This one has it all: swaying, snowflakes and Blake! Find the remote, turn it up and enjoy the snow and show! Click Here:

**DAN + SHAY** - CHRISTMAS ISN'T CHRISTMAS

Dan + Shay have totally captured and branded a signature sound. In this holiday hit they apply their vocal magic to a seasonal sound of red, green and a little blue. If you feel like "Christmas Isn't Christmas" Click here:

**KACEY MUSGRAVES** - GLITTERY FT. TROYE SIVAN

Always innovative, Kacey teams up with Amazon and releases "The Kacey Musgraves Christmas Show" on multiple platforms. Everything's all holiday pink and pretty as she delivers to your door a duet with young crooner Troye Sivan! If you're ready to get all "Glittery" click here:



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MONDAY MORNING INTEL

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ISSUE # 24

Thank you from the entire staff:

PUBLISHERS:

ZEN CZAR:

Rich Meyer

CHIEF WRANGLER:

Steve Lehman

MARKETING, PROMOTION & Magic Fueled By Studio2Bee

MASTERS OF THE SUN:

Skip Bishop

Butch Waugh

Renee Bell

RESEARCH TEAM:

PEOPLE WHO ACTUALLY DO THE WORK

Richard R. Deitemeyer

Kate Collins

Britney Whitney

Lindsey McDaniel

Donna West

Todd Morris

GRAPHIC DESIGN:

CRAYON EVANGELIST

Norm Trento

Trent Trento

PAW POWER:

NOT IN MY BOWL

Heidi Dogg

Chloe Dogg

Harley Thor

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 & 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.