



MONDAY
MORNING
INTEL

DYLAN
SCOTT
NOBODY

CURB
RECORDS
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MMI
PROFILE
CAROLYN GILBERT

Country Edition

NASHVILLE
APPROVED

MAY 24, 2021



**DYLAN
SCOTT**

N O B O D Y

**KILLER RESEARCH
HUGE CONSUMPTION
BIG OL' HIT**

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MAX SPINS NOW THROUGH MAY 30

MONDAY MORNING INTEL

MAY 24, 2021

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

**MONDAY
MORNING
INTEL**

#1

SONGS THIS WEEK
BY MMI COMPOSITE CATEGORIES **5.24.21**

AIRPLAY

ERIC CHURCH “Hell Of A View”

RETENTION

JORDAN DAVIS “Almost Maybes”

CALLOUT

LUKE COMBS “Forever After All”

AUDIO

LUKE COMBS “Forever After All”

VIDEO

LUKE COMBS “Forever After All”

SALES

NELLY & FLORDIA GEORGIA LINE “Lil Bit”

COMPOSITE

JAKE OWEN “Made For You”

CMT

**MUSIC
AWARDS**

WEDNESDAY

JUNE 9 8/7c

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
2	3	5	4	12	7	1	JAKE OWEN	Made For You	Big Loud
4	17	1	1	1	2	2	LUKE COMBS	Forever After All	River House/Columbia Nash
3	13	2	3	4	8	3	SAM HUNT	Breaking Up Was Easy In The...	MCA Nashville
1	2	17	2	11	5	4	ERIC CHURCH	Hell Of A View	EMI Nashville
6	11	4	14	9	6	5	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
13	x	16	10	10	9	6	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville
9	6	32	6	13	10	7	MIRANDA LAMBERT	Settling Down	RCA Nashville
15	19	6	7	16	13	8	DAN + SHAY	Glad You Exist	Warner/WAR
7	4	3	12	33	27	9	DIERKS BENTLEY	Gone	Capitol Nashville
10	10	10	21	14	19	10	JASON ALDEAN	Blame It On You	Macon Music/Broken Bow
5	5	9	9	41	20	11	DYLAN SCOTT	Nobody	Curb
29	x	38	8	3	4	12	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
8	1	29	11	22	32	13	JORDAN DAVIS	Almost Maybes	MCA Nashville
11	14	15	20	26	17	14	COLE SWINDELL	Single Saturday Night	Warner/WMN
31	x	19	13	17	14	15	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA
12	9	27	24	25	18	16	BLAKE SHELTON	Minimum Wage	Warner/WMN
17	x	31	17	21	12	17	THOMAS RHETT	Country Again	Valory
18	15	12	18	34	15	18	LAINIEY WILSON	Things A Man Oughta Know	Broken Bow
50	x	x	5	2	1	19	NELLY & FLORIDA GEORGIA LINE	Lil Bit	RECORDS/Columbia
26	16	44	16	5	3	20	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville
20	x	7	27	31	16	21	LUKE BRYAN	Waves	Capitol Nashville
14	8	26	31	27	25	22	TIM MCGRAW & TYLER HUBBARD	Undivided	Big Machine-BMLG
21	25	21	28	7	11	23	ELVIE SHANE	My Boy	Wheelhouse
19	12	28	25	32	26	24	CARLY PEARCE	Next Girl	Big Machine
28	27	18	23	6	24	25	KANE BROWN	Worship You	RCA Nashville
27	x	25	26	20	30	26	LEE BRICE	Memory I Don't Mess With	Curb
16	18	14	35	39	29	27	JUSTIN MOORE	We Didn't Have Much	Valory
22	24	11	19	40	28	28	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
41	x	20	33	24	21	29	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
38	7	8	39	44	35	30	RASCAL FLATTS	How They Remember You	Big Machine
48	x	x	30	8	23	31	LILY ROSE	Villain	Big Loud/Republic
35	x	30	38	19	38	32	HARDY	Give Heaven Some Hell	Big Loud
32	22	41	46	15	22	33	JON PARDI	Tequila Little Time	Capitol Nashville
33	20	34	34	23	42	34	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent
25	29	24	29	28	34	35	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash
46	x	x	22	37	31	36	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
39	x	33	36	42	36	37	INGRID ANDRESS	Lady Like	Warner/WEA
40	x	35	43	36	33	38	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
24	21	13	47	46	43	39	SCOTTY MCCREERY	You Time	Triple Tigers
23	23	40	15	49	39	40	GARTH BROOKS & TRISHA YEARWOOD	Shallow	Pearl
36	26	23	37	45	40	41	MICHAEL RAY	Whiskey And Rain	Warner/WEA
44	x	36	42	38	44	42	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
42	x	43	41	29	47	43	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS
45	x	22	48	30	50	44	RILEY GREEN	If It Wasn't For Trucks	BMLG
30	x	37	45	48	46	45	LADY A	Like A Lady	BMLG
34	x	39	44	50	37	46	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek
47	x	x	50	18	41	47	LARRY FLEET	Where I Find God	Big Loud
43	x	45	49	35	49	48	LAUREN ALAINA	Getting Over Him w/Jon Pardi	Mercury Nashville
37	28	42	40	47	45	49	RUSSELL DICKERSON	Home Sweet	Triple Tigers
49	x	x	32	43	48	50	ANDREW JANNAKOS	Gone Too Soon	RCA Nashville

TOP 40 AND CLIMBING



GIVE
HEAVEN
SOME
HELL

HARDY

BIG LOUD

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

TW RANK	TW RK AIRPLAY	TW MMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	50	19	31	NELLY & FLORIDA GEORGIA LINE	Lil Bit	RECORDS/Columbia
2	29	12	17	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
3	48	31	17	LILY ROSE	Villain	Big Loud/Republic
4	31	15	16	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA
5	41	29	12	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
6	46	36	10	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
7	38	30	8	RASCAL FLATTS	How They Remember You	Big Machine
8	13	6	7	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville
9	15	8	7	DAN + SHAY	Glad You Exist	Warner/WAR
10	26	20	6	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville

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

RANK TW	ARTIST	TITLE	LABEL/IMPRINT
1	GABBY BARRETT	The Good Ones	Warner/WAR
2	THOMAS RHETT	What's Your Country Song	Valory
3	BRETT YOUNG	Lady	BMLG
4	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek
5	LUKE COMBS	Better Together	River House/Columbia Nash
6	LEE BRICE	One Of Them Girls	Curb
7	LUKE BRYAN	Down To One	Capitol Nashville
8	FLORIDA GEORGIA LINE	Long Live	BMLG
9	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
10	BLAKE SHELTON	Happy Anywhere f/Gwen Stefani	Warner/WMN-Interscope
11	TENILLE ARTS	Somebody Like That	19th & Grand
12	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville
13	NIKO MOON	Good Time	RCA Nashville
14	LUKE BRYAN	One Margarita	Capitol Nashville
15	LUKE COMBS	Lovin' On You	River House/Columbia Nash
16	GABBY BARRETT	I Hope f/Charlie Puth	Warner/WAR
17	CHRIS STAPLETON	Starting Over	Mercury Nashville
18	JAMESON RODGERS	Some Girls	River House/Columbia Nash
19	MAREN MORRIS	The Bones	Columbia
20	KELSEA BALLERINI	Hole In The Bottle	Black River Entertainment
21	CHRIS LANE	Big, Big Plans	Big Loud
22	OLD DOMINION	One Man Band	RCA Nashville
23	JASON ALDEAN	Got What I Got	Macon Music/Broken Bow
24	CHRIS JANSON	Done	Warner/WAR
25	TRAVIS DENNING	After A Few	Mercury Nashville
26	BLAKE SHELTON	Nobody But You w/Gwen Stefani	Warner/WMN
27	JAKE OWEN	Homemade	Big Loud
28	MADDIE & TAE	Die From A Broken Heart	Mercury Nashville
29	DUSTIN LYNCH	Momma's House	Broken Bow
30	CHRIS JANSON	Good Vibes	Warner/WAR

CHASE RICE



THE ALBUM

PT. I

PT. II

PT. III

COMBINING PART I AND PART II WITH 4 NEW SONGS

INCLUDING

CURRENT TOP 20 SINGLE

"DRINKIN' BEER. TALKIN' GOD. AMEN."

(FEAT. FLORIDA GEORGIA LINE)

AVAILABLE EVERYWHERE FRIDAY

BBR  BMG



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville
HOTZONE	THOMAS RHETT	Country Again	Valory
HOTZONE	SCOTTY MCCREERY	You Time	Triple Tigers
HOTZONE	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash
HOTZONE	LEE BRICE	Memory I Don't Mess With	Curb
HOTZONE	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
HOTZONE	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA
HOTZONE	CHRIS JANSON	Waitin' On 5	Warner/WAR
HOTZONE	CALLISTA CLARK	It's 'Cause I Am	Big Machine
HOTZONE	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
HOTZONE	BRETT YOUNG	Not Yet	BMLG

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	JASON ALDEAN	Blame It On You	Macon Music/Broken Bow
DEVELOPING	COLE SWINDELL	Single Saturday Night	Warner/WMN
DEVELOPING	BLAKE SHELTON	Minimum Wage	Warner/WMN
DEVELOPING	TIM MCGRAW & TYLER HUBBARD	Undivided	Big Machine-BMLG
DEVELOPING	DAN + SHAY	Glad You Exist	Warner/WAR
DEVELOPING	JUSTIN MOORE	We Didn't Have Much	Valory
DEVELOPING	LAINEY WILSON	Things A Man Oughta Know	Broken Bow
DEVELOPING	CARLY PEARCE	Next Girl	Big Machine
DEVELOPING	LUKE BRYAN	Waves	Capitol Nashville
DEVELOPING	ELVIE SHANE	My Boy	Wheelhouse
DEVELOPING	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Daniels/BBR-BMLG
DEVELOPING	GARTH BROOKS & TRISHA YEARWOOD	Shallow	Pearl
DEVELOPING	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville
DEVELOPING	KANE BROWN	Worship You	RCA Nashville
DEVELOPING	LADY A	Like A Lady	BMLG
DEVELOPING	JON PARDI	Tequila Little Time	Capitol Nashville
DEVELOPING	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent
DEVELOPING	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek
DEVELOPING	HARDY	Give Heaven Some Hell	Big Loud
DEVELOPING	MICHAEL RAY	Whiskey And Rain	Warner/WEA
DEVELOPING	RUSSELL DICKERSON	Home Sweet	Triple Tigers
DEVELOPING	INGRID ANDRESS	Lady Like	Warner/WEA
DEVELOPING	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
DEVELOPING	RILEY GREEN	If It Wasn't For Trucks	BMLG
DEVELOPING	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
DEVELOPING	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
DEVELOPING	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS
DEVELOPING	LOCASH	Beers To Catch Up On	Wheelhouse
DEVELOPING	LAUREN ALAINA	Getting Over Him w/Jon Pardi	Mercury Nashville

FLAN FLANIGAN

GROW UP

FEATURING

**BLAKE
SHELTON**

PRODUCED BY CRAIG ALVIN

DEBUT # 2

iTUNES COUNTRY

DEBUT # 3

iTUNES ALL-GENRES

DEBUT # 1

**PLAYMPE MOST DOWNLOADED AND STREAMING
250K FIRST WEEK STREAMS**

"Ian is a once
in a lifetime
vocalist"
Blake Shelton





CAROLYN

GILBERT

INTEL

CURRENT POSITION:

OWNER/PRESIDENT/
SUPREME HIGH PRIESTESS
NUVOODOO MEDIA
SERVICES, LLC

At MMI, we are all about branding. We LOVE the name NuVoodoo. What's the genesis of the name and what is the message within?

We were just considering putting together a company at the end of our Tribune days in 2010. Talking with Leigh Jacobs, he said, "We should call it New Voodoo because the old voodoo doesn't work anymore." Because we were a broke start up, I went looking for the url (because, of course, in 2010, that's where you start). NewVoodoo.com was taken. Nuvudu.com could be obtained for a few thousand dollars. NuVoodoo -- \$9.95. That was the decision-making process on the spelling. Because the old voodoo doesn't work anymore and besides, we have no money.

Really active records seem to never research early. Yet they explode is streaming and sales numbers. Should radio avoid, proceed with caution or follow the consumers lead and jump in?

Radio should play the hits. Winning stations have always played the hits. For years, breaking new music was a benefit to listeners. But frankly, the early adopters aren't looking to radio for what's the newest and the coolest. Unfamiliar music doesn't test using callout because it's an instant reactive methodology that's dependent on knowing a hook. (There are other ways to test brand new music, but callout isn't it.) Maintaining the image as a format-specific hit machine should be primary at this point. And remember -- radio needs consensus among an audience to determine hits. Streaming just needs fans.

Can you name singles (any genre) that would never research but you personally loved and couldn't hear enough?

Do you want to know the truth? I've spent my career not caring how anything tests. I've avoided "record guys" like the plague. My 100% focus has been that the research is done correctly -- the screen is met -- the right people are being researched. And even when I look at a test, I'm looking at trending and consistency. I couldn't tell you today what's testing unless I went and looked it up and I couldn't have told you 30 years ago. And frankly, my personal musical tastes just wouldn't test anywhere. I can assure you of that! Leigh Jacobs looks at 100% of our research, and he would be better qualified to answer this question than I am.

There's a cultural shift. Because of Covid, car listening is way down (like, duh). Many companies are considering (or have made the decision) to retain the "work from home" status quo. Should mid-days become more personality driven?

Not sure why we would do that. AMD/PMD are personality driven because of in-car listening. No matter where you're working, active, foreground personalities wouldn't be the appeal. I think a better focus would be on Total Line Reporting, so that those at-home workers with Alexa sitting over their shoulders can give the Nielsen credit deserved during the workday. Radio is there to keep you company. That's why I listen at work. Personalities would not change the midday calculus.

You have to spend six months working in an ice cream truck on the route between Tampa, Fla ending in Cheyenne, Wyoming. The goal is to sell out of cones and nutty-buddies every day by sunset. You have a driver and two other industry people on your team. Who are they and why?

Well, since he knows all the cool places and loves to drive, and is, of course, a radio savant, I'd hire Randy Michaels as the driver. Though it might get old tuning through waning AM signals across the country hearing the noise, as well as the bitching about it. Marc Chase would have to be there. He became my brother many years ago, and even though we stopped working together a dozen years ago is someone who will always be my best radio friend. He's also one of the best marketers I've ever known, so they'll know that ice cream truck is coming to wherever we are going. And, given the other two, I'd love to spend more time with Erica Farber. She's brilliant, sane and would be a perfect balance to the insanity on the other side of the ice cream truck. And there would have to be another adult on board to keep us out of jail. She comes from the sales side. We'd sell out of ice cream cones in a heartbeat with that group.

Boomers! There's a lot of em. They have disposable income. They are not as tech-savvy as the younger demos. If you were programming radio to scoop them all up, what would K-Carolyn Boomer-FM sound like? Genre of music? Personalities?

Well, I'm a boomer, and frankly, SiriusXM seems to have been lurking in my college dorm room when they programmed The Bridge. Joni Mitchell. Carole King. James Taylor. Cat Stevens. Todd Rundgren. Bonnie Raitt. Loggins & Messina. Seals & Crofts. Big Brother & the Holding Company. Jackson Browne. CSN. They are my musical comfort food. Personalities? They'd be the people I enjoy listening to, not necessarily radio personalities. Jon Stewart. Malcolm Gladwell. Ira Glass. David Letterman. Stephen Colbert. James Cordon. People who amuse me or at least make me think.



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	LUKE COMBS	Forever After All	River House/Columbia Nash	PLAY VIDEO ▶
2	NELLY & FLORIDA GEORGIA LINE	Lil Bit	RECORDS/Columbia	PLAY VIDEO ▶
3	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville	PLAY VIDEO ▶
4	SAM HUNT	Breaking Up Was Easy In The...	MCA Nashville	PLAY VIDEO ▶
5	LITTLE BIG TOWN	Wine, Beer, Whiskey	Capitol Nashville	PLAY VIDEO ▶
6	KANE BROWN	Worship You	RCA Nashville	PLAY VIDEO ▶
7	ELVIE SHANE	My Boy	Wheelhouse	PLAY VIDEO ▶
8	LILY ROSE	Villain	Big Loud/Republic	PLAY VIDEO ▶
9	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville	PLAY VIDEO ▶
10	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville	PLAY VIDEO ▶
11	ERIC CHURCH	Hell Of A View	EMI Nashville	PLAY VIDEO ▶
12	JAKE OWEN	Made For You	Big Loud	PLAY VIDEO ▶
13	MIRANDA LAMBERT	Settling Down	RCA Nashville	PLAY VIDEO ▶
14	JASON ALDEAN	Blame It On You	Macon Music/Broken Bow	PLAY VIDEO ▶
15	JON PARDI	Tequila Little Time	Capitol Nashville	PLAY VIDEO ▶
16	DAN + SHAY	Glad You Exist	Warner/WAR	PLAY VIDEO ▶
17	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA	PLAY VIDEO ▶
18	LARRY FLEET	Where I Find God	Big Loud	PLAY VIDEO ▶
19	HARDY	Give Heaven Some Hell	Big Loud	PLAY VIDEO ▶
20	LEE BRICE	Memory I Don't Mess With	Curb	PLAY VIDEO ▶
21	THOMAS RHETT	Country Again	Valory	PLAY VIDEO ▶
22	JORDAN DAVIS	Almost Maybes	MCA Nashville	PLAY VIDEO ▶
23	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent	PLAY VIDEO ▶
24	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment	PLAY VIDEO ▶
25	BLAKE SHELTON	Minimum Wage	Warner/WMN	PLAY VIDEO ▶
26	COLE SWINDELL	Single Saturday Night	Warner/WMN	PLAY VIDEO ▶
27	TIM MCGRAW & TYLER HUBBARD	Undivided	Big Machine-BMLG	PLAY VIDEO ▶
28	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash	PLAY VIDEO ▶
29	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS	PLAY VIDEO ▶
30	RILEY GREEN	If It Wasn't For Trucks	BMLG	PLAY VIDEO ▶
31	LUKE BRYAN	Waves	Capitol Nashville	PLAY VIDEO ▶
32	CARLY PEARCE	Next Girl	Big Machine	PLAY VIDEO ▶
33	DIERKS BENTLEY	Gone	Capitol Nashville	PLAY VIDEO ▶
34	LAINEY WILSON	Things A Man Oughta Know	Broken Bow	PLAY VIDEO ▶
35	LAUREN ALAINA	Getting Over Him w/Jon Pardi	Mercury Nashville	PLAY VIDEO ▶
36	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville	PLAY VIDEO ▶
37	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville	PLAY VIDEO ▶
38	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow	PLAY VIDEO ▶
39	JUSTIN MOORE	We Didn't Have Much	Valory	PLAY VIDEO ▶
40	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dak Janiels/BBR-BMLG	PLAY VIDEO ▶
41	DYLAN SCOTT	Nobody	Curb	PLAY VIDEO ▶
42	INGRID ANDRESS	Lady Like	Warner/WEA	PLAY VIDEO ▶
43	ANDREW JANNAKOS	Gone Too Soon	RCA Nashville	PLAY VIDEO ▶
44	RASCAL FLATTS	How They Remember You	Big Machine	PLAY VIDEO ▶
45	MICHAEL RAY	Whiskey And Rain	Warner/WEA	PLAY VIDEO ▶
46	SCOTTY MCCREERY	You Time	Triple Tigers	PLAY VIDEO ▶
47	RUSSELL DICKERSON	Home Sweet	Triple Tigers	PLAY VIDEO ▶
48	LADY A	Like A Lady	BMLG	PLAY VIDEO ▶
49	GARTH BROOKS & TRISHA YEARWOOD	Shallow	Pearl	PLAY VIDEO ▶
50	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek	PLAY VIDEO ▶

JACKSON MICHELSON

IMPACTING NOW



GET IT HERE

"'TIP JAR' WAS ONE OF THOSE SONGS THAT WROTE ITSELF," SHARES MICHELSON. "I HAD THE TITLE IN MY PHONE FOR 3 YEARS AND WASN'T SURE HOW TO APPROACH IT LYRICALLY. THEN ONE DAY I WOKE UP AND WHILE I WAS WAITING TO WRITE A SONG ON ZOOM IT CLICKED AND CAME TOGETHER QUICKLY. I REALLY FEEL LIKE 'TIP JAR' IS ONE OF THE MOST 'ME' SONGS I'VE RELEASED. IN 2021 WE NEED MUSIC MORE THAN EVER, ESPECIALLY FUN MUSIC. 'TIP JAR' IS EXACTLY FOR ME."

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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	COMBS, LUKE	Forever After All	2	1	2	4
2	HUNT, SAM	Breaking Up Was Easy In The 90'S	5	3	1	1
3	BENTLEY, DIERKS	Gone	12	4	4	15
4	YOUNG, CHRIS & KANE BROWN	Famous Friends	8	2	3	34
5	OWEN, JAKE	Made For You	1	7	9	21
6	DAN + SHAY	Glad You Exist	9	10	12	2
7	BRYAN, LUKE	Waves	7	5	5	29
8	RASCAL FLATTS	How They Remember You	10	8	10	14
9	SCOTT, DYLAN	Nobody	3	6	11	41
10	ALDEAN, JASON	Blame It On You	14	14	6	17
11	RICE, CHASE FEAT. FLORIDA GEORGIA LINE	Drinkin' Beer. Talkin' God. Amen.	17	11	13	30
12	ARTS, TENILLE	Somebody Like That	11	15	14	12
13	WILSON, LAINEY	Things A Man Oughta Know	4	22	8	25
14	MCCREERY, SCOTTY	You Time	16	13	20	9
15	MOORE, JUSTIN	We Didn't Have Much	19	9	16	39
16	SWINDELL, COLE	Single Saturday Night	6	23	15	13
17	URBAN, KEITH + PINK	One Too Many	15	19	18	11
18	CHURCH, ERIC	Hell Of A View	32	12	33	8
19	BROWN, KANE	Worship You	13	25	19	22
20	CHESNEY, KENNY	Knowing You	23	17	24	10
21	BALLERINI, KELSEA FEAT. KENNY CHESNEY	Half Of My Hometown	26	29	25	3
22	SHANE, ELVIE	My Boy	30	21	17	31
23	GREEN, RILEY	If It Wasn't For Trucks	47	18	7	7
24	RAY, MICHAEL	Whiskey And Rain	21	36	29	6
25	RODGERS, JAMESON FEAT. LUKE COMBS	Cold Beer Calling My Name	22	16	43	28
26	BRICE, LEE	Memory I Don't Mess With	28	26	45	5
27	MCGRAW, TIM & TYLER HUBBARD	Undivided	34	35	22	16
28	SHELTON, BLAKE	Minimum Wage	33	30	23	27
29	PEARCE, CARLY	Next Girl	18	28	36	40
30	DAVIS, JORDAN	Almost Maybes	35	20	37	36
31	HARDY	Give Heaven Some Hell	24	32	27	46
32	RHETT, THOMAS	Country Again	31	41	21	26
33	LAMBERT, MIRANDA	Settling Down	25	33	41	24
34	ANDRESS, INGRID	Lady Like	29	27	26	45
35	BLOCK, PRISCILLA	Just About Over You	20	44	28	35
36	MCCOLLUM, PARKER	To Be Loved By You	40	40	30	18
37	LYNCH, DUSTIN FEAT. MACKENZIE PORTER	Thinking 'Bout You	38	24	34	47
38	JANSON, CHRIS	Waitin' On 5	39	34	35	37
39	LADY A	Like A Lady	44	31	42	20
40	HURD, RYAN & MAREN MORRIS	Chasing After You	42	43	32	33
41	ALLEN, JIMMIE & BRAD PAISLEY	Freedom Was A Highway	27	42	46	44
42	LOCASH	Beers To Catch Up On	36	45	38	43
43	BROOKS, GARTH & TRISHA YEARWOOD	Shallow	37	38	47	42
44	PARDI, JON	Tequila Little Time	45	47	40	23
45	DICKERSON, RUSSELL	Home Sweet	49	37	44	38
46	STELL, MATT	That Ain't Me No More	46	39	50	32
47	LITTLE BIG TOWN	Wine, Beer, Whiskey	43	46	39	49
48	ALAINA, LAUREN FEAT. JON PARDI	Getting Over Him	41	48	31	50
49	SMITH, CAITLYN FEAT. OLD DOMINION	I Can't	50	49	49	19
50	CLARK, CALLISTA	It's 'Cause I Am	48	50	48	48

THE TENNESSEE WEREWOLVES



NEW
RELEASE

AMY'S GONE

"If you're not doing something new, you're not doing anything at all."

Sam Phillips

*The Tennessee Werewolves are the first of a kind
doing something new!*

Promotion: Marty Schwartz (310)614-0358

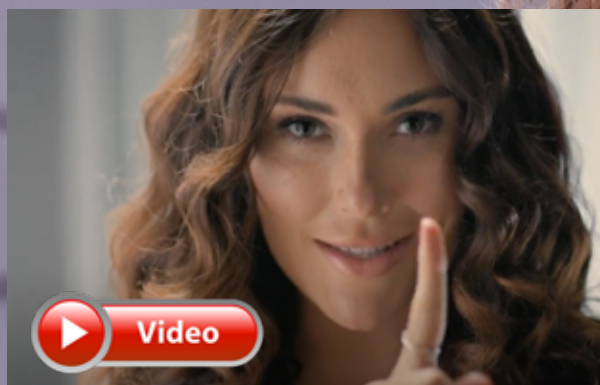
Market Discovery: Songs showing significant consumer impact from Modern Media exposure but not yet charted Top 50 from radio airplay.

RANK	ARTIST	TITLE	LABEL
1	VERONIKA	Homesick	Whattaguy Music
2	BOBBY BONES/THE RAGING IDIOTS	Grandmother Song	---
3	MADISON STATION	Shoes Under My Bed	Yellow Hammer Music Group
4	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
5	MORGAN WALLEN	Wasted On You	Big Loud/Republic
6	BRELAND	Cross Country	Bad Realm/Atlantic
7	MORGAN WALLEN	Somebody's Problem	Big Loud/Republic
8	TAYLOR SWIFT	You All Over Me f/Maren Morris	Republic
9	KYLIE FREY	Horses In Heaven f/R. Houser	Deep Frey'd
10	BART CROW	Pocket Full Of Kisses	Drift Ring
11	MARK POWELL	I Hope I'm Holding You	---
12	TRISTON MAREZ	Where The Neon Lies f/R.Dunn	Torrez Music Group
13	CHARLEY CROCKETT	I Can Help	The Next Waltz
14	DAVE MCELROY	Let It Flow	Tantum Town/Free Flow
15	ELI YOUNG BAND & JIMMY BUFFETT	Saltwater Gospel	Valory
16	TIFFANY WOYS	Do Ya	Tiffany Woys
17	HAYDEN HADDOCK	Honky Tonk On	---
18	DREW GREEN	She Got That	Sony Music Nashville
19	RYAN GRIFFIN	Salt, Lime And Tequila	Independent
20	CLAY HOLLIS	Anybody Lovin' You Lately	---
21	TYLER FARR	Soundtrack To A Small Town...	Night Train/Broken Bow
22	KAITLIN BUTTS	How Lucky Am I	---
23	MIDLAND	Texas Is The Last Stop	Big Machine
24	ARIEL HUTCHINS	Wine Won't Work	---
25	CREED FISHER	Rock & Roll Man	Fishdog Records
26	CARLY PEARCE	Show Me Around	Big Machine
27	HAILEY WHITTERS	Fillin' My Cup f/Lit. Big Town	Pegasus/S&D/Big Loud
28	KAMERON MARLOWE	Giving You Up	Sony Music Ent. Chile S.A
29	CHRIS KROEZE	Summer Song	Chris Kroeze
30	MITCHELL TENPENNY	Bucket List	Columbia Nashville
31	ADAM DOLEAC	Another	Arista Nashville
32	BLAKE SHELTON	Jesus Got A Tight Grip	Warner/WMN
33	HARDY	Unapologetically Country As...	Big Loud
34	TAYLOR SWIFT	Love Story (Taylor's Version)	Republic
35	JP SAXE	Line By Line f/Maren Morris	Arista
36	SEAFORTH	Breakups	Arista Nashville
37	JANELLE ARTHUR	Hand Me Downs f/Dolly Partan	Farm Load
38	COREY KENT	Feels A Lot Like This	Combustion
39	DREW PARKER	Party In The Back	Make Wake Artists
40	JORDAN DAVIS	Lose You	MCA Nashville
41	SHENANDOAH & BLAKE SHELTON	Then A Girl Walks In	Foundry
42	KIN FAUX	Plainview	---
43	ADAM DOLEAC	Whiskey's Fine	Arista Nashville
44	ROSEVELT RAWLS	My Own	---
45	JASON ALDEAN	Dirt We Were Raised On	Macon Music/Broken Bow
46	LEE BRICE	Soul	Curb
47	SETH WARD	Lucky Strike	---
48	PRISCILLA BLOCK	Wish You Were The Whiskey	Mercury Nashville/InDent
49	BRIAN KELLEY	Made By The Water	Warner/WMN
50	TRACK45	Met Me Now	Stoney Creek

KYLIE MORGAN

"SHOULDA"

Kylie Morgan is doing a 'rethink'. Kylee is re-evaluating her behavioral decisions. Kylie is rockin' in this CMT Feature clip of "Shouda". This is a beat heavy, dance driven salute to late night left turns made right. Kylie carries the coveted title of one of CMT's Next Women of Country. To see why, click here:

**CMT**

MY DARLING VIVIAN

In the not so distant past, we've seen the diversity door kicked open in Country music. Looking back, women, African Americans and Latinos have always had a seat at the table, but the number of chairs had it's limitations. The 2020 documentary "My darling Vivian" is a love story with roots in racism. Johnny Cash was married for 12 years to the exotically striking Vivian Liberto, who in the 60's was cast as "questionable decent". Here's a peek at the films heart, including moving interviews with their daughters, including Rosanne. Click here.



Check out these videos hand-picked by our staff!



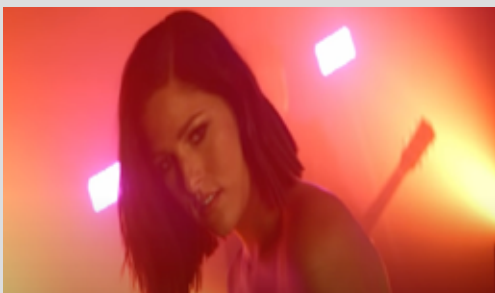
IAN FLANIGAN FT. BLAKE SHELTON - "GROW UP"

MMI Triple Threat Alert: Wow. An extremely big 'Media moment' for Country Music happened a week ago with this ratings-heavy performance from The Voice. Last season's Finalist Ian Flanigan was joined by friend, mentor and coach Blake Shelton for this blistering romp of the single "Grow Up". To see a show-stopping stunner, click here



DUSTIN LYNCH FT. CHRIS LANE - "TEQUILA ON A BOAT"

MMI wanted to float this by you. If you would all line up and take a long look at Dustin Lynch's incredibly innovative new video, we think you will get on board. This video is one long shot of "Tequila on a Boat". Some of the shots are rather salty and they had to squeeze a lot of juice out of these bottled-up actors. This fun-loving wet romp makes it clear that summer's here and the time is right for dancing off the back of a boat. Take a shot and click here:



CASADEE POPE FT. KAREN FAIRCHILD & LINDSAY ELL - "WHAT THE STARS SEE"

Cassadee is playing peek-a-boo on her old flame with some awesome retro audio/video gear that will light up any nerd's interest like a Gates board VU meter. With a vocal support from LBT's Karen Fairchild and a smokin' Lindsay Ell guitar cameo, "What The Stars See" is likely to see airplay on the Country charts. Put some tin foil on your rabbit ears and click here:



DARIUS RUCKER - "MY MASTERPIECE"

Darius paints his masterpiece in a simply stated video study in black and white. And what have we learned today? That you don't need a lot of props and a cast of thousands to make an effective video. Just add a boat, a beach and don't forget to leave your piano in the water. For a little sandy and nautical romance, click here.



THE BLACK KEYS- "CRAWLING KINGSNAKE"

From the MMI 'just because we can' file: Nashville is home base for the mega cool and musically diverse Black Keys. On their latest album "Delta Kream" they get all Southern and dusty with some bluesy riffs that you can hear, taste and smell. We loved the feel of this 'in-shack' television clip from Colbert's The Late Show. We stayed up late so all you have to do is click here:



CHARTS/POWERS:

1 AIRPLAY is calculated by Trailing 14 Days of radio airplay on the Key Influencer radio stations – Top 157 radio stations by Average Quarter Hour. Charts are weighted using currently assigned points in Mediabase...100% point value for Morning Drive, 90% for Afternoon Drive, 80% for Mid-days, 70% for nights, 50% for Overnights.

2 RETENTION is calculated by listener Tune-In and Tune-Out using trailing 6 weeks, weighting the most recent week double, and the five weeks prior equally.

3 NATIONAL CALLOUT contemplates more than 1,000 respondents weekly in four regions geographically equivalent over the trailing 14 days of calls.

4 STREAMING, AUDIO contemplates trailing 14 days of all streaming. Songs with insufficient data are designated with an "x". These songs do not affect the Total Performance Score in any way.

5 STREAMING, VIDEO contemplates trailing 14 days of all streaming. Songs with insufficient data are designated with an "x". These songs do not affect the Total Performance Score in any way.

6 SALES is base on 14 days trailing results. Songs with insufficient data are designated as PENDING. Pending songs do not affect Total Performance Score in any way.

HOT ZONE / DEVELOPING

All five components listed above are contemplated. Songs moving up and increasing significantly in TWO or more categories are designated in the Hot Zone. Other new releases are designated as Developing.

RECURRENTS

Recurrents are a simple calculation of songs that have trended downward and no longer qualify for Current status. Trailing 14 days are contemplated, along with 6 weeks of Retention Data, and are computed on a 50/50 level of importance.

ACTION

Songs that are testing either in Callout or in Retention significantly higher than current Airplay rank. These songs are considered UNDEREXPOSED and deserving generally of greater airplay.

STREAMING AUDIO, VIDEO AND SALES

Streaming Audio and Video, and Sales, are based on trailing 14 days data. All major streaming services are used wherever possible, along with sales.

NOTE: Hot AC Callout information is provided as stand-alone information. This data does not factor into the main chart rankings in any way.

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