

**MONDAY  
MORNING  
INTEL**



**SUMMER HAS NEVER  
SOUNDED SO GOOD!**

**CURB**  
RECORDS  
curb.com

**MMI  
PROFILE  
RON FAIR**

*Country Edition*

**NASHVILLE  
APPROVED**

**JUNE 28, 2021**



LILY ROSE

*Villain*

OUT-CONSUMING 22 SONGS IN THE TOP 50

TOP 5 CONSUMPTION PER SPIN SINCE RELEASE

1 OF 2 SONGS NOT YET CHARTED THAT IS CONSUMING TOP 30



BIG LOUD



**MONDAY  
MORNING  
INTEL**

JUNE 28, 2021

***TABLE OF  
CONTENTS***

- 5 #1 SONGS THIS WEEK***
- 6 POWERS***
- 8 ACTION/RECURRENTS***
- 9 HOTZONE/DEVELOPING***
- 10 PRO-FILE***
- 12 VIDEO STREAMING***
- 14 COUNTRY CALLOUT***
- 16 FUTURE TRACKS***
- 18 INTELESCOPE***
- 19 INTELEVISION***
- 20 METHODOLOGY***
- 21 THE BACK PAGE***

A photograph of a man with a full beard and short brown hair, smiling and looking to his left. He is wearing a dark blue t-shirt and blue jeans. He is standing in a field of tall, dry grass. The background is a soft-focus landscape with trees and a bright sky.

**JORDAN DAVIS**

**ALMOST MAYBES**

**MCA**  
NASHVILLE  
A UNIVERSAL MUSIC COMPANY

**MAX SPINS**  
**STARTING THIS SUNDAY, JUNE 27**

**MONDAY  
MORNING  
INTEL**

# #1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

6.28.21

**AIRPLAY**

**DIERKS BENTLEY "Gone"**

**RETENTION**

**MIRANDA LAMBERT "Settling Down"**

**CALLOUT**

**LUKE COMBS "Forever After All"**

**AUDIO**

**LUKE COMBS "Forever After All"**

**VIDEO**

**LUKE COMBS "Forever After All"**

**SALES**

**NELLY & FLORIDA GEORGIA LINE "Lil' Bit"**

**COMPOSITE**

**LUKE COMBS "Forever After All"**

**MONDAY  
MORNING  
INTEL**

[MondayMorningIntel.com](http://MondayMorningIntel.com)



CLICK HERE to E-MAIL Monday Morning Intel with your thoughts, suggestions, or ideas.

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	TW COMP RANK	ARTIST	TITLE	LABEL
2	8	1	1	1	2	1	LUKE COMBS	Forever After All	River House/Columbia Nash
3	4	3	3	5	3	2	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
4	2	7	18	16	10	3	COLE SWINDELL	Single Saturday Night	Warner/WMN
5	6	8	6	14	18	4	JASON ALDEAN	Blame It On You	Macon Music/Broken Bow
7	1	17	7	13	15	5	MIRANDA LAMBERT	Settling Down	RCA Nashville
1	3	9	5	30	23	6	DIERKS BENTLEY	Gone	Capitol Nashville
8	5	13	13	21	11	7	BLAKE SHELTON	Minimum Wage	Warner/WMN
12	10	14	12	11	14	8	LAINÉY WILSON	Things A Man Oughta Know	Broken Bow
10	13	5	4	22	16	9	DAN + SHAY	Glad You Exist	Warner/WAR
14	15	22	11	9	9	10	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville
48	x	x	2	2	1	11	NELLY & FLORIDA GEORGIA LINE	Lil Bit	BMLGR/RECORDS/Columbia
18	12	10	30	7	13	12	ELVIE SHANE	My Boy	Wheelhouse
6	7	24	8	24	31	13	JORDAN DAVIS	Almost Maybes	MCA Nashville
45	x	x	10	3	4	14	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
9	16	2	16	32	22	15	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
13	17	21	17	23	7	16	THOMAS RHETT	Country Again	Valory
15	18	6	23	27	12	17	LUKE BRYAN	Waves	Capitol Nashville
26	19	36	9	4	8	18	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
27	23	19	21	8	19	19	KANE BROWN	Worship You	RCA Nashville
36	x	16	25	12	20	20	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
11	11	25	20	38	30	21	JUSTIN MOORE	We Didn't Have Much	Valory
17	9	30	19	36	29	22	CARLY PEARCE	Next Girl	Big Machine
39	x	20	24	31	5	23	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
32	x	x	15	33	17	24	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
19	22	15	22	26	27	25	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash
20	x	38	32	25	6	26	OLD DOMINION	I Was On A Boat That Day	Arista Nashville
24	29	11	27	15	21	27	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA
25	26	18	26	18	26	28	LEE BRICE	Memory I Don't Mess With	Curb
16	14	26	35	35	25	29	TIM MCGRAW & TYLER HUBBARD	Undivided	Big Machine-BMLG
21	21	4	47	46	32	30	SCOTTY MCCREERY	You Time	Triple Tigers
38	x	12	28	37	43	31	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
29	25	41	42	17	24	32	JON PARDI	Tequila Little Time	Capitol Nashville
31	20	29	34	28	47	33	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent
34	31	37	33	19	34	34	HARDY	Give Heaven Some Hell	Big Loud
50	x	x	31	10	38	35	LILY ROSE	Villain	Big Loud/Republic
40	x	34	40	34	44	36	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS
30	x	40	45	40	36	37	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
22	30	43	14	49	39	38	GARTH BROOKS & TRISHA YEARWOOD	Shallow	Pearl
23	28	23	48	47	35	39	LADY A	Like A Lady	BMLG
33	27	31	38	44	41	40	MICHAEL RAY	Whiskey And Rain	Warner/WEA
46	x	x	50	6	40	41	DILLON CARMICHAEL	Hot Beer	Riser House
47	x	x	39	42	28	42	NIKO MOON	No Sad Songs	RCA Nashville
42	x	35	29	43	49	43	BRETT YOUNG	Not Yet	BMLG
35	24	33	37	48	46	44	RUSSELL DICKERSON	Home Sweet	Triple Tigers
37	32	39	36	41	33	45	INGRID ANDRESS	Lady Like	Warner/WEA
41	x	42	43	29	48	46	CAITLYN SMITH	I Can't f/Old Dominion	Monument
43	x	32	46	45	42	47	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville
28	33	28	41	50	37	48	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek
44	x	27	44	39	50	49	RILEY GREEN	If It Wasn't For Trucks	BMLG
49	x	x	49	20	45	50	LARRY FLEET	Where I Find God	Big Loud

A close-up, low-angle shot of Jimmie Allen. He is wearing a tan cowboy hat with a brown band, a red bandana, and a black leather motorcycle jacket. He is looking down and to the left, with his right hand near his chin. The background is dark and moody.

JIMMIE  
ALLEN

2021 ACM NEW MALE ARTIST OF THE YEAR

NEW ALBUM

BETTIE JAMES

GOLD EDITION

OUT NOW

**NEWLY FEATURED ARTISTS INCLUDE**

BABYFACE, BRELAND, KEITH URBAN, LANCO, LATHAN WARLICK, LINDSAY ELL,  
LITTLE BIG TOWN, LOCASH, MONICA, NEON UNION, PITBULL, teamwork. AND VIKINA

“THIS IS REALLY A PROJECT THAT SAYS, ‘HEY, I AM A COUNTRY STAR,  
I COMPLETELY BELONG HERE, I AM A MASTER OF THIS FORM.’” – NPR

“JIMMIE ALLEN HAS RECRUITED A HIGH-POWER GUEST LIST.” – ROLLING STONE COUNTRY

“A POWERFUL STATEMENT.” – BILLBOARD

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

TW RANK	TW RK AIRPLAY	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	48	11	<b>37</b>	NELLY & FLORIDA GEORGIA LINE	Lil Bit	BMLGR/RECORDS/Columbia
2	45	14	<b>31</b>	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
3	39	23	<b>16</b>	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
4	36	20	<b>16</b>	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
5	50	35	<b>15</b>	LILY ROSE	Villain	Big Loud/Republic
6	26	18	<b>8</b>	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
7	32	24	<b>8</b>	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
8	27	19	<b>8</b>	KANE BROWN	Worship You	RCA Nashville
9	38	31	<b>7</b>	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
10	18	12	<b>6</b>	ELVIE SHANE	My Boy	Wheelhouse

Songs that have significantly dountreanded 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	JAKE OWEN	Made For You	Big Loud
2	THOMAS RHETT	What's Your Country Song	Valory
3	SAM HUNT	Breaking Up Was Easy In The...	MCA Nashville
4	GABBY BARRETT	The Good Ones	Warner/WAR
5	BRETT YOUNG	Lady	BMLG
6	ERIC CHURCH	Hell Of A View	EMI Nashville
7	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek/Warner
8	DYLAN SCOTT	Nobody	Curb
9	LEE BRICE	One Of Them Girls	Curb
10	LUKE COMBS	Better Together	River House/Columbia Nash
11	LUKE BRYAN	Down To One	Capitol Nashville
12	BLAKE SHELTON	Happy Anywhere f/Gwen Stefani	Warner/WMN-Interscope
13	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
14	FLORIDA GEORGIA LINE	Long Live	BMLG
15	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville
16	LUKE BRYAN	One Margarita	Capitol Nashville
17	GABBY BARRETT	I Hope f/Charlie Puth	Warner/WAR
18	LUKE COMBS	Lovin' On You	River House/Columbia Nash
19	JAMESON RODGERS	Some Girls	River House/Columbia Nash
20	NIKO MOON	Good Time	RCA Nashville
21	KELSEA BALLERINI	Hole In The Bottle	Black River Entertainment
22	CHRIS STAPLETON	Starting Over	Mercury Nashville
23	MAREN MORRIS	The Bones	Columbia
24	MORGAN WALLEN	Chasin' You	Big Loud
25	CHRIS JANSON	Done	Warner/WAR
26	TENILLE ARTS	Somebody Like That	19th & Grand
27	TRAVIS DENNING	After A Few	Mercury Nashville
28	OLD DOMINION	One Man Band	RCA Nashville
29	JASON ALDEAN	Got What I Got	Macon Music/Broken Bow
30	SAM HUNT	Kinfolks	MCA Nashville



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

	ARTIST	TITLE	LABEL/IMPRINT
<i>HOTZONE</i>	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
<i>HOTZONE</i>	BRANTLEY GILBERT	The Worst Country Song Of...	Valory
<i>HOTZONE</i>	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
<i>HOTZONE</i>	LADY A	Like A Lady	BMLG
<i>HOTZONE</i>	JUSTIN MOORE	We Didn't Have Much	Valory
<i>HOTZONE</i>	DAN + SHAY	Glad You Exist	Warner/WAR

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

	ARTIST	TITLE	LABEL/IMPRINT
<i>DEVELOPING</i>	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
<i>DEVELOPING</i>	OLD DOMINION	I Was On A Boat That Day	Arista Nashville
<i>DEVELOPING</i>	LUKE BRYAN	Waves	Capitol Nashville
<i>DEVELOPING</i>	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
<i>DEVELOPING</i>	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek
<i>DEVELOPING</i>	HARDY	Give Heaven Some Hell	Big Loud
<i>DEVELOPING</i>	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
<i>DEVELOPING</i>	CALLISTA CLARK	It's 'Cause I Am	Big Machine
<i>DEVELOPING</i>	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
<i>DEVELOPING</i>	MICHAEL RAY	Whiskey And Rain	Warner/WEA
<i>DEVELOPING</i>	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA
<i>DEVELOPING</i>	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash
<i>DEVELOPING</i>	GARTH BROOKS & TRISHA YEARWOOD	Shallow	Pearl
<i>DEVELOPING</i>	ELVIE SHANE	My Boy	Wheelhouse
<i>DEVELOPING</i>	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
<i>DEVELOPING</i>	CHRIS BANDI	Would Have Loved Her	RECORDS Nashville
<i>DEVELOPING</i>	CARLY PEARCE	Next Girl	Big Machine
<i>DEVELOPING</i>	SCOTTY MCCREERY	You Time	Triple Tigers
<i>DEVELOPING</i>	RUSSELL DICKERSON	Home Sweet	Triple Tigers
<i>DEVELOPING</i>	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent
<i>DEVELOPING</i>	JON PARDI	Tequila Little Time	Capitol Nashville
<i>DEVELOPING</i>	CAITLYN SMITH	I Can't f/Old Dominion	Monument
<i>DEVELOPING</i>	TIM MCGRAW & TYLER HUBBARD	Undivided	Big Machine-BMLG
<i>DEVELOPING</i>	RILEY GREEN	If It Wasn't For Trucks	BMLG
<i>DEVELOPING</i>	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS
<i>DEVELOPING</i>	LEE BRICE	Memory I Don't Mess With	Curb
<i>DEVELOPING</i>	LAUREN ALAINA	Getting Over Him w/Jon Pardi	Mercury Nashville
<i>DEVELOPING</i>	KANE BROWN	Worship You	RCA Nashville
<i>DEVELOPING</i>	INGRID ANDRESS	Lady Like	Warner/WEA
<i>DEVELOPING</i>	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville
<i>DEVELOPING</i>	THOMAS RHETT	Country Again	Valory



# RON

# FAIR

# INTEL

## CURRENT POSITION:

VETERAN A&R MAJOR LABEL  
A&R MAN; PRODUCER,  
ARRANGER, ENGINEER,  
FORMER PRESIDENT OF  
A&M RECORDS, FORMER  
CHAIRMAN OF  
Geffen Records,

CURRENTLY:  
CUTTIN' RECORDS  
IN BERRY HILL

**You've had so many Grammy nominations, number one singles and so many number one albums. But face it, to the fans it's the artists that get the credit. Does it ever bug you that no one recognizes you in Starbucks when ordering your pumpkin spice latte?**

If I ever was going to be the face in front of the music, it would have been as a jazz pianist. The problem with that – I wasn't good enough. I found myself at a very early stage comfortably standing behind the artist – learning to see the musical landscape through their eyes- and bringing it to fruition. The glory for me is those rare moments of enjoying the success of a project with the team behind it – those dinners and back-stage-grammy moments – full of heart and soul among us. Besides, My red-eye's are way better than Starbucks.

**Modern radio programming and the A&R process both have a common thread which is that they're data, numbers, analytics driven. In 2021, is it still possible to simply "hear" a hit?**

Two young artists are roommates living in a flat in Camden above the Kentucky Fried Chicken. One is the next potential Bob Dylan. A beautiful introspective powerful singer songwriter with a few coffee house gigs in the calendar. The other is a skilled self-digital marketer savvy on all the building-block streaming opportunities and available D-I-Y opportunities –stacking up streams and likes and subscribers. It's not difficult to ascertain which room-mate has the advantage. In my opinion music is not a competition. But RECORDS – that's the NFL. It's when making "HITS" is the name of the game that data, numbers, analytics rule the day. But records and music can also be separate lanes on the freeway. We all have our own personal playlists – hits or not – data/analytics or not – we don't care- we just like the songs and love the artists. If hot dogs sell huge quantities above and beyond kale muffins – that doesn't make hot dogs "better food." The job of the A&R executive is to combine data like "line around the block" and "crazy merch sales" and "bananas streaming numbers that defy gravity" with "massive god-given talent" "appealing all-the-way-across" "indescribable star power" etc. There is no one way to do this. Numbers, data, analytics, are all great tools in an expanding tool box. I guess my Grandmother had this right when she said in Yiddish "There's a lid for every pot."

**You've run major labels and A&R divisions in New York and LA. What's different about the music culture in your new home of Nashville?**

I've been here almost five years. It's been a life adventure for me and my family. It's easy to overgeneralize answering this question. I am working hard to find a place in country music – working with artists like Dave's Highway, Shelby Darrall under the umbrella of my spirit guides Keith Gale and Jake Owen. I've been lucky to be face to face with Elvie Shane, Lainey Wilson, Dustin Lynch, Chase Rice, Jimmy Allen, RaeLynn, Lathan Warlick, Russell Dickerson, Tyler Hubbard, Ash Bowers and Runaway June in my work as a live-stream producer. John Loba, Carson James: they showed me a lot of respect while teaching me and keeping my head straight. Shout out to Danny Nozell. Fletcher Foster – his wind was beneath my wings. I've been so lucky and blessed and appreciate the Nashville musicians who have recorded at my studio in Berry Hill - showing me the back-roads of the genre- Ilya Toshinsky, Paul Franklin, Nir Z, Tim Akers, Steve Patrick, Alan Umstead – these guys are giant human beings and geniuses on their instruments.

Nashville is a working community of studio musicians, songwriters, engineers – records are made in community pods – among friends – extremely loyal folks - with a professional work ethic and mutual respect – it's very organized. All kinds of records are made in home studios, on lap-tops, with programmed beats, computer-driven – and then there's Dave Cobb and Chris Stapleton to remind us – the artist and the song and realism are also massively commercial and important. I'm here now – this is where act three is still being hatched. Happy to be here and lucky that the folks who I've collaborated with have been so inclusive.

**If you could choose any song and any artist (living or not currently using oxygen) to record that song, who would it be and what would they perform?**

I have a mental file of songs that one-day I would like to spend forty hours producing. Currently – that song is "99 Miles from LA" that was a minor hit by Albert Hammond, and covered by Art Garfunkel. It's a song that is part Antonio Carlos Jobim, part Hotel California. I'm hoping to find a courageous country act that will let me do it. A gorgeous smash cover version will someday appear. Likely, I'm behind it. While I'm dreaming, (please God) put me in a room with Little Big Town. I'm trying!

**You are shipwrecked on a tiny island with one artist, one label exec and one album. Who, who and what?**

I love my record-biz heroes, but maybe not on a tiny island. Jimmy Iovine – simply put: ZEUS. Clive Davis – elegant, wonderful – nobody loves music more than Clive. Monte Lipman – he's a Ferrari. Steve Berman – that guy is a true friend – different category. We're overdue for dinner- let alone on an island ! The album – that's easy. Nat King Cole – "After Midnight." I've listened to it (probably) 20,000 times. It will NEVER get old.

**You have the mic. Shout out to your heroes.**

Another easy question. My hero is my wife Stefanie. I loved her from the second I set eyes on her when she was 19. I signed her band "Wild Orchid" but it wasn't until years later that our great love fell into place. We have four children. While I'm grinding it out in my studio four doors down from Blackbird – she's managing these kids – Ellington (14), Ella (13), London (12) and Rocky (almost 9) – Her faith in me, her strength as a person, her beauty (inside and out) – she is and will always be: MY HERO.

**MONDAY  
MORNING  
INTEL**

***YOUR  
WEEKLY  
RESOURCE  
FOR  
MUSIC  
RESEARCH***

**MondayMorningIntel.com**



**CLICK HERE to E-MAIL Monday Morning Intel with your thoughts, suggestions, or ideas.**

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	<a href="#">PLAY VIDEO ▶</a>
2	NELLY & FLORIDA GEORGIA LINE	Lil Bit	RECORDS/Columbia	<a href="#">PLAY VIDEO ▶</a>
3	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
4	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
5	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
6	DILLON CARMICHAEL	Hot Beer	Riser House	<a href="#">PLAY VIDEO ▶</a>
7	ELVIE SHANE	My Boy	Wheelhouse	<a href="#">PLAY VIDEO ▶</a>
8	KANE BROWN	Worship You	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
9	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
10	LILY ROSE	Villain	Big Loud/Republic	<a href="#">PLAY VIDEO ▶</a>
11	LAINEY WILSON	Things A Man Oughta Know	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
12	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment	<a href="#">PLAY VIDEO ▶</a>
13	MIRANDA LAMBERT	Settling Down	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
14	JASON ALDEAN	Blame It On You	Macon Music/Broken Bow	<a href="#">PLAY VIDEO ▶</a>
15	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
16	COLE SWINDELL	Single Saturday Night	Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
17	JON PARDI	Tequila Little Time	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
18	LEE BRICE	Memory I Don't Mess With	Curb	<a href="#">PLAY VIDEO ▶</a>
19	HARDY	Give Heaven Some Hell	Big Loud	<a href="#">PLAY VIDEO ▶</a>
20	LARRY FLEET	Where I Find God	Big Loud	<a href="#">PLAY VIDEO ▶</a>
21	BLAKE SHELTON	Minimum Wage	Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
22	DAN + SHAY	Glad You Exist	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
23	THOMAS RHETT	Country Again	Valory	<a href="#">PLAY VIDEO ▶</a>
24	JORDAN DAVIS	Almost Maybes	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
25	OLD DOMINION	I Was On A Boat That Day	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
26	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash	<a href="#">PLAY VIDEO ▶</a>
27	LUKE BRYAN	Waves	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
28	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent	<a href="#">PLAY VIDEO ▶</a>
29	CAITLYN SMITH	I Can't f/Old Dominion	Monument	<a href="#">PLAY VIDEO ▶</a>
30	DIERKS BENTLEY	Gone	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
31	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
32	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dak Janiels/BBR-BMLG	<a href="#">PLAY VIDEO ▶</a>
33	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville	<a href="#">PLAY VIDEO ▶</a>
34	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS	<a href="#">PLAY VIDEO ▶</a>
35	TIM MCGRAW & TYLER HUBBARD	Undivided	Big Machine-BMLG	<a href="#">PLAY VIDEO ▶</a>
36	CARLY PEARCE	Next Girl	Big Machine	<a href="#">PLAY VIDEO ▶</a>
37	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
38	JUSTIN MOORE	We Didn't Have Much	Valory	<a href="#">PLAY VIDEO ▶</a>
39	RILEY GREEN	If It Wasn't For Trucks	BMLG	<a href="#">PLAY VIDEO ▶</a>
40	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
41	INGRID ANDRESS	Lady Like	Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
42	NIKO MOON	No Sad Songs	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
43	BRETT YOUNG	Not Yet	BMLG	<a href="#">PLAY VIDEO ▶</a>
44	MICHAEL RAY	Whiskey And Rain	Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
45	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville	<a href="#">PLAY VIDEO ▶</a>
46	SCOTTY MCCREERY	You Time	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
47	LADY A	Like A Lady	BMLG	<a href="#">PLAY VIDEO ▶</a>
48	RUSSELL DICKERSON	Home Sweet	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
49	GARTH BROOKS & TRISHA YEARWOOD	Shallow	Pearl	<a href="#">PLAY VIDEO ▶</a>
50	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek	<a href="#">PLAY VIDEO ▶</a>

SEAFORTH

S  
♥

**BREAKUPS**



DON'T WORK LIKE THAT



2

CALL ME:  
615-933-4229



**Impacting  
now**

watch  
video

ARISTA  
NASHVILLE

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

# LEE BRICE

MEMORY I DON'T MESS WITH

ONE OF THE  
**FASTEST GROWING**  
CALL-OUT RANKINGS IN  
**MMI POWER COMPOSITE**

**CURB**  
RECORDS  
CURB.COM

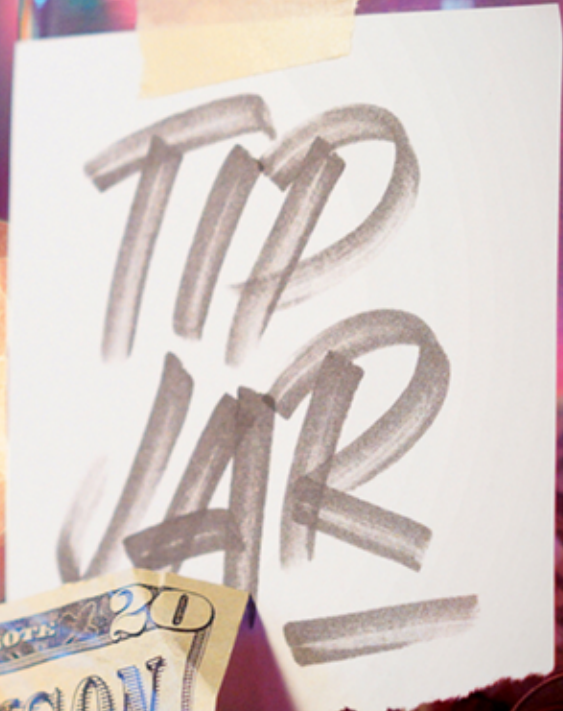
Market Discovery: Songs showing significant consumer impact from Modern Media exposure but not yet charted Top 50 from radio airplay.

RANK	ARTIST	TITLE	LABEL
1	AARON WATSON	Boots	BIG Label
2	FILMORE	Nothing's Better	Curb
3	RYAN HURD	Every Other Memory	RCA Nashville
4	VERONIKA	Homesick	Whattaguy Music
5	CLAY HOLLIS	Anybody Lovin' You Lately	---
6	KYLIE FREY	Horses In Heaven f/R. Houser	Deep Frey'd
7	TRISTON MAREZ	Where The Neon Lies f/R.Dunn	Torrez Music Group
8	SASHA SLOAN	When It Was Over? f/Sam Hunt	RCA
9	CHRIS KROEZE	Summer Song	Chris Kroeze
10	PARKER MCCOLLUM	Drinkin'	MCA Nashville
11	TIFFANY WOYS	I Don't f/Jordan Fletcher	Tiffany Woys
12	HAYDEN HADDOCK	Honky Tonk On	---
13	TAYLOR SWIFT	You Belong..(Taylor's Version)	Republic
14	DREW GREEN	She Got That	Sony Music Nashville
15	WALKER COUNTY	Bits & Pieces	Warner/WEA
16	RYAN GRIFFIN	Salt, Lime And Tequila	Independent
17	MICKY & THE MOTORCARS	Rodeo Girl	Micky&Motorcars/30 Tigers
18	KIN FAUX	Plainview	---
19	MIDLAND	Texas Is The Last Stop	Big Machine
20	FLATLAND CAVALRY	Some Things Never Change	---
21	ELI YOUNG BAND & JIMMY BUFFETT	Saltwater Gospel	Valory
22	BRELAND	Cross Country	Bad Realm/Atlantic
23	COREY KENT	Feels A Lot Like This	Combustion
24	DAVID ADAM BYRNES	Signs	---
25	KOE WETZEL	Drunk Driving	Columbia
26	JON STORK	If You Can Dance	---
27	TYLER FARR	Cover Girl	Night Train/Broken Bow
28	CHRIS STAPLETON	Maggie's Song	Mercury Nashville
29	TAYLOR SWIFT	You All Over Me f/Maren Morris	Republic
30	TYLER FARR	Soundtrack To A Small Town...	Night Train/Broken Bow
31	ERIC CHURCH	Lynyrd Skynyrd Jones	EMI Nashville
32	BROTHERS OSBORNE	Younger Me	EMI Nashville
33	MITCHELL TENPENNY	Bucket List	Columbia Nashville
34	JASON ALDEAN	Dirt We Were Raised On	Macon Music/Broken Bow
35	PRISCILLA BLOCK	Wish You Were The Whiskey	Mercury Nashville/InDent
36	CODY JOHNSON	Nothin' On You	CoJo Music/WMN
37	BLAKE SHELTON	Corn	Warner/WMN
38	CASEY DONAHEW	Queen For A Night	Almost Country
39	BRIAN KELLEY	Beach Cowboy	Warner/WMN
40	KAMERON MARLOWE	Giving You Up	Sony Music Ent. Chile S.A
41	DARRIN MORRIS BAND	Wrap You Up In Love	---
42	BRIAN KELLEY	Made By The Water	Warner/WMN
43	KENDALL SHAFFER	Rollin' Stone	Rouxbie Music
44	MITCHELL TENPENNY	To Us It Did	River House/Columbia Nash
45	DUSTIN LYNCH	Tequila On A Boat f/Chris Lane	Broken Bow
46	JAMIE RICHARDS	Twang	Okie Ranch
47	PROPHETS AND OUTLAWS	Little Bit Of Love f/Pat Green	Seven Set Jam Records
48	BROOKS & DUNN	Brand New Man w/Luke Combs	Arista Nashville
49	CREED FISHER	Rock & Roll Man	Fishdog Records
50	ALAN JACKSON	You'll Always Be My Baby	EMI Nashville



# 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."

### MCC CONTACTS:

CRAIG POWERS MCCICURB HEAD OF LABEL - CPOWERS@CURB.COM

TODD THOMAS DIRECTOR OF PROMOTION - TODD@25ENT.COM

LARRY PAREIGIS DIRECTOR OF SECRET PROJECTS - LARRYPAREIGIS@GMAIL.COM

GREG STEVENS CONVERSION KING - GREGGSTEVENS@MINDSPRING.COM

JR HUGHES CHAIRMAN OF CONSISTENCY - JRPROMOMAN@AOL.COM

TIM SMITH MUSIC MASTER - TIMSMITHWAVE@GMAIL.COM

LYNNE CONNOLLY PCLMUSIC@ATT.NET

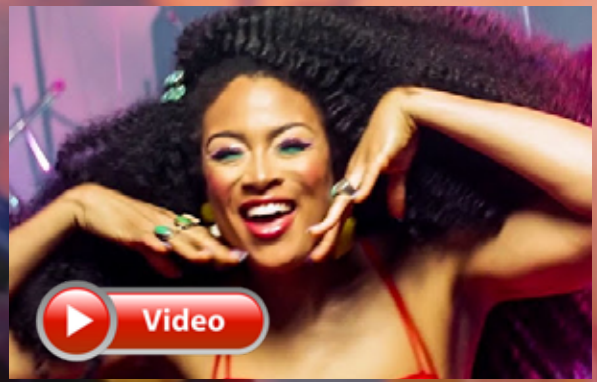
JAN WOODS WOODS528@AOL.COM





# VALERIE JUNE

## "SMILE"



# SMILE

Pure Talent and Tennessee born and raised, Valerie June is getting the attention she deserves. Her voice is soaked in soulful Country gospel funk. She has more vibe and style than 100 singers who came before her and her hair alone is a wonderment. CMT brings us Valerie June's latest clip "Smile". And that's exactly what you'll do when you click here:

Check out these videos hand-picked by our staff!



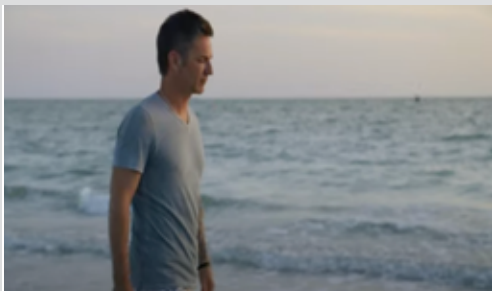
## JENNIFER NETTLES - "OH, WHAT A BEAUTIFUL MORNIN"

MMI Way Cool Alert: Jennifer Nettles is no stranger to Broadway. The (one half of) Sugarland star was a leading lady in the Broadway cast of 'Chicago' a few years back. So it's no real surprise that her latest album "Always Like New" is a stellar passion project that reminds us that Jennifer is one of the best vocalists on this planet. Let's slip off our hats and boots, and listen.. click here:



## WALKER HAYES FT. LORI MCKENNA - "BRIEFCASE"

Within these music city limits, the songwriters are superstars within their own domain and rightfully so. Point being, Walker Hayes puts the magnificent Lori McKenna front and center on the poignant track "Briefcase". This song is very much Walker's family testament to the elder Hayes, but it still rings true as a McKenna-style masterpiece of poetic sentiment. The simplicity of the video's treatment, the duet style of the double vocal and the melodic emotion make this video and song soar among so many others. Click here:



## CRAIG CAMPBELL - "NEVER MINE"

There's always magic dust in Summer beach songs. It's a combo of reminiscing on sand dune kisses and Gulf water around your sandy feet. It just works. Craig Campbell captures it again with a modern twist and his hat tipped to an independent love interest who dances to her own free-style drumbeat. Note: Craig's "Never Mine" sent the MMI officers to Starbuck's 1976 Summer smash "Moonlight Feels Right" for an emotional inventory. Yep, still works. Click Here:



## WALKER COUNTY - "BITS AND PIECES"

MMI Stop and Think Time: When was the last time a Country Duo had a female vocalist who played drums? Hands? Anybody? We're still thinking. Other fun facts include the hard partying Walker sisters actually allow their Daddy to jerk strings on lead guitar adding to the family fun on this track "Bits and Pieces." This video features solo cups, glitter, hangovers and a dang good up tempo Summer Country song. Wake up, wash your face and click here:



## FLORIDA GEORGIA LINE FT. NELLY - "LIL BIT"

Welcome to Nashville, Nelly. Come on in and say hello to the new way we do things down here. We wanna get you with our FGL home-boys and throw down a while 'tween the busses. A lot has changed since you bonked us over the head with a monster hit called "Country Grammar" in the Summer of 2000. This track is pinging off the hook all over the MMI multi format composite radar. Is this a hit? We'd say more than just a "Lil Bit!" 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.*

CALL US at  
818-699-6400  
or EMAIL  
contact@mimi2020.com

# MONDAY MORNING INTEL

© AIRPLAY INTELLIGENCE, LLC, 2021,  
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. 2021.

**PRIVACY POLICY**  
[Click Here](#)



**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

Kylee Higgins

**RESEARCH TEAM**

**PEOPLE WHO ACTUALLY  
DO THE WORK**

Richard R. Deitemeyer

Kate Collins

Britney Whitney

Lindsey McDaniel

Donna West

Todd Morris

**GRAPHIC DESIGN**

EGO Design

**OPERATIONS**

Kylee Laynee Higgins

**PAW POWER**

**NOT IN MY BOWL**

Heidi Dogg

Chloe Dogg

Harley Thor