

# WALKERHAYES

## FANCY LIKE

**MONDAY**  
**MORNING**  
**INTEL**



**MMI**  
**PROFILE**  
**JOJO TURNBEAUGH**

*Country Edition*

**NASHVILLE**  
**APPROVED**

AUGUST 2, 2021



# WALKERHAYES

## FANCY LIKE

**81 FIRST WEEK  
STATIONS**

**32\* BB  
34\* CA/MB**

**#1**

**BILLBOARD HOT COUNTRY**  
(3 WEEKS IN A ROW)

**SIRIUSXM THE HIGHWAY TOP 30**  
(3 WEEKS IN A ROW)

**KATC KATM KBEQ KBUL KCCY KEEY KFRG KHAY KHKI  
KIIM KILT KIZN KJKE KKBQ KKWF KMLE KNCI KNUC  
KPLM KRST KRTY KSKS KSON KSOP KUBL KUPL  
KUZZ KWJJ KWNR KXLY KZSN MCCN SIRIUSXM WAVW  
WBEE WBWL WCKN WCTO WDAF WDRM WDRQ WDXB  
WGAR WGGY WGH WGKX WGNE WHKO WIL WIRK  
WIVK WJVC WKDF WKKT WKMK WKRO WKSJ WLFP  
WLHK WNCB WNSH WOGI WPAW WPOC WPOR WQHK  
WQMX WQNU WRNS WSIX WSLC WSOC WTHT WUBL  
WUSJ WUSY WWGR WWKA WWQM WYCD WYCT WZZK**



# **MONDAY MORNING INTEL**

AUGUST 2, 2021

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***MMI – A MODERN DAY MUSIC RESEARCH SYSTEM***



**8/6**

**BIG LOUD**



**MONDAY  
MORNING  
INTEL**

**#1**

**SONGS THIS WEEK**  
BY MMI COMPOSITE CATEGORIES **8.2.21**

**AIRPLAY**

**COLE SWINDELL "Single Saturday Night"**

**RETENTION**

**COLE SWINDELL "Single Saturday Night"**

**CALLOUT**

**DAN + SHAY "Glad You Exist"**

**AUDIO**

**WALKER HAYES "Fancy Like"**

**VIDEO**

**WALKER HAYES "Fancy Like"**

**SALES**

**WALKER HAYES "Fancy Like"**

**COMPOSITE**

**CHRIS YOUNG & KANE BROWN "Famous Friends"**

**MONDAY  
MORNING  
INTEL**

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





IMPACTING MONDAY 8.30.21

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WARNER  
MUSIC  
NASHVILLE



Weighted Airplay, Retention Scores, Streaming Scores, and Sales Scores this week combined and equally weighted deviser Powers Rankers.

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



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       | 38            | 9                | 29            | WALKER HAYES                 | Fancy Like                     | Monument                  |
| 2       | 40            | 16               | 24            | NELLY & FLORIDA GEORGIA LINE | Lil Bit                        | BMLGR/RECORDS/Columbia    |
| 3       | 35            | 14               | 21            | ELLE KING & MIRANDA LAMBERT  | Drunk (And I Don't Wanna Go..) | RCA/Columbia Nashville    |
| 4       | 49            | 28               | 21            | MORGAN WALLEN                | Sand In My Boots               | Big Loud/Republic         |
| 5       | 41            | 24               | 17            | JORDAN DAVIS                 | Buy Dirt f/Luke Bryan          | MCA Nashville             |
| 6       | 50            | 37               | 13            | LILY ROSE                    | Villain                        | Big Loud/Republic         |
| 7       | 21            | 12               | 9             | RYAN HURD W/MAREN MORRIS     | Chasing After You              | Arista Nashville          |
| 8       | 14            | 7                | 7             | ELVIE SHANE                  | My Boy                         | Wheelhouse                |
| 9       | 31            | 25               | 6             | KELSEA BALLERINI             | Half Of My Hometown f/KChesney | Black River Entertainment |
| 10      | 10            | 5                | 5             | LAINIEY WILSON               | Things A Man Oughta Know       | Broken Bow                |
| 11      | 9             | 4                | 5             | JASON ALDEAN                 | Blame It On You                | Macon Music/Broken Bow    |
| 12      | 48            | 43               | 5             | NIKO MOON                    | No Sad Songs                   | RCA 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       | LUKE COMBS           | Forever After All              | River House/Columbia Nash |
| 2       | DIERKS BENTLEY       | Gone                           | Capitol Nashville         |
| 3       | THOMAS RHETT         | What's Your Country Song       | Valory                    |
| 4       | PARMALEE             | Just The Way f/Blanco Brown    | Stoney Creek/Warner       |
| 5       | LEE BRICE            | One Of Them Girls              | Curb                      |
| 6       | BRETT YOUNG          | Lady                           | BMLG                      |
| 7       | JAKE OWEN            | Made For You                   | Big Loud                  |
| 8       | LUKE BRYAN           | Down To One                    | Capitol Nashville         |
| 9       | SAM HUNT             | Breaking Up Was Easy In The... | MCA Nashville             |
| 10      | GABBY BARRETT        | The Good Ones                  | Warner/WAR                |
| 11      | LUKE COMBS           | Better Together                | River House/Columbia Nash |
| 12      | DYLAN SCOTT          | Nobody                         | Curb                      |
| 13      | RUSSELL DICKERSON    | Love You Like I Used To        | Triple Tigers             |
| 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      | NIKO MOON            | Good Time                      | RCA Nashville             |
| 18      | FLORIDA GEORGIA LINE | Long Live                      | BMLG                      |
| 19      | BLAKE SHELTON        | Happy Anywhere f/Gwen Stefani  | Warner/WMN-Interscope     |
| 20      | ERIC CHURCH          | Hell Of A View                 | EMI Nashville             |
| 21      | DARIUS RUCKER        | Beers And Sunshine             | Capitol Nashville         |
| 22      | SAM HUNT             | Kinfolks                       | MCA Nashville             |
| 23      | JORDAN DAVIS         | Almost Maybes                  | MCA Nashville             |
| 24      | CHRIS STAPLETON      | Starting Over                  | Mercury Nashville         |
| 25      | CHRIS JANSON         | Done                           | Warner/WAR                |
| 26      | TRAVIS DENNING       | After A Few                    | Mercury Nashville         |
| 27      | KELSEA BALLERINI     | Hole In The Bottle             | Black River Entertainment |
| 28      | MAREN MORRIS         | The Bones                      | Columbia                  |
| 29      | JAMESON RODGERS      | Some Girls                     | River House/Columbia Nash |
| 30      | DUSTIN LYNCH         | Ridin' Roads                   | Broken Bow                |



# Buckle Up.



Following the #1, Platinum-Selling, CMT Music Award-winning, *N O B O D Y*

***DYLAN SCOTT***  
**NEW TRUCK**

Written by: HARDY, Hunter Phelps, Ben Johnson, and Ashley Gorley

Impacting 8/9.

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RECORDS  
curb.com





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

|         | ARTIST                       | TITLE                    | LABEL/IMPRINT             |
|---------|------------------------------|--------------------------|---------------------------|
| HOTZONE | JORDAN DAVIS                 | Buy Dirt f/Luke Bryan    | MCA Nashville             |
| HOTZONE | GARTH BROOKS                 | That's What Cowboys Do   | Pearl                     |
| HOTZONE | LUKE COMBS                   | Cold As You              | River House/Columbia Nash |
| HOTZONE | ERIC CHURCH                  | Heart On Fire            | EMI Nashville             |
| HOTZONE | TOBY KEITH                   | Old School               | Show Dog Nashville        |
| HOTZONE | LEE BRICE                    | Memory I Don't Mess With | Curb                      |
| HOTZONE | NELLY & FLORIDA GEORGIA LINE | Lil Bit                  | BMLGR/RECORDS/Columbia    |

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

|            | ARTIST                      | TITLE                          | LABEL/IMPRINT             |
|------------|-----------------------------|--------------------------------|---------------------------|
| DEVELOPING | JON PARDI                   | Tequila Little Time            | Capitol Nashville         |
| DEVELOPING | CALLISTA CLARK              | It's 'Cause I Am               | Big Machine               |
| DEVELOPING | KEITH URBAN WITH P!NK       | One Too Many                   | RCA/Capitol Nashville     |
| DEVELOPING | SCOTTY MCCREERY             | You Time                       | Triple Tigers             |
| DEVELOPING | JAMESON RODGERS             | Cold Beer Calling...f/L. Combs | River House/Columbia Nash |
| DEVELOPING | KENNY CHESNEY               | Knowing You                    | Blue Chair/Warner/WEA     |
| DEVELOPING | LADY A                      | Like A Lady                    | BMLG                      |
| DEVELOPING | RYAN HURD W/MAREN MORRIS    | Chasing After You              | Arista Nashville          |
| DEVELOPING | MICHAEL RAY                 | Whiskey And Rain               | Warner/WEA                |
| DEVELOPING | PRISCILLA BLOCK             | Just About Over You            | Mercury Nashville/InDent  |
| DEVELOPING | CHRIS STAPLETON             | You Should Probably Leave      | Mercury Nashville         |
| DEVELOPING | KELSEA BALLERINI            | Half Of My Hometown f/KChesney | Black River Entertainment |
| DEVELOPING | DUSTIN LYNCH                | Thinking 'Bout You f/M. Porter | Broken Bow                |
| DEVELOPING | ELVIE SHANE                 | My Boy                         | Wheelhouse                |
| DEVELOPING | JIMMIE ALLEN & BRAD PAISLEY | Freedom Was A Highway          | Stoney Creek              |
| DEVELOPING | ZAC BROWN BAND              | Same Boat                      | Home Grown/Warner/WAR     |
| DEVELOPING | CARLY PEARCE                | Next Girl                      | Big Machine               |
| DEVELOPING | PARKER MCCOLLUM             | To Be Loved By You             | MCA Nashville             |



# LEE BRICE

MEMORY I DON'T MESS WITH

TOP 20!  
TOP GAINER!  
KILLER RESEARCH!  
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RECORDS  
CURB.COM



# JOJO TURNBEAUGH INTEL

## CURRENT POSITION:

REGION  
SENIOR VICE PRESIDENT  
OF PROGRAMING,  
ROCKIES REGION-DENVER,  
COLORADO SPRINGS,  
PUEBLO, FORT COLLINS  
AND CHEYENNE  
iHEART MEDIA

**There seems to be a trend towards streaming services adding personalities. This is evident particularly with Apple Radio. What does this mean for Terrestrial local morning shows...if anything?**

Local morning shows should be utilizing every platform that is available to them. Content is KING and listeners will seek it out and find it wherever they can. Podcasts have never been hotter and great personalities should use podcasting as an extension of their brand. Shows that do can really take advantage of yet another platform to get listeners and advertisers aware of their brand.

**You can invite anyone in the world to lunch....Monday Morning Intel is picking up the lunch tab (good luck collecting). Name the 4 people you'd invite and why. Where would you take them out to lunch?**

I am a cheap date and a huge fan of good authentic Mexican food, tacos are life. I am sort of a bookworm and would love to have a meal with one of my favorite authors like Lee Child or Vince Flynn, Michael Jordan because he is the GOAT. Throw in somebody to keep it loose and funny like Kevin Hart and maybe an artist with a guitar like George Strait, who would also bring that Codigo tequila.

**Who are the people that have influenced you most in your career?**

First and foremost would be my dad Roger Turnbeough. He passed in 1989 when I was 20 and is responsible for me being in this crazy business at age 11. I wish I could share with him how different things are today; he would freak out! Gregg Cassidy - who I followed all over the country when I was on the air - taught me how to be a great talent and how to coach talent. And lastly a PD that shall remain nameless where I had the worst experience of my career. He taught me a lot about how people should be treated, coached and motivated. Just do the opposite of everything that he did.

**What's the craziest promotional thing you've ever done that had a big return, or almost got you fired?**

Baseball went on strike in 1994 and my radio partner at the time Boomer Barbosa and I raised money for some little league ball fields to be built. That's the good part, the bad is we raised it through donations while we sat in every single seat at Kaufman Stadium in Kansas City. That is



37,903 squats in two and a half days on hot plastic seats in the middle of summer. I never knew how bad my hands could hurt from pushing myself up to the next seat. Will not do that again.

**Do you showcase or break new artists?**

We honestly try as often as possible. My PD Scott Arbough from KBCO throughout the years has broke many artists at the AAA format. Nerf from KTCL has also broke a few at Alternative and on the country side we often try and get behind what we believe are the next big artist as we feature an hour everyday dedicated to what is new.

**Greatest concert you've ever been to?**

That is a very hard question to answer. I got to see the Rolling Stones in the Bay area do an earthquake relief show, I saw Garth play Notre Dame and the iHeart Radio Music Festival in Vegas gives you all the feels. I have been very blessed to see so many great performances, hard to pick a favorite.

**Words of wisdom you would give to your younger self 20 years ago...**

Time management is a real thing and it's important. Work smarter not harder.

# MONDAY MORNING INTEL

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

**MondayMorningIntel.com**



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# CAITLYN SMITH

## I CAN'T

(FEAT. OLD DOMINION)



42\* MB/CA  
50\* BB

715,437  
STREAMS TW

### ON THE ROAD WITH:

GEORGE STRAIT, OLD DOMINION, AND LITTLE BIG TOWN

## 7 NEW ADDS THIS WEEK

 **MONUMENT**



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

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    | DAN + SHAY                             | Glad You Exist                    | 2      | 1       | 7     | 7    |
| 2    | RICE, CHASE FEAT. FLORIDA GEORGIA LINE | Drinkin' Beer. Talkin' God. Amen. | 10     | 3       | 2     | 1    |
| 3    | YOUNG, CHRIS & KANE BROWN              | Famous Friends                    | 5      | 4       | 1     | 5    |
| 4    | SWINDELL, COLE                         | Single Saturday Night             | 18     | 2       | 5     | 4    |
| 5    | BRYAN, LUKE                            | Waves                             | 13     | 5       | 4     | 2    |
| 6    | MCCREERY, SCOTTY                       | You Time                          | 7      | 7       | 8     | 3    |
| 7    | MOORE, JUSTIN                          | We Didn't Have Much               | 4      | 12      | 13    | 10   |
| 8    | ALDEAN, JASON                          | Blame It On You                   | 21     | 8       | 3     | 20   |
| 9    | SHANE, ELVIE                           | My Boy                            | 9      | 6       | 6     | 39   |
| 10   | WILSON, LAINEY                         | Things A Man Oughta Know          | 8      | 14      | 16    | 6    |
| 11   | LAMBERT, MIRANDA                       | Settling Down                     | 1      | 16      | 23    | 22   |
| 12   | BRICE, LEE                             | Memory I Don't Mess With          | 3      | 19      | 19    | 33   |
| 13   | CHESNEY, KENNY                         | Knowing You                       | 22     | 11      | 9     | 28   |
| 14   | BALLERINI, KELSEA FEAT. KENNY CHESNEY  | Half Of My Hometown               | 16     | 9       | 24    | 15   |
| 15   | URBAN, KEITH + PINK                    | One Too Many                      | 19     | 10      | 27    | 16   |
| 16   | SHELTON, BLAKE                         | Minimum Wage                      | 17     | 20      | 10    | 34   |
| 17   | BROWN BAND, ZAC                        | Same Boat                         | 15     | 24      | 15    | 24   |
| 18   | RAY, MICHAEL                           | Whiskey And Rain                  | 26     | 18      | 17    | 29   |
| 19   | PEARCE, CARLY                          | Next Girl                         | 6      | 23      | 39    | 27   |
| 20   | HAYES, WALKER                          | Fancy Like                        | 24     | 13      | 29    | 26   |
| 21   | RODGERS, JAMESON FEAT. LUKE COMBS      | Cold Beer Calling My Name         | 14     | 22      | 18    | 42   |
| 22   | ALLEN, JIMMIE & BRAD PAISLEY           | Freedom Was A Highway             | 30     | 17      | 33    | 18   |
| 23   | GREEN, RILEY                           | If It Wasn't For Trucks           | 35     | 34      | 11    | 19   |
| 24   | RHETT, THOMAS                          | Country Again                     | 37     | 25      | 12    | 25   |
| 25   | DAVIS, JORDAN                          | Almost Maybes                     | 11     | 21      | 40    | 30   |
| 26   | BLOCK, PRISCILLA                       | Just About Over You               | 23     | 15      | 37    | 32   |
| 27   | PARDI, JON                             | Tequila Little Time               | 31     | 30      | 21    | 17   |
| 28   | STELL, MATT                            | That Ain't Me No More             | 34     | 31      | 31    | 12   |
| 29   | RUCKER, DARIUS                         | My Masterpiece                    | 27     | 28      | 22    | 35   |
| 30   | LYNCH, DUSTIN FEAT. MACKENZIE PORTER   | Thinking 'Bout You                | 40     | 27      | 14    | 44   |
| 31   | MCCOLLUM, PARKER                       | To Be Loved By You                | 25     | 29      | 25    | 41   |
| 32   | LADY A                                 | Like A Lady                       | 28     | 26      | 35    | 31   |
| 33   | ALDEAN, JASON & CARRIE UNDERWOOD       | If I Didn't Love You              | 20     | 42      | 30    | 8    |
| 34   | ALAINA, LAUREN FEAT. JON PARDI         | Getting Over Him                  | 12     | 35      | 47    | 11   |
| 35   | ANDRESS, INGRID                        | Lady Like                         | 38     | 38      | 36    | 14   |
| 36   | HURD, RYAN & MAREN MORRIS              | Chasing After You                 | 39     | 39      | 41    | 9    |
| 37   | CLARK, CALLISTA                        | It's 'Cause I Am                  | 44     | 32      | 32    | 23   |
| 38   | COMBS, LUKE                            | Cold As You                       | 45     | 36      | 20    | 40   |
| 39   | KING, ELLE & MIRANDA LAMBERT           | Drunk (And I Don't Wanna Go Home) | 36     | 37      | 44    | 13   |
| 40   | OLD DOMINION                           | I Was On A Boat That Day          | 33     | 40      | 34    | 43   |
| 41   | STAPLETON, CHRIS                       | You Should Probably Leave         | 42     | 45      | 26    | 36   |
| 42   | YOUNG, BRETT                           | Not Yet                           | 46     | 33      | 38    | 45   |
| 43   | HARDY                                  | Give Heaven Some Hell             | 32     | 41      | 43    | 49   |
| 44   | DICKERSON, RUSSELL                     | Home Sweet                        | 41     | 44      | 48    | 37   |
| 45   | NELLY & FLORIDA GEORGIA LINE           | Lil Bit                           | 29     | 43      | 49    | 46   |
| 46   | BROTHERS OSBORNE                       | I'm Not For Everyone              | 48     | 47      | 28    | 38   |
| 47   | SMITH, CAITLYN FEAT. OLD DOMINION      | I Can't                           | 47     | 46      | 46    | 21   |
| 48   | CHURCH, ERIC                           | Heart On Fire                     | 43     | 48      | 42    | 47   |
| 49   | KEITH, TOBY                            | Old School                        | 49     | 49      | 45    | 48   |
| 50   | BROOKS, GARTH                          | That's What Cowboys Do            | 50     | 50      | 50    | 50   |



# 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](mailto:CPOWERS@CURB.COM)

TODD THOMAS DIRECTOR OF PROMOTION - [TODD@25ENT.COM](mailto:TODD@25ENT.COM)

LARRY PAREIGIS DIRECTOR OF SECRET PROJECTS - [LARRYPAREIGIS@GMAIL.COM](mailto:LARRYPAREIGIS@GMAIL.COM)

GREG STEVENS CONVERSION KING - [GREGGSTEVENS@MINDSPRING.COM](mailto:GREGGSTEVENS@MINDSPRING.COM)

JR HUGHES CHAIRMAN OF CONSISTENCY - [JRPROMOMAN@AOL.COM](mailto:JRPROMOMAN@AOL.COM)

TIM SMITH MUSIC MASTER - [TIMSMITHWAVE@GMAIL.COM](mailto:TIMSMITHWAVE@GMAIL.COM)

LYNNE CONNOLLY [PCLMUSIC@ATT.NET](mailto:PCLMUSIC@ATT.NET)

JAN WOODS [WOODS528@AOL.COM](mailto:WOODS528@AOL.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    | CRAIG CAMPBELL                 | Never Mine                     | Grindstone                |
| 2    | KIP MOORE                      | Good Life                      | MCA Nashville             |
| 3    | MITCHELL TENPENNY              | Truth About You                | River House/Columbia Nash |
| 4    | PARKER MCCOLLUM                | Drinkin'                       | MCA Nashville             |
| 5    | RANDALL KING                   | Record High                    | Warner/WMN                |
| 6    | FLATLAND CAVALRY               | Some Things Never Change       | ---                       |
| 7    | KOE WETZEL                     | Drunk Driving                  | Columbia                  |
| 8    | KENDALL SHAFFER                | Rollin' Stone                  | Rouxie Music              |
| 9    | MORGAN WALLEN                  | Wasted On You                  | Big Loud/Republic         |
| 10   | ELI YOUNG BAND & JIMMY BUFFETT | Saltwater Gospel               | Valory                    |
| 11   | MICKY & THE MOTORCARS          | Rodeo Girl                     | Micky&Motorcars/30 Tigers |
| 12   | VERONIKA                       | Homesick                       | Whattaguy Music           |
| 13   | KIN FAUX                       | Plainview                      | ---                       |
| 14   | MORGAN EVANS                   | Love Is Real                   | Warner/WEA                |
| 15   | JADEN HAMILTON                 | Heaven's Jukebox               | Sony Music Nashville      |
| 16   | KAMERON MARLOWE                | Giving You Up                  | Sony Music Ent. Chile S.A |
| 17   | DAVID ADAM BYRNES              | Signs                          | ---                       |
| 18   | DUSTIN LYNCH                   | Tequila On A Boat f/Chris Lane | Broken Bow                |
| 19   | MIDLAND                        | Sunrise Tells The Story        | Big Machine               |
| 20   | CHRIS STAPLETON                | Joy Of My Life                 | Mercury Nashville         |
| 21   | DARRIN MORRIS BAND             | Wrap You Up In Love            | ---                       |
| 22   | RUSSELL DICKERSON              | It's About Time f/FGL          | Triple Tigers             |
| 23   | DREW FISH BAND                 | One Beer At A Time             | Reel                      |
| 24   | KAMERON MARLOWE                | Tequila Talkin'                | Columbia Nashville        |
| 25   | MORGAN WALLEN                  | Somebody's Problem             | Big Loud/Republic         |
| 26   | JAMIE RICHARDS                 | Twang                          | Okie Ranch                |
| 27   | PRISCILLA BLOCK                | Wish You Were The Whiskey      | Mercury Nashville/InDent  |
| 28   | WALKER MONTGOMERY              | Out Of Nowhere                 | PIA Entertainment         |
| 29   | BLAKE SHELTON                  | Corn                           | Warner/WMN                |
| 30   | TRISTON MAREZ                  | Where The Neon Lies f/R.Dunn   | Torrez Music Group        |
| 31   | TYLER FARR                     | Cover Girl                     | Night Train/Broken Bow    |
| 32   | CODY JOHNSON                   | Nothin' On You                 | CoJo Music/WMN            |
| 33   | DREW GREEN                     | She Got That                   | Sony Music Nashville      |
| 34   | BROTHERS OSBORNE               | Younger Me                     | EMI Nashville             |
| 35   | CODY JOHNSON                   | Til You Can't                  | CoJo/Warner/WMN           |
| 36   | JOSH ABBOTT BAND               | Real Damn Good                 | Pretty Damn Tough         |
| 37   | JON WOLFE                      | Tequila Sundown                | Fool Hearted Productions  |
| 38   | CLAY HOLLIS                    | Anybody Lovin' You Lately      | ---                       |
| 39   | RED SHAHAN                     | Javelina                       | 7013 Records              |
| 40   | HAILEY WHITTERS                | How Far Can It Go f/Yearwood   | Pigasus/S&D/Big Loud      |
| 41   | CARLY PEARCE                   | Should've Known Better         | Big Machine               |
| 42   | BAILEY JAMES                   | Finally Free                   | 800 Mile                  |
| 43   | CHRIS KROEZE                   | Summer Song                    | Chris Kroeze              |
| 44   | BRELAND                        | Cross Country                  | Bad Realm/Atlantic        |
| 45   | DYLAN SCOTT                    | New Truck                      | Curb                      |
| 46   | JASON ALDEAN                   | Dirt We Were Raised On         | Macon Music/Broken Bow    |
| 47   | SHENANDOAH & BLAKE SHELTON     | Then A Girl Walks In           | Foundry                   |
| 48   | TAYLOR SWIFT                   | You All Over Me f/Maren Morris | Republic                  |
| 49   | KELSEA BALLERINI & LANY        | I Quit Drinking                | Black River/Interscope    |
| 50   | ASHLEY MCBRYDE                 | Martha Divine                  | Warner/WMN                |



# ERIN ENDERLIN

## "SOMEBODY'S SHOT OF WHISKEY"



CMT always brings us the best of the best. Erin Enderlin has a modern simplistic cool concept video with "Somebody's Shot of Whiskey" but you need to know this "Somebody" bar-tender ain't a nobody. Enderlin already has songs recorded by Luke, Reba, Alan, Lee Ann and many more. At a young age, she can throw down a timeless Country lyric that resonates with the best To hear one of CMT's Next Women of Country, Click above.





**MMI PRESENTS A MID-SUMMER LOOK AT THE BEST OF BEACH & BOAT VIDEOS.**



### **ALANA SPRINGSTEEN - "ZERO TRUCKS"**

First question? The answer is no, she is not related to "The Boss". Now that's out of the way, Alana Springsteen's history does check a lot of the right boxes. First guitar and lyrics written at 7. Sang in her grandpappy's church. More of a "songwriter/singer" than the opposite but does both really well. And fits our MMI boat theme.. click here:



### **JON PARDI - "TEQUILA LITTLE TIME"**

Well, dog-gone-it, Miss Lonely has lost her best furry friend. But, luckily Jon knows how to Pardi and turn that frown upside down. The MMI research department is currently studying how many country videos have been made beachside at the iconic Flora-Bama. The last count shows that they are still counting. For some salt and lime, click here:



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

Back to boats? You betcha. And while we have cactus juice on our breath, here's a public service boating safety video from.....no, wait. This is the amazing "one long shot video" (see what we did there?) on Dustin Lynch with boat-mate Chris Lane. Drink up, dive in and click here:



### **KENNY CHESNEY - "NO SHOES, NO SHIRT, NO PROBLEMS"**

In the state of Tennessee, it is a law (according to legal statue 42053 Tn) that states "any mention of music videos referencing either boats or beaches must hereby feature at least one video by Kenny Chesney forthwith". Well, at MMI we abide by the law of the land. Click here:



### **OLD DOMINION - "I WAS ON A BOAT THAT DAY"**

MMI Thematic Slam-Dunk Alert: as we conclude our beach & boat video feature, we asked ourselves, why? The answer is a simple "I Was on A Boat That Day". And why not? 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@mmi2020.com](mailto:contact@mmi2020.com)

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**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