

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

AK3



**BEST THING SINCE BACKROADS**

**THANK YOU COUNTRY RADIO!**  
**85 FIRST WEEK STATIONS**

**BIG LOUD**

**MMI**  
**PROFILE**  
**STEVE GEOFFRIES**

*Country Edition*

**NASHVILLE**  
**APPROVED**

**AUGUST 16, 2021**

# AIRPLAY INTEL

3.0

SEE YOUR RADIO STATION

[CLICK HERE](#)

RESEARCH AND DATA SO DEEP....  
YOUR EARS MIGHT POP

# **MONDAY MORNING INTEL**

AUGUST 16, 2021

## ***TABLE OF CONTENTS***

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

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



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



**44 FIRST WEEK STATIONS!**

Impacting Now!

**CURB**  
RECORDS  
curb.com



**MONDAY  
MORNING  
INTEL**

**#1**

**SONGS THIS WEEK**  
BY MMI COMPOSITE CATEGORIES **8.16.21**

**AIRPLAY**

CHASE RICE FT/F.G.L. "Drinkin' Beer Talkin' God Amen"

**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**

COLE SWINDELL "Single Saturday Night"

**MONDAY  
MORNING  
INTEL**

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



# LEE BRICE

MEMORY I DON'T MESS WITH

TOP 10 ON MEDIABASE!  
TOP 10 RESEARCH EVERYWHERE

**CURB**  
RECORDS  
CURB.COM

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	35	6	29	WALKER HAYES	Fancy Like	Monument
2	42	15	27	NELLY & FLORIDA GEORGIA LINE	Lil Bit	BMLGR/RECORDS/Columbia
3	47	25	22	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
4	34	13	21	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
5	50	32	18	AARON LEWIS	Am I The Only One	Valory
6	21	3	18	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	Macon/Broken Bow/Capitol
7	46	31	15	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
8	31	17	14	MIRANDA LAMBERT	Settling Down	RCA Nashville
9	36	23	13	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
10	49	40	9	LILY ROSE	Villain	Big Loud/Republic
11	17	8	9	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista 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	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
2	LUKE COMBS	Forever After All	River House/Columbia Nash
3	DIERKS BENTLEY	Gone	Capitol Nashville
4	THOMAS RHETT	What's Your Country Song	Valory
5	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek/Warner
6	JASON ALDEAN	Blame It On You	Macon Music/Broken Bow
7	LEE BRICE	One Of Them Girls	Curb
8	BRETT YOUNG	Lady	BMLG
9	LUKE BRYAN	Down To One	Capitol Nashville
10	GABBY BARRETT	The Good Ones	Warner/WAR
11	LUKE COMBS	Better Together	River House/Columbia Nash
12	SAM HUNT	Breaking Up Was Easy In The...	MCA Nashville
13	JAKE OWEN	Made For You	Big Loud
14	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
15	NIKO MOON	Good Time	RCA Nashville
16	DYLAN SCOTT	Nobody	Curb
17	LUKE BRYAN	One Margarita	Capitol Nashville
18	BLAKE SHELTON	Happy Anywhere f/Gwen Stefani	Warner/WMN-Interscope
19	FLORIDA GEORGIA LINE	Long Live	BMLG
20	LUKE COMBS	Lovin' On You	River House/Columbia Nash
21	DARIUS RUCKER	Beers And Sunshine	Capitol Nashville
22	ERIC CHURCH	Hell Of A View	EMI Nashville
23	MAREN MORRIS	The Bones	Columbia
24	GABBY BARRETT	I Hope f/Charlie Puth	Warner/WAR
25	BLAKE SHELTON	Minimum Wage	Warner/WMN
26	CHRIS JANSON	Done	Warner/WAR
27	JAMESON RODGERS	Some Girls	River House/Columbia Nash
28	BLAKE SHELTON	Nobody But You w/Gwen Stefani	Warner/WMN
29	KELSEA BALLERINI	Hole In The Bottle	Black River Entertainment
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
HOTZONE	JAKE OWEN	Best Thing Since Backroads	Big Loud
HOTZONE	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	Macon/Broken Bow/Capitol
HOTZONE	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
HOTZONE	LUKE COMBS	Cold As You	River House/Columbia Nash
HOTZONE	WALKER HAYES	Fancy Like	Monument
HOTZONE	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash
HOTZONE	JON PARDI	Tequila Little Time	Capitol Nashville
HOTZONE	LEE BRICE	Memory I Don't Mess With	Curb
HOTZONE	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
HOTZONE	RUSSELL DICKERSON	Home Sweet	Triple Tigers
HOTZONE	ERIC CHURCH	Heart On Fire	EMI Nashville
HOTZONE	RILEY GREEN	If It Wasn't For Trucks	BMLG
HOTZONE	OLD DOMINION	I Was On A Boat That Day	Arista Nashville
HOTZONE	CARLY PEARCE	Next Girl	Big Machine
HOTZONE	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA
HOTZONE	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
HOTZONE	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek
HOTZONE	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	TIM MCGRAW	7500 OBO	Big Machine
DEVELOPING	LARRY FLEET	Where I Find God	Big Loud
DEVELOPING	HARDY	Give Heaven Some Hell	Big Loud
DEVELOPING	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
DEVELOPING	TOBY KEITH	Old School	Show Dog Nashville
DEVELOPING	BRETT YOUNG	Not Yet	BMLG
DEVELOPING	DARIUS RUCKER	My Masterpiece	Capitol Nashville
DEVELOPING	LADY A	Like A Lady	BMLG
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	CALLISTA CLARK	It's 'Cause I Am	Big Machine
DEVELOPING	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
DEVELOPING	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville
DEVELOPING	GARTH BROOKS	That's What Cowboys Do	Pearl
DEVELOPING	LAUREN ALAINA	Getting Over Him w/Jon Pardi	Mercury Nashville
DEVELOPING	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS
DEVELOPING	CAITLYN SMITH	I Can't f/Old Dominion	Monument
DEVELOPING	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
DEVELOPING	NELLY & FLORIDA GEORGIA LINE	Lil Bit	BMLGR/RECORDS/Columbia
DEVELOPING	BRANTLEY GILBERT	The Worst Country Song Of...	Valory



# STEVE GEOFFRIES INTEL

## CURRENT POSITION:

REGIONAL VICE PRESIDENT  
OF PROGRAMMING  
PHOENIX, SAN DIEGO,  
RIVERSIDE  
iHeart Media

**You are about to sign on a new Country station that will be heard in the Top 25 US markets. Your mission is to obliterate the competition in one quarter hour. They can be currents, recurrent or gold. What are the first 4 single that K-Steve will play?**

That's easy. Friends In Low Places, Better Together, Don't Take The Girl and Just The Way. I'd play these over and over.

**Modern Radio programmers are handling multiple markets. Top air talents are being heard in as many as 7 to 10 cities at least. Considering this, how do today's programming execs keep a local feel to their signals?**

Communication and systems matter more than ever. I also believe that without a clear understanding of listener expectations, some talent may reach for content that doesn't necessarily matter to listeners in an effort to "be local". Being local is important, but not at that detriment of talking about things people care about. It's important to know your listeners and know what they want to hear.

**It's 117 degrees in Phoenix. You are going to send a fleet of station vans out to events and street corners to hand out free cold water, popsicles and soda pop. The 'distributors' will be wearing your station shirts and other garb. Other than your current station personnel, who will be representing KNIX to your listeners? Caveat: One must be an artist. One must be a label rep. One must be another programmer. One must be any other morning personality (current or historic)!**

The artist would be Dierks. He's local and so personable. I would give Royce Risser a mic and have him tell stories and laugh at himself. I'd have Amanda Jo in Boston oversee the event. She excels in this area. I choose Barrel Boy as the station host. Everyone wants a picture with him and he's a lightning rod for attention.



**The younger demos are loving their streaming services. How do we keep them dialed in and engaged in terrestrial radio?**

I have 3 teenagers and it's always interesting to see how they use every platform. They move from one to the other until they get what they like. It's why being available in more places is more important than ever. With the iHeartRadio app our stations are available across more than 250 platforms and 2,000 devices.

**What is one book, one movie and one album that you can't live without?**

Dale Carnegie's "How To Win Friends and Influence People" is a book I've passed along to many people. It's a simple read and is a great base for interactions in life and business. I'd pick "Miracle" as the movie and the "Carolina" album from Eric Church.

**Programmers and music decision makers job descriptions are changing. What advice can you give to label Promotion reps regarding the best way to communicate their priorities and promotional ideas?**

Brevity and information are great tactics. Relationships should still be the strategy.

**SAVE \$100!**  
**EARLY BIRD**  
**REGISTRATION**  
**OPEN AUG. 17-18 10AM (CT)**

**CRS '22**

**FEBRUARY 23-25 | NASHVILLE**

LOVE IS REAL  
\* MORGAN \*  
\* EVANS \*

IMPACTING MONDAY 8.30.21

[CLICK HERE TO LISTEN!](#)



WARNER  
MUSIC  
NASHVILLE

VEA



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	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	Macon/Broken Bow/Capitol	<a href="#">PLAY VIDEO ▶</a>
3	NELLY & FLORIDA GEORGIA LINE	Lil Bit	RECORDS/Columbia	<a href="#">PLAY VIDEO ▶</a>
4	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville	<a href="#">PLAY VIDEO ▶</a>
5	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
6	AARON LEWIS	Am I The Only One	Valory	<a href="#">PLAY VIDEO ▶</a>
7	ELVIE SHANE	My Boy	Wheelhouse	<a href="#">PLAY VIDEO ▶</a>
8	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic	<a href="#">PLAY VIDEO ▶</a>
9	LAINEY WILSON	Things A Man Oughta Know	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
10	KEITH URBAN WITH P!NK	One Too Many	RCA/Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
11	LEE BRICE	Memory I Don't Mess With	Curb	<a href="#">PLAY VIDEO ▶</a>
12	LILY ROSE	Villain	Big Loud/Republic	<a href="#">PLAY VIDEO ▶</a>
13	MIRANDA LAMBERT	Settling Down	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
14	OLD DOMINION	I Was On A Boat That Day	Arista Nashville	<a href="#">PLAY VIDEO ▶</a>
15	LUKE COMBS	Cold As You	River House/Columbia Nash	<a href="#">PLAY VIDEO ▶</a>
16	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville	<a href="#">PLAY VIDEO ▶</a>
17	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
18	COLE SWINDELL	Single Saturday Night	Warner/WMN	<a href="#">PLAY VIDEO ▶</a>
19	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash	<a href="#">PLAY VIDEO ▶</a>
20	DAN + SHAY	Glad You Exist	Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
21	LUKE BRYAN	Waves	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
22	JON PARDI	Tequila Little Time	Capitol Nashville	<a href="#">PLAY VIDEO ▶</a>
23	THOMAS RHETT	Country Again	Valory	<a href="#">PLAY VIDEO ▶</a>
24	HARDY	Give Heaven Some Hell	Big Loud	<a href="#">PLAY VIDEO ▶</a>
25	LARRY FLEET	Where I Find God	Big Loud	<a href="#">PLAY VIDEO ▶</a>
26	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
27	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment	<a href="#">PLAY VIDEO ▶</a>
28	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dak Janiels/BBR-BMLG	<a href="#">PLAY VIDEO ▶</a>
29	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville	<a href="#">PLAY VIDEO ▶</a>
30	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent	<a href="#">PLAY VIDEO ▶</a>
31	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow	<a href="#">PLAY VIDEO ▶</a>
32	JUSTIN MOORE	We Didn't Have Much	Valory	<a href="#">PLAY VIDEO ▶</a>
33	MICHAEL RAY	Whiskey And Rain	Warner/WEA	<a href="#">PLAY VIDEO ▶</a>
34	CARLY PEARCE	Next Girl	Big Machine	<a href="#">PLAY VIDEO ▶</a>
35	MATT STELL	That Ain't Me No More	Arista Nashville/RECORDS	<a href="#">PLAY VIDEO ▶</a>
36	RILEY GREEN	If It Wasn't For Trucks	BMLG	<a href="#">PLAY VIDEO ▶</a>
37	BRANTLEY GILBERT	The Worst Country Song Of...	Valory	<a href="#">PLAY VIDEO ▶</a>
38	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol	<a href="#">PLAY VIDEO ▶</a>
39	NIKO MOON	No Sad Songs	RCA Nashville	<a href="#">PLAY VIDEO ▶</a>
40	SCOTTY MCCREERY	You Time	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
41	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville	<a href="#">PLAY VIDEO ▶</a>
42	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR	<a href="#">PLAY VIDEO ▶</a>
43	LADY A	Like A Lady	BMLG	<a href="#">PLAY VIDEO ▶</a>
44	ERIC CHURCH	Heart On Fire	EMI Nashville	<a href="#">PLAY VIDEO ▶</a>
45	CALLISTA CLARK	It's 'Cause I Am	Big Machine	<a href="#">PLAY VIDEO ▶</a>
46	BRETT YOUNG	Not Yet	BMLG	<a href="#">PLAY VIDEO ▶</a>
47	RUSSELL DICKERSON	Home Sweet	Triple Tigers	<a href="#">PLAY VIDEO ▶</a>
48	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek	<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	1	6	1	2
2	MCCREERY, SCOTTY	You Time	3	12	3	1
3	RICE, CHASE FEAT. FLORIDA GEORGIA LINE	Drinkin' Beer. Talkin' God. Amen.	5	4	2	7
4	SWINDELL, COLE	Single Saturday Night	10	3	4	3
5	WILSON, LAINEY	Things A Man Oughta Know	4	10	12	4
6	SHANE, ELVIE	My Boy	9	2	7	10
7	MOORE, JUSTIN	We Didn't Have Much	2	11	11	13
8	BRYAN, LUKE	Waves	17	1	8	5
9	ALDEAN, JASON	Blame It On You	12	14	6	6
10	BRICE, LEE	Memory I Don't Mess With	8	8	10	15
11	URBAN, KEITH + PINK	One Too Many	11	7	14	12
12	BROWN BAND, ZAC	Same Boat	7	13	13	17
13	CHESNEY, KENNY	Knowing You	14	5	9	29
14	HAYES, WALKER	Fancy Like	15	9	24	26
15	BALLERINI, KELSEA FEAT. KENNY CHESNEY	Half Of My Hometown	18	15	20	23
16	RHETT, THOMAS	Country Again	22	17	15	16
17	RODGERS, JAMESON FEAT. LUKE COMBS	Cold Beer Calling My Name	32	16	21	11
18	ALDEAN, JASON & CARRIE UNDERWOOD	If I Didn't Love You	19	29	19	9
19	LYNCH, DUSTIN FEAT. MACKENZIE PORTER	Thinking 'Bout You	21	21	18	20
20	RAY, MICHAEL	Whiskey And Rain	25	23	5	27
21	BLOCK, PRISCILLA	Just About Over You	16	18	31	19
22	HURD, RYAN & MAREN MORRIS	Chasing After You	28	20	25	18
23	LAMBERT, MIRANDA	Settling Down	6	28	33	31
24	PEARCE, CARLY	Next Girl	13	24	35	30
25	GREEN, RILEY	If It Wasn't For Trucks	27	27	17	44
26	COMBS, LUKE	Cold As You	26	19	23	40
27	RUCKER, DARIUS	My Masterpiece	24	36	22	24
28	STAPLETON, CHRIS	You Should Probably Leave	37	25	16	39
29	STELL, MATT	That Ain't Me No More	39	22	30	22
30	PARDI, JON	Tequila Little Time	38	31	26	21
31	MCCOLLUM, PARKER	To Be Loved By You	31	35	27	33
32	LADY A	Like A Lady	20	26	37	34
33	KING, ELLE & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go Home)	35	39	44	8
34	OLD DOMINION	I Was On A Boat That Day	33	43	28	37
35	YOUNG, BRETT	Not Yet	41	37	34	32
36	NELLY & FLORIDA GEORGIA LINE	Lil Bit	30	34	38	35
37	ALLEN, JIMMIE & BRAD PAISLEY	Freedom Was A Highway	44	33	43	14
38	CLARK, CALLISTA	It's 'Cause I Am	45	38	32	41
39	HARDY	Give Heaven Some Hell	42	32	36	47
40	DICKERSON, RUSSELL	Home Sweet	23	40	48	28
41	ALAINA, LAUREN FEAT. JON PARDI	Getting Over Him	29	44	39	36
42	DAVIS, JORDAN FEAT. LUKE BRYAN	Buy Dirt	34	41	42	43
43	BROTHERS OSBORNE	I'm Not For Everyone	48	42	29	42
44	CHURCH, ERIC	Heart On Fire	40	46	40	38
45	OWEN, JAKE	Best Thing Since Backroads	36	30	46	49
46	SMITH, CAITLYN FEAT. OLD DOMINION	I Can't	47	45	47	25
47	KEITH, TOBY	Old School	46	48	41	45
48	FLEET, LARRY	Where I Find God	43	47	45	48
49	BROOKS, GARTH	That's What Cowboys Do	49	49	49	46
50	BANDI, CHRIS	Would Have Loved Her	50	50	50	50



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	MITCHELL TENPENNY	Truth About You	River House/Columbia Nash
2	BOBBY BONES/THE RAGING IDIOTS	The Target Song	---
3	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
4	DEW PENDLETON	Might As Well Be Me	HippieRedneckGospeLove
5	ANDREW JANNAKOS	Gone Too Soon	RCA Nashville
6	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
7	ALAN JACKSON	You'll Always Be My Baby	EMI Nashville
8	JON WOLFE	Tequila Sundown	Fool Hearted Productions
9	KENDALL SHAFFER	Rollin' Stone	Rouxbie Music
10	KAMERON MARLOWE	Giving You Up	Sony Music Ent. Chile S.A
11	JAMIE RICHARDS	Twang	Okie Ranch
12	MORGAN WALLEN	Wasted On You	Big Loud/Republic
13	FLATLAND CAVALRY	Some Things Never Change	---
14	JADEN HAMILTON	Heaven's Jukebox	Sony Music Nashville
15	MICKY & THE MOTORCARS	Rodeo Girl	Micky&Motorcars/30 Tigers
16	PARKER MCCOLLUM	Drinkin'	MCA Nashville
17	BOBBY BONES/THE RAGING IDIOTS	Grandmother Song	---
18	ELI YOUNG BAND & JIMMY BUFFETT	Saltwater Gospel	Valory
19	MO PITNEY	Local Honey	Curb
20	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
21	DUSTIN LYNCH	Tequila On A Boat f/Chris Lane	Broken Bow
22	PRISCILLA BLOCK	Wish You Were The Whiskey	Mercury Nashville/InDent
23	RUSSELL DICKERSON	It's About Time f/FGL	Triple Tigers
24	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
25	KIN FAUX	Plainview	---
26	NIKO MOON	Paradise To Me	RCA Nashville
27	BLAKE SHELTON	Corn	Warner/WMN
28	KRIS KRISTOFFERSON/FULL ENS.	Encore: Why Me	Blackbird Production Part
29	LACI KAYE BOOTH	Treasure	BMLG
30	WALKER MONTGOMERY	Out Of Nowhere	PIA Entertainment
31	DARRIN MORRIS BAND	Wrap You Up In Love	---
32	DREW GREEN	She Got That	Sony Music Nashville
33	BROTHERS OSBORNE	Younger Me	EMI Nashville
34	DAVID ADAM BYRNES	Signs	---
35	WARD DAVIS	Get To Work Whiskey	Ward Davis/Thirty Tigers
36	BRELAND	Cross Country	Bad Realm/Atlantic
37	TYLER FARR	Cover Girl	Night Train/Broken Bow
38	KELSEA BALLERINI & LANY	I Quit Drinking	Black River/Interscope
39	DREW FISH BAND	One Beer At A Time	Reel
40	AARON WATSON	Boots	BIG Label
41	KIDD G	Summer In A Small Town	Valory
42	GEORGE BIRGE	Beer Beer, Truck Truck	RECORDS Nashville
43	BROOKS & DUNN	Brand New Man w/Luke Combs	Arista Nashville
44	KIP MOORE	Good Life	MCA Nashville
45	RED SHAHAN	Javelina	7013 Records
46	PROPHETS AND OUTLAWS	Little Bit Of Love f/Pat Green	Seven Set Jam Records
47	MITCHELL TENPENNY	Bucket List	Columbia Nashville
48	CODY JOHNSON	Nothin' On You	CoJo Music/WMN
49	CURTIS GRIMES	Noah Built A Boat	Lonely River
50	HAILEY WHITTERS	How Far Can It Go f/Yearwood	Pigasus/S&D/Big Loud

# TROUSDALE

## "THIS IS IT"

Tre' hip CMT discover Trousdale sure sounds like 'blood harmony' but indeed are not siblings. The 3 voices met at USC Music School and quickly found a following. If the trio was in a 3 legged race you'd say they had a foot in Country, Folk and Pop. Sure sounds like these talented youngsters dig The Chicks. For something new, cool and fresh, click here:

**CMT**



Check out these videos hand-picked by our staff!



### JORDAN DAVIS W/ LUKE BRYAN - "BUY DIRT"

**MMI 'Let's Get To The Point' Alert:** Ok, we'll say it. We LOVE this song. It's simple, sweet, familiar yet original. It carries an old message of wisdom put so neatly into a verse and chorus. It's what we classify as a "Country Music Amen Extractor". This was a Davis-during-lockdown composition that is delivered with heart, soul and soil. And let's face it, Luke adds a bucket of reality into the song, single and video. A beautiful bellringer all around. Click here:



### ZAC BROWN BAND - "SAME BOAT"

**MMI Amazing Video Alert:** Zac Brown brings us a cinematic Southern snapshot of real dang people with lives so authentic that you can feel it. This beautiful rustic video reminds us that we are all created equally in life, family and love. The message is clear and important. You can almost taste and smell the summer heat in this character filled video that wraps the song "Same Boat" up into a realistic package.. click here:



### LADY A - "FIRE"

Let's take it down to the essential flame. The simply beautiful live take on Lady A's "Fire" shows the true soul of the trio's magical style. They are vocally stunning, have the ability to make any song an event and are as uniquely talented as their never-ending superhighway of hits is long. For a very hot version of "Fire", be careful and quickly click here:



### CARRIE UNDERWOOD HIGHLIGHT REEL

At MMI, we love Carrie. So much. Besides being one of the greatest vocalists on the planet Earth, she's funny, shy yet charmingly gregarious, humble yet oozing with gentle confidence and an undeniable superstar with both feet planted on solid ground. She's beyond...so far beyond gifted. So, when this well produced video highlight snippet popped up on the "lotsa hits" radar, we checked it out, loved it, watched it again and thought we'd share. Click here:



### MIRANDA LAMBERT - "TEQUILA DOES"

Miranda sure has sent us a shot of something that sends the end of summer off with a semi-sober salute! This pool party video portrayal puts her positively in a backyard BBQ bubbling with cactus juice. If you're up for licking some lime and securing some salt, you'll find that when it comes to love, "Tequila Does" the trick! 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)

# 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