

MONDAY MORNING INTEL



for KING & COUNTRY

LITTLE DRUMMER BOY

CURB
RECORDS
CURB.COM



**MMI
PROFILE
MIKE McVAY**
ON HOLIDAY PROGRAMMING

Country Edition

**NASHVILLE
APPROVED**

DECEMBER 6, 2021



for KING & COUNTRY

LITTLE DRUMMER BOY



OVER 1.5 BILLION STREAMS

THANK YOU SHAWN PARR

for adding for King & Country/Little Drummer Boy,
to Shawn Parr's Across The Country!

NOW PLAYING

on Great Country stations across the USA!



MONDAY MORNING INTEL

DECEMBER 6, 2021

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

ALL GENRE

Best Selling Album of 2021



1

#2

Olivia Rodrigo
SOUR

#3

Pop Smoke
Shoot For The Stars
Aim For The Moon

Morgan Wallen's *Dangerous: The Double Album* (Big Loud/Republic) will finish 2021 as the year's best-selling album, with a **total projected close to 3.2m.** - **HITS**

MONDAY
MORNING
INTEL

#1

SONGS THIS WEEK
BY MMI COMPOSITE CATEGORIES

12.6.21

AIRPLAY

DUSTIN LYNCH F/ M. PORTER "Thinking 'Bout You"

RETENTION

MICHAEL RAY "Whiskey And Rain"

CALLOUT

ZAC BROWN BAND "Same Boat"

AUDIO

ADELE "Easy On Me"

VIDEO

ADELE "Easy On Me"

SALES

WALKER HAYES "AA"

COMPOSITE

RYAN HURD W/ MAREN MORRIS "Chasing After You"

AIRPLAY
INTEL

3.0

FREE SUBSCRIPTIONS

STOP SOON

DON'T MISS OUT

CLICK HERE



TOP 40!



**DYLAN
SCOTT**

NEW TRUCK

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
8	8	8	7	4	7	1	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
1	9	3	4	15	15	2	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
3	7	11	6	9	14	3	LUKE COMBS	Cold As You	River House/Columbia Nash
6	2	29	2	6	3	4	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
9	12	18	5	8	5	5	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
7	1	5	16	17	18	6	MICHAEL RAY	Whiskey And Rain	Warner/WEA
12	14	14	10	5	9	7	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
4	4	2	26	18	19	8	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA
11	16	9	8	16	12	9	KANE BROWN	One Mississippi	RCA Nashville
28	x	19	9	12	6	10	CODY JOHNSON	Til You Can't	Colo/Warner/WMN
2	15	1	12	30	27	11	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
10	5	6	21	45	4	12	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek
5	3	17	27	22	26	13	JON PARDI	Tequila Little Time	Capitol Nashville
14	13	4	23	25	29	14	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
46	x	x	11	3	2	15	LUKE COMBS	Doin' This	River House/Columbia Nash
16	6	20	18	26	24	16	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
44	x	x	1	1	x	17	ADELE	Easy On Me	Columbia
13	10	12	20	24	35	18	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent
18	24	16	17	7	13	19	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
19	18	7	19	29	23	20	SAM HUNT	23	MCA Nashville
40	x	40	3	2	17	21	TAYLOR SWIFT	I Bet You Think About Me	Republic/MCA Nashville
17	11	23	33	19	28	22	RUSSELL DICKERSON	Home Sweet	Triple Tigers
23	17	25	29	20	22	23	HARDY	Give Heaven Some Hell	Big Loud
25	25	26	15	11	11	24	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
15	20	36	14	27	20	25	ERIC CHURCH	Heart On Fire	EMI Nashville
35	x	33	22	23	8	26	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
20	27	24	28	14	10	27	BLAKE SHELTON	Come Back As A Country Boy	Warner/WMN
30	23	22	13	32	25	28	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
21	19	13	38	43	31	29	CALLISTA CLARK	It's 'Cause I Am	Big Machine
24	x	32	30	36	30	30	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville
48	x	x	41	21	1	31	WALKER HAYES	AA	Monument
49	x	x	43	10	16	32	AARON LEWIS	Am I The Only One	Valory
32	x	39	25	40	32	33	THOMAS RHETT	Slow Down Summer	Valory
22	26	27	40	46	21	34	KEITH URBAN	Wild Hearts	Capitol Nashville
27	21	21	44	48	43	35	JAKE OWEN	Best Thing Since Backroads	Big Loud
45	x	x	24	28	36	36	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
33	29	10	31	35	40	37	DAN + SHAY	Steal My Love	Warner/WAR
39	x	31	36	31	38	38	DYLAN SCOTT	New Truck	Curb
29	x	38	42	34	37	39	TIM MCGRAW	7500 OBO	Big Machine
31	22	28	35	47	48	40	LAUREN ALAINA	Getting Over Him w/Jon Pardi	Mercury Nashville
47	x	x	39	13	46	41	KAMERON MARLOWE	Giving You Up	Columbia Nashville
38	x	30	49	37	33	42	SCOTTY MCCREERY	Damn Strait	Triple Tigers
43	x	x	32	41	34	43	PARMALEE	Take My Name	Stoney Creek
26	x	37	47	49	39	44	LUKE BRYAN	Up	Capitol Nashville
37	x	34	50	33	41	45	CHRIS JANSON	Bye Mom	Warner/WAR
41	x	x	37	44	42	46	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
36	x	15	48	50	49	47	JUSTIN MOORE	With A Woman You Love	Valory
34	28	35	45	39	47	48	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville
42	x	x	46	42	45	49	MORGAN WADE	Wilder Days	Arista Nashville
50	x	x	34	38	44	50	GABBY BARRETT	Footprints On The Moon	Warner/WAR

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	46	15	31	LUKE COMBS	Doin' This	River House/Columbia Nash
2	44	17	27	ADELE	Easy On Me	Columbia
3	40	21	19	TAYLOR SWIFT	I Bet You Think About Me	Republic/MCA Nashville
4	28	10	18	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
5	48	31	17	WALKER HAYES	AA	Monument
6	49	32	17	AARON LEWIS	Am I The Only One	Valory
7	35	26	9	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
8	45	36	9	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
9	8	1	7	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
10	47	41	6	KAMERON MARLOWE	Giving You Up	Columbia 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	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
2	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
3	WALKER HAYES	Fancy Like	Monument/RCA
4	LUKE COMBS	Forever After All	River House/Columbia Nash
5	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
6	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash
7	LEE BRICE	Memory I Don't Mess With	Curb
8	THOMAS RHETT	What's Your Country Song	Valory
9	COLE SWINDELL	Single Saturday Night	Warner/WMN
10	LEE BRICE	One Of Them Girls	Curb
11	BRETT YOUNG	Lady	BMLG
12	SCOTTY MCCREERY	You Time	Triple Tigers
13	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek/Warner
14	LUKE BRYAN	Waves	Capitol Nashville
15	DAN + SHAY	Glad You Exist	Warner/WAR
16	LAINEY WILSON	Things A Man Oughta Know	Broken Bow
17	DIERKS BENTLEY	Gone	Capitol Nashville
18	JUSTIN MOORE	We Didn't Have Much	Valory
19	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
20	GABBY BARRETT	The Good Ones	Warner/WAR
21	LUKE COMBS	Better Together	River House/Columbia Nash
22	NIKO MOON	Good Time	RCA Nashville
23	ELVIE SHANE	My Boy	Wheelhouse
24	SAM HUNT	Breaking Up Was Easy In The...	MCA Nashville
25	LUKE BRYAN	Down To One	Capitol Nashville
26	LUKE BRYAN	One Margarita	Capitol Nashville
27	BLAKE SHELTON	Happy Anywhere f/Gwen Stefani	Warner/WMN-Interscope
28	JAKE OWEN	Made For You	Big Loud
29	LUKE COMBS	Lovin' On You	River House/Columbia Nash
30	GABBY BARRETT	I Hope f/Charlie Puth	Warner/WAR



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
HOTZONE	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
HOTZONE	THOMAS RHETT	Slow Down Summer	Valory
HOTZONE	DYLAN SCOTT	New Truck	Curb
HOTZONE	CHASE RICE	If I Were Rock & Roll	Dack Janiels/Broken Bow
HOTZONE	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
HOTZONE	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville
HOTZONE	FRANK RAY	Country'd Look Good On You	Stoney Creek
HOTZONE	JUSTIN MOORE	With A Woman You Love	Valory
HOTZONE	CHRIS JANSON	Bye Mom	Warner/WAR
HOTZONE	CODY JINKS	Like A Hurricane	Late August Records
HOTZONE	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
HOTZONE	SCOTTY MCCREERY	Damn Strait	Triple Tigers

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	BLAKE SHELTON	Come Back As A Country Boy	Warner/WMN
DEVELOPING	HARDY	Give Heaven Some Hell	Big Loud
DEVELOPING	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville
DEVELOPING	LUKE BRYAN	Up	Capitol Nashville
DEVELOPING	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
DEVELOPING	LAUREN ALAINA	Getting Over Him w/Jon Pardi	Mercury Nashville
DEVELOPING	DAN + SHAY	Steal My Love	Warner/WAR
DEVELOPING	CHRIS LANE	Fill Them Boots	Big Loud
DEVELOPING	KANE BROWN	One Mississippi	RCA Nashville
DEVELOPING	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
DEVELOPING	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent
DEVELOPING	ERIC CHURCH	Heart On Fire	EMI Nashville
DEVELOPING	RUSSELL DICKERSON	Home Sweet	Triple Tigers
DEVELOPING	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
DEVELOPING	SAM HUNT	23	MCA Nashville
DEVELOPING	KEITH URBAN	Wild Hearts	Capitol Nashville
DEVELOPING	TIM MCGRAW	7500 OBO	Big Machine
DEVELOPING	TENILLE ARTS	Back Then, Right Now	19th & Grand
DEVELOPING	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
DEVELOPING	CALLISTA CLARK	It's 'Cause I Am	Big Machine
DEVELOPING	JAKE OWEN	Best Thing Since Backroads	Big Loud
DEVELOPING	NATE BARNES	You Ain't Pretty	Quartz Hill
DEVELOPING	CAROLINE JONES	Come In (But Don't Make...)	True To The Song/Mailboat
DEVELOPING	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
DEVELOPING	DARIUS RUCKER	My Masterpiece	Capitol Nashville

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NATALIE GRANT

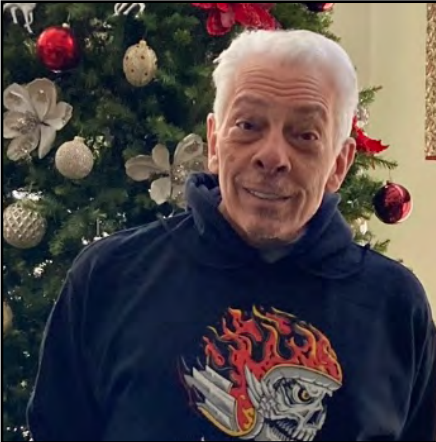


BEST CONTEMPORARY CHRISTIAN MUSIC ALBUM

no stranger

PRODUCED BY BERNIE HERMS





MIKE

McVAY

INTEL

CURRENT POSITION:

PRESIDENT
McVAY MEDIA CONSULTING

We've hit the date that many stations go "All Holiday Music", particularly AC, Hot AC and Country. Who benefits more: Sales or programming?

Depending on the format... Programming wins. There is added value in being able to sell specific commercials around Christmas programming, but it clearly helps the ratings in adult contemporary stations and some classic hits stations. We've not seen the same success at country radio stations as we've seen in those other formats.

When "Levitating" and/or "Buy Dirt" are your best testing singles and they're replaced by "Wonderful ChristmasTime", what are the risks? Is there still a way to expose them?

I have a couple stations that have in the past gone 100% Christmas, that this year are only spiking in Christmas songs, because of the strength of today's currents. When you go 100% Christmas music... You are changing the format. The research I've seen shows you lose about 40% of the audience you have, they can gain 60% additional listeners during that period. What happens on December 26 is the hope that your old audience comes back... Hopefully.

Every year there is a new crop of Christmas "originals". Is there a safe balance of the new tracks as opposed to the standards?

The standards test better and are more attractive to the audience than there is for Christmas music, than new originals. However, there is an occasional new song that can become a classic. Taylor Swift's "Christmas Tree Farm" is one example. This year's Ed Sheeran & Elton John song is another.

You are known for your dapper attire. Do you have some special silk Christmas pajamas?

How about a holiday sweater?

I wish that I had a picture of me wearing my Neil Diamond holiday sweater. My fave though is the "Bad to the Bone" hoody from George Thorogood and his manager Adam Conde. Nothing says Christmas like George Thorogood.

You've gone all Holiday Music. A superstar drops a mega smash single. Do you break format and play it?

No. If it's a hit ... it will still be a hit in three weeks.

On the McVay gift buying list are an artist, a music label exec, a programmer, and a morning show host.

Who are they and what are you getting for them?

Buying a fresh shave for my friend Dan Smeyers of Dan + Shay... Steelers season tickets for John Esposito or Dodgers season tickets for Greg Marella... a desk organizer for Brian Philips (he makes my OCD flair-up), and a universal golf pass for Scott Shannon.

MONDAY MORNING INTEL

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	ADELE	Easy On Me	Columbia	PLAY VIDEO ▶
2	TAYLOR SWIFT	I Bet You Think About Me	Republic/MCA Nashville	PLAY VIDEO ▶
3	LUKE COMBS	Doin' This	River House/Columbia Nash	PLAY VIDEO ▶
4	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville	PLAY VIDEO ▶
5	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic	PLAY VIDEO ▶
6	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville	PLAY VIDEO ▶
7	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville	PLAY VIDEO ▶
8	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville	PLAY VIDEO ▶
9	LUKE COMBS	Cold As You	River House/Columbia Nash	PLAY VIDEO ▶
10	AARON LEWIS	Am I The Only One	Valory	PLAY VIDEO ▶
11	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN	PLAY VIDEO ▶
12	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN	PLAY VIDEO ▶
13	KAMERON MARLOWE	Giving You Up	Columbia Nashville	PLAY VIDEO ▶
14	BLAKE SHELTON	Come Back As A Country Boy	Warner/WMN	PLAY VIDEO ▶
15	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow	PLAY VIDEO ▶
16	KANE BROWN	One Mississippi	RCA Nashville	PLAY VIDEO ▶
17	MICHAEL RAY	Whiskey And Rain	Warner/WEA	PLAY VIDEO ▶
18	KENNY CHESNEY	Knowing You	Blue Chair/Warner/WEA	PLAY VIDEO ▶
19	RUSSELL DICKERSON	Home Sweet	Triple Tigers	PLAY VIDEO ▶
20	HARDY	Give Heaven Some Hell	Big Loud	PLAY VIDEO ▶
21	WALKER HAYES	AA	Monument	PLAY VIDEO ▶
22	JON PARDI	Tequila Little Time	Capitol Nashville	PLAY VIDEO ▶
23	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR	PLAY VIDEO ▶
24	PRISCILLA BLOCK	Just About Over You	Mercury Nashville/InDent	PLAY VIDEO ▶
25	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment	PLAY VIDEO ▶
26	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville	PLAY VIDEO ▶
27	ERIC CHURCH	Heart On Fire	EMI Nashville	PLAY VIDEO ▶
28	MITCHELL TENPENNY	Truth About You	Riser House/Columbia	PLAY VIDEO ▶
29	SAM HUNT	23	MCA Nashville	PLAY VIDEO ▶
30	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR	PLAY VIDEO ▶
31	DYLAN SCOTT	New Truck	Curb	PLAY VIDEO ▶
32	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol	PLAY VIDEO ▶
33	CHRIS JANSON	Bye Mom	Warner/WAR	PLAY VIDEO ▶
34	TIM MCGRAW	7500 OBO	Big Machine	PLAY VIDEO ▶
35	DAN + SHAY	Steal My Love	Warner/WAR	PLAY VIDEO ▶
36	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville	PLAY VIDEO ▶
37	SCOTTY MCCREERY	Damn Strait	Triple Tigers	PLAY VIDEO ▶
38	GABBY BARRETT	Footprints On The Moon	Warner/WAR	PLAY VIDEO ▶
39	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville	PLAY VIDEO ▶
40	THOMAS RHETT	Slow Down Summer	Valory	PLAY VIDEO ▶
41	PARMALEE	Take My Name	Stoney Creek	PLAY VIDEO ▶
42	MORGAN WADE	Wilder Days	Arista Nashville	PLAY VIDEO ▶
43	CALLISTA CLARK	It's 'Cause I Am	Big Machine	PLAY VIDEO ▶
44	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville	PLAY VIDEO ▶
45	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek	PLAY VIDEO ▶
46	KEITH URBAN	Wild Hearts	Capitol Nashville	PLAY VIDEO ▶
47	LAUREN ALAINA	Getting Over Him w/Jon Pardi	Mercury Nashville	PLAY VIDEO ▶
48	JAKE OWEN	Best Thing Since Backroads	Big Loud	PLAY VIDEO ▶
49	LUKE BRYAN	Up	Capitol Nashville	PLAY VIDEO ▶
50	JUSTIN MOORE	With A Woman You Love	Valory	PLAY VIDEO ▶

DON'T JUDGE A SONG BY ITS TITLE

ON YOUR DESK NOW

ROD + ROSE

*Mary Had A
Little Lamb*

A SHOW-STOPPING 2:48 VERSION OF THE CHRISTMAS STORY

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	BROWN BAND, ZAC	Same Boat	9	2	3	1
2	HAYES, WALKER	Fancy Like	1	3	2	3
3	CHESNEY, KENNY	Knowing You	14	1	1	6
4	LYNCH, DUSTIN FEAT. MACKENZIE PORTER	Thinking 'Bout You	11	4	7	10
5	BALLERINI, KELSEA FEAT. KENNY CHESNEY	Half Of My Hometown	7	10	5	13
6	RAY, MICHAEL	Whiskey And Rain	18	8	4	11
7	ALLEN, JIMMIE & BRAD PAISLEY	Freedom Was A Highway	4	26	23	2
8	HUNT, SAM	23	5	15	18	7
9	HURD, RYAN & MAREN MORRIS	Chasing After You	32	7	8	4
10	BROWN, KANE	One Mississippi	17	13	6	12
11	DAN + SHAY	Steal My Love	6	27	13	5
12	COMBS, LUKE	Cold As You	19	5	10	24
13	BLOCK, PRISCILLA	Just About Over You	2	20	20	17
14	CLARK, CALLISTA	It's 'Cause I Am	3	14	26	16
15	WALLEN, MORGAN	Sand In My Boots	30	11	9	8
16	MOORE, JUSTIN	With A Woman You Love	10	16	17	20
17	KING, ELLE & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go Home)	15	17	11	22
18	PARDI, JON	Tequila Little Time	8	9	32	26
19	OLD DOMINION	I Was On A Boat That Day	13	25	14	15
20	STAPLETON, CHRIS	You Should Probably Leave	40	6	21	9
21	JOHNSON, CODY	Til You Can't	25	21	12	25
22	RUCKER, DARIUS	My Masterpiece	34	18	24	14
23	MCCOLLUM, PARKER	To Be Loved By You	22	12	29	28
24	OWEN, JAKE	Best Thing Since Backroads	16	30	30	21
25	BENTLEY, DIERKS FEAT. BRELAND & HARDY	Beers On Me	31	23	27	29
26	DICKERSON, RUSSELL	Home Sweet	20	28	25	37
27	SHELTON, BLAKE	Come Back As A Country Boy	23	22	37	32
28	HARDY	Give Heaven Some Hell	27	31	35	19
29	BARNES, NATE	You Ain't Pretty	47	24	31	18
30	PEARCE, CARLY & ASHLEY MCBRYDE	Never Wanted To Be That Girl	28	29	19	44
31	URBAN, KEITH	Wild Hearts	12	19	42	41
32	ALAINA, LAUREN FEAT. JON PARDI	Getting Over Him	33	35	22	34
33	DAVIS, JORDAN FEAT. LUKE BRYAN	Buy Dirt	29	36	38	23
34	MCCREERY, SCOTTY	Damn Strait	48	39	15	27
35	SCOTT, DYLAN	New Truck	42	34	28	39
36	LAMBERT, MIRANDA	If I Was A Cowboy	24	41	39	31
37	SWINDELL, COLE & LAINEY WILSON	Never Say Never	26	37	33	46
38	JANSON, CHRIS	Bye Mom	44	33	16	48
39	BROTHERS OSBORNE	I'm Not For Everyone	21	42	41	33
40	RAY, FRANK	Country'd Look Good On You	37	32	46	40
41	CHURCH, ERIC	Heart On Fire	36	43	44	30
42	SMITH, CAITLYN FEAT. OLD DOMINION	I Can't	38	44	40	42
43	BRYAN, LUKE	Up	35	38	48	36
44	MCGRAW, TIM	7500 OBO	41	40	45	35
45	ARTS, TENILLE	Back Then, Right Now	39	46	36	45
46	RHETT, THOMAS	Slow Down Summer	45	47	43	38
47	KEITH, TOBY	Old School	43	45	49	43
48	SWIFT, TAYLOR FEAT. CHRIS STAPLETON	I Bet You Think About Me	49	48	34	49
49	JONES, CAROLINE	Come In (But Don't...)	46	50	47	47
50	RICE, CHASE	If I Were Rock & Roll	50	49	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	KACEY MUSGRAVES	justified	MCA Nashville/Interscope
2	CRAIG CAMPBELL	Never Mine	Grindstone
3	CHRIS STAPLETON	Nashville, TN	Mercury Nashville
4	BRETT YOUNG	Not Yet	BMLG
5	GABBY BARRETT & CARLY PEARCE	Sleigh Ride	---
6	GEORGE NAVARRO	Like You Do	---
7	LUKE COMBS	South On Ya	River House/Columbia Nash
8	AARON WATSON	Crash Landing	BIG Label
9	DAN + SHAY	Officially Christmas	Warner/WAR
10	CURTIS GRIMES	Noah Built A Boat	Lonely River
11	LOCASH	Beach Boys	Wheelhouse
12	CONNER SMITH	I Hate Alabama	Valory
13	RANDY ROGERS & WADE BOWEN	Rhinestoned	Lil' Buddy Toons
14	MADISON STATION	Shoes Under My Bed	Yellow Hammer Music Group
15	FLORIDA GEORGIA LINE	Eyes Closed	BMLG
16	CARRIE UNDERWOOD	Stretchy Pants	Capitol Nashville
17	WALKER HAYES	U Gurl	Monument
18	KELLY CLARKSON	Glow w/Chris Stapleton	Atlantic
19	CODY JINKS	All It Cost Me Was Everything	Late August Records
20	AARON GOODVIN	Lonely Drum	Reviver
21	CLAY WALKER	Catching Up With An Ol' Memory	Show Dog Nashville
22	TYLER RICH	Better Than You're Used To	Valory
23	MIKE RYAN	Jacket On	Rock & Soul
24	DANIELLE BRADBERRY	Stop Draggin' Your Boots	Big Machine
25	CREED FISHER	People Like Me	Fishdog Records
26	MORGAN WALLEN	Somebody's Problem	Big Loud/Republic
27	SPENCER CRANDALL	My Person	---
28	GABBY BARRETT	Pick Me Up	Warner/WAR
29	SARAH HOBBS	Black Bayou	Cielo Azul Entertainment
30	OLD DOMINION	All I Know About Girls	Arista Nashville
31	DAVID ADAM BYRNES	Too Much Texas	Reviver
32	BRANTLEY GILBERT	Gone But Not Forgotten	Valory
33	KELSEA BALLERINI & LANY	I Quit Drinking	BR/The Orchard-Interscope
34	HUNTER THOMAS	Go For A Drive	Thirty Tigers
35	JOSH TURNER	King Size Manger	MCA Nashville
36	BRETT ELDREDGE	Mr. Christmas	Warner/WMN
37	JASON ALDEAN	Heaven	Macon Music/Broken Bow
38	BRETT ELDREDGE	It's The Most Wonderful Time..	Warner/WMN
39	SPENCER CRANDALL	Made	---
40	SHY CARTER F/SWINDELL, MURPHY	Beer With My Friends	Warner/WAR
41	GEORGE BIRGE	Mind On You	RECORDS Nashville
42	KANE BROWN X BLACKBEAR	Memory	Sony Music Nashville/RCA
43	DARRIN MORRIS BAND	She's Gonna Leave A Mark	---
44	RANDY ROGERS BAND	Picture Frames	TommyJacksn/Thirty Tigers
45	CARRIE UNDERWOOD	Favorite Time Of Year	Capitol Nashville
46	PISTOL ANNIES	Hell Of A Holiday	RCA Nashville
47	JORDAN FLETCHER	Rather Be Broke	Triple Tigers
48	FILMORE	Who Cares	Curb
49	ALAN JACKSON	You'll Always Be My Baby	EMI Nashville
50	IAN MUNSICK	Long Haul	Warner/WEA

RANDY TRAVIS & DREW PARKER

"THERE'S A NEW KID IN TOWN"

**CMT**

It's an early Christmas treat to find unreleased Randy Travis music in your stocking! There are plenty of gifts under this video tree, like a holiday tour inside Casa Travis and a magnificent duet with Georgia-boy Drew Parker. Blessings galore are here with seeing Randy as he recovers from his 2013 stroke and his dedication to helping new artists. Click here:



26 EARLY ADDS IN ALREADY! - ADDED AT ((SiriusXM)) VELVET CHANNEL



THE NEW SINGLE FROM
RUTHIE COLLINS

hypocrite
IMPACTING 1/10

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OPRY
DEBUT

DECEMBER 3, 2021

Check out these videos hand-picked by our staff!



MACKENZIE PORTER - "COMING SOON TO A BAR NEAR YOU"

MMI has placed our bets on Canadian Mackenzie Porter as the next new guard to achieve Country Superstardom. Besides television, films, and stage, she's achieved massive hit singles for our neighbors to the North and headlines sold out venues. Her mantlepiece has plenty of metal awards to hang her holiday stockings as well. To see Mackenzie tell the story of a bar-full of broken hearts, click here:



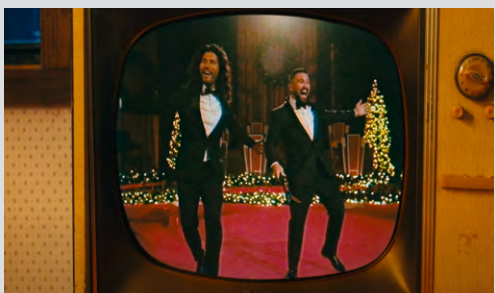
NASHVILLAINS - "CHRISTMAS IN A BOTTLE"

Super talented and edgy, the big buzz heavy band Nashvillains serve up a tall drink of the other side of holiday cheer. The same group that delivered the head turning video (and track) "There To Catch Me" now presents a beautiful and dark song called "Christmas In A Bottle". Nashvillains (no 'The,' you know like 'Eagles') are a trio of extremely accomplished singer songwriters with a long resume of film, TV and songwriting credits. So for a look at the other side of the holidays, fill you glass with some of this and click here:



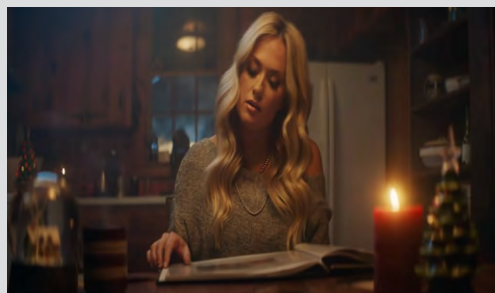
TYLER BRADEN - "TRY LOSING ONE"

Tyler Braden brought his pure southern country sound to Nashville with a heavy dose of pop/rock sensibilities. The big-voiced Bama boy paid his dues schlepping amps and did his time in rock cover bands and honing his performance skills. He also did his time as a real life first responder fire fighter. No, really. "Try Using One" sounds like a bonafided radio smash. Really. Just listen. Then listen again. Its infectious, dramatic, moving and awesome. Click here:



DAN + SHAY - "OFFICIALLY CHRISTMAS"

Dan + Shay officially get all dolled up in the official kick-off video to the holiday season. The electrifying elves invade an official mid-modern living room and TV setting to bring out their best in "Officially Christmas". Put on your jammies, grab some hot chocolate, hit the comfy couch and click here:



MITCHELL TENPENNY, MEGHAN PATRICK - "I HOPE IT SNOWS"

Megan Patrick is a bright shining star in Canada. The Ontario native singer-songwriter made a name for herself in the Country trio "The Stone Sparrows" before flying out of the nest and launching a solid solo career. Mitchell Tenpenny had more reasons than her talent to record this sweet reflective southern style duet with Patrick as they're engaged to be married! Happy Holidays and 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
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MONDAY MORNING INTEL

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NOT IN MY BOWL**

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