

MONDAY
MORNING
INTEL

Y E A R I N R E V I E W

BACK TO LOOKING FORWARD

Country Edition

NASHVILLE
APPROVED

DECEMBER 20, 2021

THIS YEAR'S BEST OF THE BEST AS PER MMI

ARTIST

TITLE

LABEL

LUKE COMBS
 RYAN HURD W/MAREN MORRIS
 LUKE BRYAN
 CHRIS YOUNG & KANE BROWN
 WALKER HAYES
 LUKE COMBS
 NIKO MOON
 JASON ALDEAN/CARRIE UNDERWOOD
 JAKE OWEN
 GABBY BARRETT
 LAINEY WILSON
 DUSTIN LYNCH
 LUKE BRYAN

BETTER TOGETHER
 CHASING AFTER YOU
 DOWN TO ONE
 FAMOUS FRIENDS
 FANCY LIKE
 FOREVER AFTER ALL
 GOOD TIME
 IF I DIDN'T LOVE YOU
 MADE FOR YOU
 THE GOOD ONES
 THINGS A MAN OUGHTA KNOW
 THINKING 'BOUT YOU F/M. PORTER
 WAVES

RIVER HOUSE/COLUMBIA NASH
 ARISTA NASHVILLE
 CAPITOL NASHVILLE
 RCA NASHVILLE
 MONUMENT/RCA
 RIVER HOUSE/COLUMBIA NASH
 RCA NASHVILLE
 MACON/BROKEN BOW/CAPITOL
 BIG LOUD
 WARNER/WAR
 BROKEN BOW
 BROKEN BOW
 CAPITOL NASHVILLE

SAM HUNT
 JAMESON RODGERS
 DAN + SHAY
 PARKER MCCOLLUM
 MORGAN WALLEN
 COLE SWINDELL
 CHRIS STAPLETON
 THOMAS RHETT
 JASON ALDEAN
 LUKE COMBS
 ERIC CHURCH
 DAN + SHAY
 BRETT YOUNG
 JORDAN DAVIS
 DIERKS BENTLEY
 KELSEA BALLERINI
 LEE BRICE
 ELVIE SHANE
 MIRANDA LAMBERT
 MICHAEL RAY
 CHRIS STAPLETON
 DARIUS RUCKER
 FLORIDA GEORGIA LINE
 CHASE RICE F/F.G.L.
 OLD DOMINION
 PARMALEE
 BLAKE SHELTON
 KEITH URBAN WITH P!NK
 CHRIS LANE
 THOMAS RHETT
 KENNY CHESNEY
 DUSTIN LYNCH
 LADY A
 NELLY & FLORIDA GEORGIA LINE
 KANE BROWN
 SCOTTY MCCREERY
 CODY JOHNSON
 ELLE KING & MIRANDA LAMBERT
 ADELE
 TAYLOR SWIFT
 DYLAN SCOTT

Breaking Up Was Easy In The...
 Cold Beer Calling...f/L. Combs
 Glad You Exist
 Pretty Heart
 Sand In My Boots
 Single Saturday Night
 Starting Over
 What's Your Country Song
 Blame It On You
 Cold As You
 Hell Of A View
 I Should Probably Go To Bed
 Lady
 Buy Dirt f/Luke Bryan
 Gone
 Hole In The Bottle
 Memory I Don't Mess With
 My Boy
 Settling Down
 Whiskey And Rain
 You Should Probably Leave
 Beers And Sunshine
 Long Live
 Drinkin' Beer Talkin' God Amen
 I Was On A Boat That Day
 Just The Way f/Blanco Brown
 Minimum Wage
 One Too Many
 Big, Big Plans
 Country Again
 Knowing You
 Momma's House
 Champagne Night
 Lil Bit
 One Mississippi
 You Time
 Til You Can't
 Drunk (And I Don't Wanna Go..)
 Easy On Me
 I Bet You Think About Me
 Nobody

MCA Nashville
 River House/Columbia Nash
 Warner/WAR
 MCA Nashville
 Big Loud/Republic
 Warner/WMN
 Mercury Nashville
 Valory
 Macon Music/Broken Bow
 River House/Columbia Nash
 EMI Nashville
 Warner/WAR
 BMLG
 MCA Nashville
 Capitol Nashville
 Black River Entertainment
 Curb
 Wheelhouse
 RCA Nashville
 Warner/WEA
 Mercury Nashville
 Capitol Nashville
 BMLG
 Dack Janiels/BBR-BMLG
 Arista Nashville
 Stoney Creek
 Warner/WMN
 RCA/Capitol Nashville
 Big Loud
 Valory
 Blue Chair/Warner/WEA
 Broken Bow
 BMLG
 BMLGR/RECORDS/Columbia
 RCA Nashville
 Triple Tigers
 CoJo/Warner/WMN
 RCA/Columbia Nashville
 Columbia
 Republic/MCA Nashville
 Curb

WE'RE VERY GRATEFUL FOR YOU...

All the best this
Holiday Season

Rich, Steve, Skip, Butch, Rick, Alissa, George, Trent,
Kate, Kylee, Charlie, Monkey Dog and Heidi Dog

MONDAY
MORNING
INTEL

AIRPLAY
INTEL
3.0



FIRST CALL

COUNTRY CALLOUT

12.20.21

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	5	1	4	3
2	CHESNEY, KENNY	KNOWING YOU	6	2	1	1
3	LYNCH, DUSTIN FEAT. MACKENZIE PORTER	THINKING 'BOUT YOU	1	3	2	11
4	MCCOLLUM, PARKER	TO BE LOVED BY YOU	13	8	16	4
5	BALLERINI, KELSEA FEAT. KENNY CHESNEY	HALF OF MY HOMETOWN	12	5	6	18
6	RAY, MICHAEL	WHISKEY AND RAIN	9	11	9	9
7	WALLEN, MORGAN	SAND IN MY BOOTS	10	24	3	7
8	PARDI, JON	TEQUILA LITTLE TIME	2	10	23	10
9	ADELE FEAT. CHRIS STAPLETON	EASY ON ME	14	6	8	13
10	JOHNSON, CODY	TIL YOU CAN'T	33	15	14	6
11	HUNT, SAM	23	26	17	7	26
12	STAPLETON, CHRIS	YOU SHOULD PROBABLY LEAVE	41	4	12	20
13	BENTLEY, DIERKS FEAT. BRELAND & HARDY	BEERS ON ME	15	9	31	16
14	BROWN, KANE	ONE MISSISSIPPI	21	21	30	2
15	DAN + SHAY	STEAL MY LOVE	4	23	22	24
16	COMBS, LUKE	COLD AS YOU	19	12	11	34
17	BLOCK, PRISCILLA	JUST ABOUT OVER YOU	17	20	21	8
18	KING, ELLE & MIRANDA LAMBERT	DRUNK (AND I DON'T WANNA GO HOME)	7	22	27	12
19	MOORE, JUSTIN	WITH A WOMAN YOU LOVE	32	7	17	28
20	OWEN, JAKE	BEST THING SINCE BACKROADS	16	18	13	32
21	ALLEN, JIMMIE & BRAD PAISLEY	FREEDOM WAS A HIGHWAY	11	28	20	19
22	DICKERSON, RUSSELL	HOME SWEET	20	13	28	27
23	CLARK, CALLISTA	IT'S 'CAUSE I AM	8	25	40	5
24	PARKER, DREW	WHILE YOU'RE GONE	27	41	5	15
25	DAVIS, JORDAN FEAT. LUKE BRYAN	BUY DIRT	35	31	10	23
26	SHELTON, BLAKE	COME BACK AS A COUNTRY BOY	25	14	29	40
27	HARDY	GIVE HEAVEN SOME HELL	30	19	25	35
28	SCOTT, DYLAN	NEW TRUCK	24	29	15	44
29	ALAINA, LAUREN FEAT. JON PARDI	GETTING OVER HIM	38	35	19	17
30	YOUNG, CHRIS FEAT. MITCHELL TENPENNY	AT THE END OF A BAR	3	36	33	43
31	URBAN, KEITH	WILD HEARTS	28	16	36	42
32	BARNES, NATE	YOU AIN'T PRETTY	46	27	26	21
33	MCCREERY, SCOTTY	DAMN STRAIT	34	33	18	30
34	JANSON, CHRIS	BYE MOM	37	30	24	33
35	SWINDELL, COLE & LAINEY WILSON	NEVER SAY NEVER	22	26	34	47
36	PEARCE, CARLY & ASHLEY MCBRYDE	NEVER WANTED TO BE THAT GIRL	29	32	39	38
37	MCGRAW, TIM	7500 OBO	39	38	35	31
38	LAMBERT, MIRANDA	IF I WAS A COWBOY	36	42	38	22
39	LANE, CHRIS	FILL THEM BOOTS	18	46	47	14
40	RHETT, THOMAS	SLOW DOWN SUMMER	40	40	45	25
41	BROTHERS OSBORNE	I'M NOT FOR EVERYONE	23	44	46	29
42	CHURCH, ERIC	HEART ON FIRE	44	37	41	36
43	BRYAN, LUKE	UP	50	39	32	39
44	RAY, FRANK	COUNTRY'D LOOK GOOD ON YOU	43	34	44	45
45	KEITH, TOBY	OLD SCHOOL	31	43	48	37
46	SWIFT, TAYLOR FEAT. CHRIS STAPLETON	I BET YOU THINK ABOUT ME	47	45	43	41
47	ARTS, TENILLE	BACK THEN, RIGHT NOW	42	49	42	46
48	MIDLAND	SUNRISE TELLS THE STORY	49	48	37	48
49	JONES, CAROLINE	COME IN (BUT DON'T...)	48	47	49	49
50	RICE, CHASE	IF I WERE ROCK & ROLL	45	50	50	50

THE HIGHEST TESTING SONGS OF THE YEAR

NUMBER ONES

COMBS, LUKE
BETTER TOGETHER

LANE, CHRIS
BIG, BIG PLANS

BRYAN, LUKE
DOWN TO ONE

YOUNG, CHRIS & KANE BROWN
FAMOUS FRIENDS

HAYES, WALKER
FANCY LIKE

COMBS, LUKE
FOREVER AFTER ALL

DAN + SHAY
GLAD YOU EXIST

ALDEAN, JASON & CARRIE UNDERWOOD
IF I DIDN'T LOVE YOU

PARMALEE & BLANCO BROWN
JUST THE WAY

YOUNG, BRETT
LADY

FLORIDA GEORGIA LINE
LONG LIVE

BROWN BAND, ZAC
SAME BOAT

BRYAN, LUKE
WAVES

THE BEST OF THE REST

ARTIST	TITLE	ARTIST	TITLE
RUCKER, DARIUS	Beers And Sunshine	RAY, MICHAEL	Whiskey And Rain
HUNT, SAM	Breaking Up Was Easy In The 90'S	PARDI, JON	Ain't Always The Cowboy
RODGERS, JAMESON FEAT. LUKE COMBS	Cold Beer Calling My Name	ALDEAN, JASON	Blame It On You
RICE, CHASE FEAT. FLORIDA GEORGIA LINE	Drinkin' Beer. Talkin' God. Amen.	JOHNSON, CODY FEAT. REBA MCENTIRE	Dear Rodeo
BENTLEY, DIERKS	Gone	KING, ELLE & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go Home)
CHESNEY, KENNY	Knowing You	DAN + SHAY	I Should Probably Go To Bed
SHANE, ELVIE	My Boy	HUNT, SAM	23
DAN + SHAY	Steal My Love	COMBS, LUKE	Cold As You
MCCREERY, SCOTTY	You Time	RHETT, THOMAS	Country Again
SCOTT, DYLAN	Nobody	ALLEN, JIMMIE & BRAD PAISLEY	Freedom Was A Highway
WILSON, LAINEY	Things A Man Oughta Know	BRICE, LEE	Memory I Don't Mess With
LYNCH, DUSTIN FEAT. MACKENZIE PORTER	Thinking 'Bout You	MCCOLLUM, PARKER	Pretty Heart
RHETT, THOMAS	What's Your Country Song	RASCAL FLATTS	How They Remember You
BALLERINI, KELSEA FEAT. KENNY CHESNEY	Half Of My Hometown	OLD DOMINION	I Was On A Boat That Day
CHESNEY, KENNY	Happy Does	LYNCH, DUSTIN	Momma's House
OWEN, JAKE	Made For You	WALLEN, MORGAN	Sand In My Boots
SWINDELL, COLE	Single Saturday Night	ARTS, TENILLE	Somebody Like That
BARRETT, GABBY	The Good Ones	MOORE, JUSTIN	With A Woman You Love
MOORE, JUSTIN	We Didn't Have Much	STAPLETON, CHRIS	You Should Probably Leave
HURD, RYAN & MAREN MORRIS	Chasing After You	BROWN, KANE	One Mississippi
MOON, NIKO	Good Time	URBAN, KEITH + PINK	One Too Many

**THANK YOU FOR AN
AMAZING YEAR AND FOR
MAKING BIG LOUD
A TOP 5 LABEL IN**

2021

**WE LOOK FORWARD TO
SEEING EVERYONE OUT
ON THE ROAD IN 2022!**

**BIG LOUD BIG LOUD BIG LOUD BIG LOUD BIG LOUD
BIG LOUD BIG LOUD BIG LOUD BIG LOUD BIG LOUD**

MMI-BREAKING MUSIC

TOP INDUSTRY EXECUTIVES IDENTIFYING TRACKS ON THE MOVE



MICHAEL RAY has really kicked in research-wise the past couple weeks!!

MARCI BRAUN

Regional Brand Manager - Central
Audacy
WUSN Chicago

Early reaction to **WALKER HAYES** "AA" has been very encouraging. Lightning could strike twice for him!

MOJOE ROBERTS

Program Director
KWNR-95.5 The Bull



We were so blown away by **CODY JOHNSON** "'Til You Can't" that we added it immediately when the album dropped in October. Our listeners feel the same way. We've seen consistent growth in testing and market sales. Cody Johnson is a special artist...and this song drives it home. Look out in 2022. The rest of the country is about to find out what Texas figured out about CoJo a long time ago.

NIKKI THOMAS

WXBQ

FOR YOUR GRAMMY® CONSIDERATION

NATALIE GRANT



BEST CONTEMPORARY CHRISTIAN MUSIC ALBUM

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INDUSTRY LEADERS LOOKING BACK



Terrestrial Radio is Changing. What differences do you visualize for the Country format in the next say, 5 years?

I think radio will come to represent a convergence of different media. Your iPhone is the perfect example. The utility of a phone is now married to the convenience of a navigation system, a camera, a personal assistant, etc. The word "phone" now represents many things. Similarly, "radio" will come to represent far more than it currently does. Radio will come better adept at extending its reach through digital and visual integration. But that said, it will forever be known as 'radio.'

Blair Garner

The Mulehouse. Columbia, TN



If you could have dinner at any restaurant in the world with any person (other than immediate family) who and where would that be and what would you discuss?

I would sit with James Joyce in 1920 at The Duke. A pub on Grafton Street in Dublin. I ask him about life there and ask him to take me past my great grandparents' house in Clontarf and look in on my Grandpa as a young boy. We'd talk about writing and capturing the world around us. We'd smoke a pipe, drink a proper Guinness and I'd listen to him talk. Just before we part, I would say, "Dude, NOBODY understands 'Ulysses'". Then he'd call me a "Gobshite" and we would laugh and laugh.

Mark Razz

WXTU



General programming philosophy?

Always remember to have "showmanship" come across in your product. No matter what market you work in, it's always "Hollywood". And NEVER be afraid to take chances on new artists/music. In fact, look forward to creating opportunities to break new artists/music.

Johnny Chiang

KKBQ Cox Media Group



Country and Top40 seem to basically research the same demos: Females 18-24 and Females 25-54. And even though Country has opened the door a bit, there is a pretty wide gap in the number of female artists on the charts. Why is that?

I've always felt the same way: there are so many great female artists in country and frankly my favorite artists from Country. I've seen Carrie Underwood remain one of the top Q score artists in Country, but that's not always been the case with men. Well with country you know you're looking at a much more traditional audience. That's much more conservative than other formats and sadly many female artists

have struggled with airplay and becoming hits at Country. The good news is that we've seen more hits by women than in previous years, and Maren Morris, Gabby Barrett, Carly Pearce, Maddy & Tae and Miranda Lambert all have had big Country hits in the past year. So guys... give the girls a chance!

Guy Zapoleon

Zapoleon Media Consulting



Your all-time favorite artist ever (living or ah, not currently breathing) is coming to your house tonight for dinner. Who is your dinner date and what are you making for dinner? P.S. No cheating. You have to be able to make it!

I'll do one better and CATCH dinner myself! I love going out to the San Juan Islands and catching Dungeness crab. Steaming them up on the beach and hanging out with Paul Heaton from The Beautiful South would be hysterical. I don't think he'd enjoy the campfire dinner but might like the conversation!

Bev Rainey

KRST Albuquerque



In many markets, the top streaming numbers are vastly different from terrestrial radio's power rotations. Why is that?

Streaming numbers provide some valuable data points, and we all love data. That being said, comparing radio airplay to streaming numbers is not apples to apples. My wife is an ICU Nurse, so pardon the medical analogy, but that would almost be like comparing a very specialized surgeon to a primary care physician. Surgeons (streaming, in this analogy) are really good at treating or providing one thing, but primary care doctors provide a much broader spectrum of care on a regular basis and primarily serve the people of their community, like radio.

Justin Cole

Audacy, Chattanooga



Detroit has seen some real ups and downs in the last ten years. The city is prospering again. Does the sound and personality of the WYCD fluctuate with what's going on with Detroit?

No matter what has gone on economically, Detroit has always been an industrious, resilient, gritty, and prideful city. WYCD reflects that blue collar attitude and soul due in part to a majority of the WYCD staff born and raised in the Detroit area. This includes Tim Roberts, our Program Director, who truly shapes the sound and personality of the station. If WYCD sounds like a hardworking bad ass who makes you laugh, would give you the shirt off their back, check in on your sick mom while you're out of town and then have some beers with you when you got back while cuddling a puppy, it's because that's who we are.

Holly Hutton

WYCD Detroit, Audacy, The Rob and Holly Show



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

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

Carolyn Gilbert

Owner/President, Nuwoodoo Media



You've had an amazing and diverse career. Who has influenced you both personally and professionally?

I was fortunate enough to have the perfect set of mentors when I started my career...Guy Zapoleon taught me everything about the science and research while Dave Robbins taught me about the art of "larger than life" marketing and competition. Over the years, I've had the privilege of working with Steve Rivers, Greg Strassell, Herndon Hasty, Eric Logan, Steve Kingston and more recently Bob Pittman, Rich Bressler, Tom Poleman, John Sykes, Brad Hardin, Marc Chase and Kevin LeGrett. But, all of the aforementioned professionals pale in comparison to my wife Patty, who has always been my #1 fan while keeping me grounded, being without question the greatest Mom who ever lived, raising millions of dollars for kids and families through her development work all while possessing this unmatched ability to light up every room she walks in.

Jon Zellner

President, Programming Operations, iHeartMedia



The house is on fire! Your 47 kids and your beautiful wife and pets are all safe outside. You can only grab one thing before you skee-daddle. What is it?

It's gotta be two or three, ok! Lol. I'm a big dude! I can carry 3 things! Lol! My collection of George Strait hair strands, (Don't ask..:) my Golden Girls FUNKO collection set, and a framed photo of me doing my first CT40 show at Bob Kingsley's studio in Texas, behind HIS microphone. I'll never forget it. He was definitely with me that day.

Fitz

CT40

A D E L E



EASY ON ME

(WITH CHRIS STAPLETON)

TESTING TOP 10 EVERYWHERE

MMI RESEARCH





SANTA CLAUS INTEL

CURRENT POSITION:

EXECUTIVE VP
HAPPINESS HOLIDAY
COMMUNICATIONS, INC

You're well aware that many radio stations begin spiking in Christmas music after Thanksgiving. Some stations actually go "all holiday" tracks. How does this effect you?

It's sort of like an alarm clock. It reminds me that I need to get my fat ass busy and tighten up my act. It also generates a steady flow of Christmas letters from labels asking for "more current slots. 11 I don't even know what that means. Otherwise, I dig it. "Last Christmas" by Wham is my jam.

The digital world has had a big effect on consumer discovery and listening habits. How do you see this effecting terrestrial radio?

Not into it. At all. It's all about antennas. They are my midnight ride GPS. No antennas, I'm screwed. I'd be flyin' all around like a moth banging my head into a lightbulb. When the DSPs figure out the importance of blinking red-lights then I'll upgrade to a premium subscription. Plus, I miss CDs. Those were so dang easy to wrap.

Who have been your broadcasting mentors?

Oh, don't put me on the spot. There are so many, and I'd hate to leave anyone off the nice list. I have to give a shout out to my homeboy Tom North Poleman, and anyone named Nick or Nicholas. There's about 150 of those cats at last count. Can't not mention Holly Hutton. Also, you know I love nutmeg, cinnamon, cloves on my cookies. So, I kinda dig that Cindy girl in Tampa.

In your gift-giving research, we know you're very big on marketplace data. Can you identify any consumer trends during the last year?

Yeah. Big ticket items: home studios. Quantity items: masks with logos. Can't make enough of 'em. Lots of liquor. More requests than usual for gummy bears in the stockings. And a real solid uptick in U-Haul gift certificates. I can't figure it out.

You've listed mentors. How about influential and favorite stations themselves?

Initially, I'd have to say KSCS and WSOC (my middle name is Ollie). Also, WCOS (I'm a little dyslexic), KZSN (shout out to my 150 Nicholas'). And an honorable mention to David Lee at WSLC (my middle name in college was "Lucky"). And, of course, any station with a tall antennae but we've been over all that.

Thanks for your time. We know you're busy. Can you leave us with one Christmas wish for the Radio and Music industries and the rest of the world?

Hell yes. Please start getting along. Cut the crap and start taking care of each other. Wear your masks with your logo, stop friggin' shooting each other, love thy neighbor no matter who they are, where they were born, who they voted for, the color of their skin, no matter who and how they love. And please check your tower lights. I'm Audi5000.



THE NEW SINGLE FROM
RUTHIE COLLINS
hypocrite

**IMPACTING 1/10
 30 EARLY ADDS IN!**

76 STATIONS ALREADY SPINNING

KATC, KATJ, KBRJ, KCGY, KDBL, KDES, KEAN, KFLY, KGNC
 KIZN, KJUG, KNFM, KSOP, KTEX, KUSB, KWYY, KXKS, KXLB
 KXLY, KYKX, KZIN, WBCT, WCAT, WCCQ, WCEN, WCKT, WCTQ
 WDN, WDXB, WFBE, WFLS, WFRE, WHWK, WIOV, WIVK, WJVC
 WKHK-F2, WKHK, WKML, WKRO, WMIM, WMZO, WOGT, WOTW
 WQYK, WRUF, WRWD, WSM WUSY, WVLK, WWFF, WYCT, WYNK
 WCTY, WOLF, WDGG, WPIG, WFRY, WRSF, WBYZ, WWOV, WFBE
 WTCM, WJVL, WYOT, KRRV, KIAI, KZKX, KKQQ, WIBW, KCLR
 KKOW, KFLG, KLLL, KRRG, KWFI

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STUDIO 2B=E

Put the Needle on the Record

Mix, Match and Flash

Shake Liberally

Take an Elderly Friend Dancing

Boogie With a Suitcase

Surprise Others and Yourself

Hug Maximus, Kiss Preponderant

Praise God Always

Dig it Deeply

Navigate Nowhere Near Negativity

Please Populate with The Positive

Immerse Yourself in an Ocean of Gratitude

Find Your Gift and Give it Away

Give it Away, Give it Away, Give it Away Now

Look Both Ways/Love What You See

HOLIDAY BLESSINGS & NEW YEAR MIRACLES!

SKIP, BUTCH, KYLEE, CHARLIE, STEVE, RICH, GEORGE, RICK