

MONDAY
MORNING
INTEL

RYAN GRIFFIN

*Salt, Lime
& Tequila*
IMPACTING NOW



MMI
PROFILE
NATE DEATON

Country Edition

**NASHVILLE
APPROVED**

MARCH 28, 2022

RYAN GRIFFIN

Salt, Lime & Tequila

IMPACTING NOW

COUNTRY RADIO
SUMMER ESSENTIALS:

SALT ✓

LIME ✓

TEQUILA ✓



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MONDAY MORNING INTEL

MARCH 28, 2022

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

GIVE
HEAVEN
SOME
HELL

HARDY

TOP 15



BEST THING SINCE BACKROADS

TOP 20



**FLOWER
SHOPS**
feat. Morgan Wallen

TOP 25

ERNEST

TOP 30
IN TWO WEEKS

BIG LUD



**MONDAY
MORNING
INTEL**

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

3.28.22

AIRPLAY

CODY JOHNSON "Til You Can't"

RETENTION

SAM HUNT "23"

CALLOUT

SAM HUNT "23"

AUDIO

WALKER HAYES "AA"

VIDEO

MORGAN WALLEN "Wasted On You"

SALES

CODY JOHNSON "Til You Can't"

COMPOSITE

SAM HUNT "23"

**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
4	1	1	20	19	15	1	SAM HUNT	23	MCA Nashville
1	49	5	2	2	1	2	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
3	48	2	13	3	5	3	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
7	46	3	6	11	3	4	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
9	43	15	3	5	6	5	LUKE COMBS	Doin' This	River House/Columbia
6	44	8	10	9	8	6	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
8	45	6	21	6	7	7	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
18	34	29	1	7	2	8	WALKER HAYES	AA	Monument
2	47	10	5	23	14	9	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
13	38	18	17	13	4	10	HARDY	Give Heaven Some Hell	Big Loud
15	37	22	11	10	10	11	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville
24	27	34	9	4	9	12	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
31	24	36	4	1	13	13	MORGAN WALLEN	Wasted On You	Big Loud/Republic
14	40	4	24	14	20	14	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
10	42	11	27	12	16	15	BLAKE SHELTON	Come Back As A Country Boy	Warner/WMN
22	36	9	19	16	17	16	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
5	41	19	16	20	18	17	ERIC CHURCH	Heart On Fire	EMI Nashville
12	39	14	8	30	21	18	THOMAS RHETT	Slow Down Summer	Valory Music Co
23	32	13	28	21	12	19	SCOTTY MCCREERY	Damn Strait	Triple Tigers
26	29	7	14	33	27	20	PARMALEE	Take My Name	Stoney Creek
25	23	17	31	31	11	21	DYLAN SCOTT	New Truck	Curb
20	30	27	7	27	32	22	MAREN MORRIS	Circles Around This Town	Columbia Nashville
16	33	24	33	25	23	23	TIM MCGRAW	7500 OBO	Big Machine
46	6	x	30	8	33	24	KAMERON MARLOWE	Giving You Up	Columbia Nashville
36	16	25	22	17	41	25	TAYLOR SWIFT	I Bet You Think About Me	Republic/MCA Nashville
45	7	x	15	26	38	26	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
21	28	20	26	36	35	27	RUSSELL DICKERSON	Home Sweet	Triple Tigers
43	20	23	18	35	26	28	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
19	26	28	38	32	25	29	LUKE BRYAN	Up	Capitol Nashville
42	8	39	12	42	22	30	GABBY BARRETT	Pick Me Up	Warner/WAR
44	9	x	42	18	24	31	BRETT YOUNG	You Didn't	BMLG
11	35	16	43	40	28	32	KEITH URBAN	Wild Hearts	Capitol Nashville
33	13	42	36	28	19	33	LEE BRICE	Soul	Curb
30	14	33	x	x	x	34	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
29	21	26	37	38	39	35	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
41	4	x	45	39	29	36	JIMMIE ALLEN	Down Home	Stoney Creek
34	10	41	23	37	43	37	MORGAN WADE	Wilder Days	Arista Nashville
35	18	32	25	45	34	38	JON PARDI	Last Night Lonely	Capitol Nashville
27	25	12	40	48	40	39	JUSTIN MOORE	With A Woman You Love	Valory Music Co
17	31	21	34	47	44	40	JAKE OWEN	Best Thing Since Backroads	Big Loud
28	22	37	47	24	30	41	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA
37	19	31	48	22	31	42	CHRIS JANSON	Bye Mom	Warner/WAR
32	17	40	32	41	36	43	OLD DOMINION	No Hard Feelings	Arista Nashville
50	2	x	x	x	x	44	CODY JINKS	Like A Hurricane	Late August Records
48	5	x	29	34	42	45	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville
40	12	30	46	44	37	46	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
47	3	x	44	29	48	47	NIKO MOON	Paradise To Me	RCA Nashville
39	11	35	41	46	47	48	MIDLAND	Sunrise Tells The Story	Big Machine
38	15	38	39	43	46	49	DUSTIN LYNCH	Party Mode	Broken Bow
49	x	x	35	15	45	50	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG

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	24	22	KAMERON MARLOWE	Giving You Up	Columbia Nashville
2	45	26	19	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
3	31	13	18	MORGAN WALLEN	Wasted On You	Big Loud/Republic
4	43	28	15	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
5	44	31	13	BRETT YOUNG	You Didn't	BMLG
6	24	12	12	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
7	42	30	12	GABBY BARRETT	Pick Me Up	Warner/WAR
8	36	25	11	TAYLOR SWIFT	I Bet You Think About Me	Republic/MCA Nashville
9	18	8	10	WALKER HAYES	AA	Monument
10	22	16	6	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
11	26	20	6	PARMALEE	Take My Name	Stoney Creek
12	50	44	6	CODY JINKS	Like A Hurricane	Late August Records

Songs that have significantly downtrended 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	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
2	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
3	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
4	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
5	KANE BROWN	One Mississippi	RCA Nashville
6	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
7	LUKE COMBS	Cold As You	River House/Columbia Nash
8	WALKER HAYES	Fancy Like	Monument/RCA
9	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
10	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
11	LUKE COMBS	Forever After All	River House/Columbia Nash
12	LEE BRICE	One Of Them Girls	Curb
13	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
14	THOMAS RHETT	What's Your Country Song	Valory Music Co
15	MICHAEL RAY	Whiskey And Rain	Warner/WEA
16	COLE SWINDELL	Single Saturday Night	Warner/WMN
17	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
18	BRETT YOUNG	Lady	BMLG
19	JIMMIE ALLEN & BRAD PAISLEY	Freedom Was A Highway	Stoney Creek
20	LEE BRICE	Memory I Don't Mess With	Curb
21	PARMALEE	Just The Way f/Blanco Brown	Stoney Creek/Warner
22	LUKE BRYAN	One Margarita	Capitol Nashville
23	JAMESON RODGERS	Some Girls	River House/Columbia Nash
24	LUKE COMBS	Lovin' On You	River House/Columbia Nash
25	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
26	DAN + SHAY	Steal My Love	Warner/WAR
27	SCOTTY MCCREERY	You Time	Triple Tigers
28	LUKE COMBS	Better Together	River House/Columbia Nash
29	GABBY BARRETT	The Good Ones	Warner/WAR
30	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
HOTZONE	JIMMIE ALLEN	Down Home	Stoney Creek
HOTZONE	MORGAN WALLEN	Wasted On You	Big Loud/Republic
HOTZONE	LADY A	What A Song Can Do	BMLG
HOTZONE	JON PARDI	Last Night Lonely	Capitol Nashville
HOTZONE	THOMAS RHETT	Slow Down Summer	Valory Music Co
HOTZONE	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
HOTZONE	KEITH URBAN	Wild Hearts	Capitol Nashville
HOTZONE	TIM MCGRAW	7500 OBO	Big Machine
HOTZONE	WALKER HAYES	AA	Monument
HOTZONE	DYLAN SCOTT	New Truck	Curb
HOTZONE	PARMALEE	Take My Name	Stoney Creek
HOTZONE	GABBY BARRETT	Pick Me Up	Warner/WAR
HOTZONE	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA
HOTZONE	OLD DOMINION	No Hard Feelings	Arista Nashville
HOTZONE	ZAC BROWN BAND	Out In The Middle	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	FRANK RAY	Country'd Look Good On You	Stoney Creek
DEVELOPING	LEE BRICE	Soul	Curb
DEVELOPING	MORGAN WADE	Wilder Days	Arista Nashville
DEVELOPING	HARDY	Give Heaven Some Hell	Big Loud
DEVELOPING	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville
DEVELOPING	JAKE OWEN	Best Thing Since Backroads	Big Loud
DEVELOPING	MAREN MORRIS	Circles Around This Town	Columbia Nashville
DEVELOPING	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
DEVELOPING	SCOTTY MCCREERY	Damn Strait	Triple Tigers
DEVELOPING	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
DEVELOPING	JUSTIN MOORE	With A Woman You Love	Valory Music Co
DEVELOPING	CONNER SMITH	Learn From It	Valory Music Co
DEVELOPING	LUKE BRYAN	Up	Capitol Nashville
DEVELOPING	CAROLINE JONES	Come In (But Don't Make...)	True To The Song/Mailboat
DEVELOPING	DUSTIN LYNCH	Party Mode	Broken Bow
DEVELOPING	MIDLAND	Sunrise Tells The Story	Big Machine
DEVELOPING	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
DEVELOPING	BRETT YOUNG	You Didn't	BMLG

**NEW TRUCK
TOP 30 & CLIMBING**

2 NEW RIAA CERTIFICATIONS

DYLAN SCOTT

"NOBODY" - PLATINUM
"CRAZY OVER ME" - GOLD





NATE DEATON INTEL

CURRENT POSITION:
VICE PRESIDENT
GENERAL MANAGER
KRTY

The industry is stunned. Was the sale to EMF and surprise to you and the staff?

No, the process started last November and because of my role as VP/GM I have been involved with the process from the beginning. I informed the staff at various phases of the process but by the time it was public they all knew.

Educational Media Foundation (EMF) lives and broadcasts in the Christian space. Any chance they would break protocol and stay with the successful KRTY Brand?

None

Is there a possibility that the station (as we know it) can continue fully operational in the digital space?

There is always that chance. Nothing has shown how powerful the brand is to our listeners than the tremendous outpouring of support on my socials and station sites. We have a number of shows including a summer of songwriters events that we will continue to promote on KRTY.com. It's possible that if a terrestrial signal does not pop up that we could offer a streaming alternative as well.

Everyone has their opinions, but as captain of the ship, what has made KRTY the industry powerhouse that it is?

Simple answer is relationships. Relationships with labels, with artists and with our own listeners. We are in Silicon Valley, the innovation capital of the world. We made a decision 15 years ago to make KRTY fit the market. New artists, new songs, new music and the most exciting events we could do around those principles. We built trust among our listeners that what we were bringing them was great, and they saw Luke Bryan, Eric Church, Taylor Swift, Lady A etc when they were brand new.

Country overall has seen a formatic slump in ratings, yet KRTY is stronger than ever. Can you give us one or two examples of strategies that bolstered ratings in tough times?

Music Discovery is the key. We need to give people a reason to listen to an old technology and that is not the same old songs they have on their own playlists. Those songs play a role in the format, but the feature is new music from both established artists and new artists with the new artists doing live shows. (obviously before the covid) Just Friday we put a Mitchell Tenpenny Show on sale for April 21 and it sold 800 tickets the first day. 20 currents a week is not music discovery. It's boring radio and listeners can discover that on their own. Our listener passion comes from us leading them to what is new and hot. Yes it is old school radio, but even more relevant in today's on demand world.

Over the years of your KRTY leadership, is there one event, moment or story that brings you the most pride?

Garth Brooks playing the Dive Bar Show in the Rodeo Club last December is the greatest moment in the history of KRTY.

You are a notoriously creative guy. Having no restrictions but the limits of your imagination, what can revitalize terrestrial Country Radio moving forward ?

Goes back to Music Discovery. Our listeners trust us, if they didn't we would not sell the first commercial. We need to make them fans of our radio station. Any radio station can do it, but it takes hard work. Before the shutdown we did 50 of our own shows a year, even more with National touring shows. I went to shows in other markets etc etc. We need fans of artists and fans of country music, but if we are fans first we can spread the enthusiasm to our listeners and they become FANS of the Radio Station. It really is quite powerful.

On behalf of the MMI /Airplay Intel family of publications (and we're sure we speak for the industry as well) we are so thankful for the contributions you and your team have brought the radio/music industry. God Bless KRTY 4ever!

Thank you so much.

Faster Programming Intel From NuVoodoo.

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300 respondents, 10-minute interview and answers
in large markets in just 4 weeks for under \$10,000.

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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	MORGAN WALLEN	Wasted On You	Big Loud/Republic	PLAY VIDEO ▶
2	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN	PLAY VIDEO ▶
3	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville	PLAY VIDEO ▶
4	ERNEST	Flower Shops f/Morgan Wallen	Big Loud	PLAY VIDEO ▶
5	LUKE COMBS	Doin' This	River House/Columbia Nash	PLAY VIDEO ▶
6	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN	PLAY VIDEO ▶
7	WALKER HAYES	AA	Monument	PLAY VIDEO ▶
8	KAMERON MARLOWE	Giving You Up	Columbia Nashville	PLAY VIDEO ▶
9	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville	PLAY VIDEO ▶
10	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville	PLAY VIDEO ▶
11	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR	PLAY VIDEO ▶
12	BLAKE SHELTON	Come Back As A Country Boy	Warner/WMN	PLAY VIDEO ▶
13	HARDY	Give Heaven Some Hell	Big Loud	PLAY VIDEO ▶
14	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment	PLAY VIDEO ▶
15	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	PLAY VIDEO ▶
16	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow	PLAY VIDEO ▶
17	TAYLOR SWIFT	I Bet You Think About Me	Republic/MCA Nashville	PLAY VIDEO ▶
18	BRETT YOUNG	You Didn't	BMLG	PLAY VIDEO ▶
19	SAM HUNT	23	MCA Nashville	PLAY VIDEO ▶
20	ERIC CHURCH	Heart On Fire	EMI Nashville	PLAY VIDEO ▶
21	SCOTTY MCCREERY	Damn Strait	Triple Tigers	PLAY VIDEO ▶
22	CHRIS JANSON	Bye Mom	Warner/WAR	PLAY VIDEO ▶
23	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol	PLAY VIDEO ▶
24	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA	PLAY VIDEO ▶
25	TIM MCGRAW	7500 OBO	Big Machine	PLAY VIDEO ▶
26	MITCHELL TENPENNY	Truth About You	Riser House/Columbia	PLAY VIDEO ▶
27	MAREN MORRIS	Circles Around This Town	Columbia Nashville	PLAY VIDEO ▶
28	LEE BRICE	Soul	Curb	PLAY VIDEO ▶
29	NIKO MOON	Paradise To Me	RCA Nashville	PLAY VIDEO ▶
30	THOMAS RHETT	Slow Down Summer	Valory	PLAY VIDEO ▶
31	DYLAN SCOTT	New Truck	Curb	PLAY VIDEO ▶
32	LUKE BRYAN	Up	Capitol Nashville	PLAY VIDEO ▶
33	PARMALEE	Take My Name	Stoney Creek	PLAY VIDEO ▶
34	BROTHERS OSBORNE	I'm Not For Everyone	EMI Nashville	PLAY VIDEO ▶
35	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA	PLAY VIDEO ▶
36	RUSSELL DICKERSON	Home Sweet	Triple Tigers	PLAY VIDEO ▶
37	MORGAN WADE	Wilder Days	Arista Nashville	PLAY VIDEO ▶
38	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville	PLAY VIDEO ▶
39	JIMMIE ALLEN	Down Home	Stoney Creek	PLAY VIDEO ▶
40	KEITH URBAN	Wild Hearts	Capitol Nashville	PLAY VIDEO ▶
41	OLD DOMINION	No Hard Feelings	Arista Nashville	PLAY VIDEO ▶
42	GABBY BARRETT	Pick Me Up	Warner/WAR	PLAY VIDEO ▶
43	DUSTIN LYNCH	Party Mode	Broken Bow	PLAY VIDEO ▶
44	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	PLAY VIDEO ▶
45	JON PARDI	Last Night Lonely	Capitol Nashville	PLAY VIDEO ▶
46	MIDLAND	Sunrise Tells The Story	Big Machine	PLAY VIDEO ▶
47	JAKE OWEN	Best Thing Since Backroads	Big Loud	PLAY VIDEO ▶
48	JUSTIN MOORE	With A Woman You Love	Valory	PLAY VIDEO ▶

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	HUNT, SAM	23	2	2	8	2
2	KING, ELLE & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go Home)	7	4	4	3
3	BROWN, KANE	One Mississippi	4	8	23	1
4	SWINDELL, COLE & LAINEY WILSON	Never Say Never	3	3	6	9
5	BALLERINI, KELSEA FEAT. KENNY CHESNEY	Half Of My Hometown	15	6	3	7
6	JOHNSON, CODY	Til You Can't	11	9	1	11
7	PEARCE, CARLY & ASHLEY MCBRYDE	Never Wanted To Be That Girl	6	10	7	6
8	PARMALEE	Take My Name	1	20	5	4
9	MCCOLLUM, PARKER	To Be Loved By You	21	1	9	15
10	ALDEAN, JASON	Trouble With A Heartbreak	10	12	2	12
11	BENTLEY, DIERKS FEAT. BRELAND & HARDY	Beers On Me	14	5	16	18
12	SHELTON, BLAKE	Come Back As A Country Boy	28	7	10	10
13	DAN + SHAY	Steal My Love	13	14	27	5
14	MOORE, JUSTIN	With A Woman You Love	12	19	14	17
15	MCCREERY, SCOTTY	Damn Strait	5	27	20	14
16	RHETT, THOMAS	Slow Down Summer	24	11	11	20
17	COMBS, LUKE	Doin' This	17	31	18	13
18	URBAN, KEITH	Wild Hearts	8	22	26	22
19	SCOTT, DYLAN	New Truck	22	16	19	28
20	HARDY	Give Heaven Some Hell	26	28	24	8
21	CHURCH, ERIC	Heart On Fire	29	17	17	25
22	DICKERSON, RUSSELL	Home Sweet	19	25	21	23
23	OWEN, JAKE	Best Thing Since Backroads	27	23	13	30
24	LAMBERT, MIRANDA	If I Was A Cowboy	23	41	15	19
25	ANDRESS, INGRID WITH SAM HUNT	Wishful Drinking	41	32	12	16
26	MCGRAW, TIM	7500 OBO	39	18	22	34
27	SWIFT, TAYLOR FEAT. CHRIS STAPLETON	I Bet You Think About Me	16	34	34	27
28	YOUNG, CHRIS FEAT. MITCHELL TENPENNY	At The End Of A Bar	40	15	31	26
29	MORRIS, MAREN	Circles Around This Town	9	33	38	32
30	SMITH, CONNER	Learn From It	33	26	32	29
31	BRYAN, LUKE	Up	31	39	29	21
32	HAYES, WALKER	AA	30	21	41	24
33	ARTS, TENILLE	Back Then, Right Now	20	30	42	31
34	BROWN BAND, ZAC	Out In The Middle	35	38	28	38
35	JANSON, CHRIS	Bye Mom	37	40	30	36
36	RAY, FRANK	Country'd Look Good On You	25	35	43	35
37	PARDI, JON	Last Night Lonely	32	29	36	47
38	UNDERWOOD, CARRIE	Ghost Story	42	24	39	43
39	ERNEST FEAT. MORGAN WALLEN	Flower Shops	38	36	37	41
40	MIDLAND	Sunrise Tells The Story	18	44	40	42
41	WALLEN, MORGAN	Wasted On You	49	37	33	44
42	CHESNEY, KENNY	Everyone She Knows	34	49	44	39
43	RICE, CHASE	If I Were Rock & Roll	45	48	25	46
44	LYNCH, DUSTIN	Party Mode	46	47	35	37
45	BARRETT, GABBY	Pick Me Up	50	13	45	50
46	OLD DOMINION	No Hard Feelings	44	42	46	48
47	WADE, MORGAN	Wilder Days	36	50	49	33
48	KEITH, TOBY	Old School	43	45	47	45
49	JONES, CAROLINE	Come In (But Don't...)	48	43	48	40
50	BRICE, LEE	Soul	47	46	50	49

THE GRAMMY'S SALUTE PAUL SIMON

The Grammy's have announced an all-star salute (featuring Brad Paisley, Little Big Town and so many more) honoring the music of Paul Simon. The spectacular, which is called "Homeward Bound" happens 4/6 3 days after the annual awards. The MMI research nerds dug in for unique Simon segments from past awards and landed on this jewel from 1975's Broadcast with buddies John Lennon and ah, hmmm Andy Williams:



Check out these videos hand-picked by our staff!



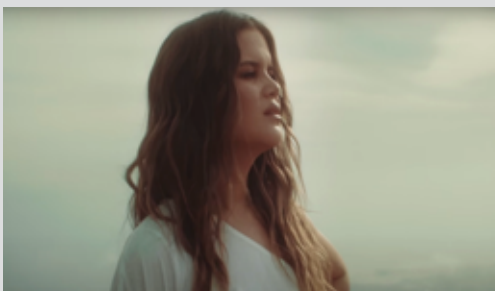
CARRIE UNDERWOOD - "GHOST STORY"

Gather around kids. Carrie is gonna tell you a "Ghost Story". She's back, she's the best, there's not another, she's the only one, none can compare, brilliant, beyond talented, rules the roost, in charge and she always delivers far beyond exceptions. She's never along for the ride. Carrie is always going uphill; one better; the next level. She's the best. She's our Carrie. Click here:



JIMMIE ALLEN - "ALL TRACTORS AIN'T GREEN"

"All Tractors Aint Green" was a defining standout track on Jimmie's 2018 Debut album, "Mercury Lane". Jimmie brought it back on this stellar reimagined version as an Amazon Original. It puts the thoughtful lyrics into a new frame and the acoustic piano version (with "casual choir" vocals) is simply stunning. Mr. Allen reminds us that he's not afraid to inject visual art into his musical talent, revealing and defining an artist who is just that. Click here:



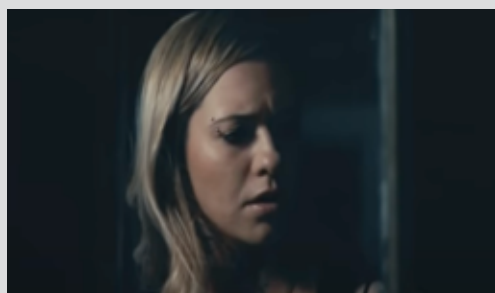
MAREN MORRIS - "HUMBLE QUEST"

On Maren's new album "Humble Quest", we find her stretching the rules and challenging the limits. Nothing fits in a silo or category. The album is a dazzling patchwork of songs and sounds that create a sense of wonder and anticipation for more. Worth noting, this is Maren's first album without producer, mentor, and co-writer Busbee who the world lost in 2019. The new tracks reflect some depth of loss, new motherhood and other real life portraits. In "Humble Quest", Maren channels her inner Fleetwood Mac on the title track of what may prove to be her best musical contribution to date. Click here:



KIP MOORE - "CRAZY ONE MORE TIME"

Wow. What a difference a decade makes! What has always been an MMI fave has resurfaced from Kip's 2012 album "Up All Night" as a refreshed and restyled masterpiece. "Crazy One More Time" was the track that never went away and has found it's way back as an undefinable, soaring, emotional, and poetic smash that rings with notes of 1968 and 2028. This is possibly one of the most compelling tracks released to Country Radio and fans this year...heck, ANY year. Click here:



MORGAN WADE - "TAKE ME AWAY"

Do you know what Morgan Wade does best? Spill her guts. She's an emotional firestorm of musical talent and throws hot paint on a lyrical canvas every time. She bares her soul with the odd combination of ease and edge. When Wade tells a story, you can feel it. The pain, the ache, the bliss, the passion. She is one of the emerging best. In "Take Me Away" you can share her heartbreak angst by clicking here:



RANDY HOUSER
RH

Note to self

WATCH FIRST OF ITS KIND
DRONE MUSIC VIDEO



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 AIRSCORE: THE AIRPLAY INTEL 3.0 RETENTION SCORE predicts listener tune-in/tune-out on song play by contemplating the trend over time relationship between local and national airplay, local/regional callout, and audio and video streaming.

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 based 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.

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MONDAY MORNING INTEL

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