



MONDAY
MORNING
INTEL

TIM DUGGER

**HEART OF A
SMALL
TOWN**

MCC
CURB
CURB
RECORDS
CURB.COM

MMI
PROFILE
JOHN MARKS

Country Edition

**NASHVILLE
APPROVED**

JUNE 13, 2022



"IF YOU'RE NOT TALKING TO YOUR CORE, I FEEL LIKE YOU'RE GOING TO MISS THE MARK EVERY SINGLE TIME — AND THIS SPEAKS TO OUR CORE." -NIKKI THOMAS/WXBQ

TOP 5 SONG RANKER - 91% POSITIVE
[WXBQ RADIOTRAKS MAY 2022]

TIM DUGGER

HEART OF A SMALL TOWN

IMPACTING 6/20



MONDAY MORNING INTEL

JUNE 13, 2022

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

**MONDAY
MORNING
INTEL**

#1

SONGS THIS WEEK
BY MMI COMPOSITE CATEGORIES **6.13.22**

AIRPLAY

JASON ALDEAN "Trouble With a Heartbreak"

RETENTION

JASON ALDEAN "Trouble With a Heartbreak"

CALLOUT

PARMALEE "Take My Name"

AUDIO

MORGAN WALLEN "Wasted On You"

VIDEO

MORGAN WALLEN "Wasted On You"

SALES

WALKER HAYES "AA"

COMPOSITE

PARMALEE "Take My Name"

**MONDAY
MORNING
INTEL**

MondayMorningIntel.com



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

HAILEY WHITTERS

*Impacting
6.27*

**Already Spinning
& Reacting At:**

SXM/The Highway

KBEQ/Kansas City

KWJJ/Portland

WCKN/Charleston

WDRQ/Detroit

WDSY/Pittsburgh

WKHX/Atlanta

WPAW/Greensboro

WSIX/Nashville

WTGE/Baton Rouge

WUSH/Norfolk

WYCD/Detroit

*Everything
She
Ain't*

BIG LOUD S&D



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
2	2	1	3	12	4	1	PARMALEE	Take My Name	Stoney Creek
3	3	16	1	1	2	2	MORGAN WALLEN	Wasted On You	Big Loud/Republic
5	4	14	4	2	1	3	WALKER HAYES	AA	Monument
1	1	2	6	9	15	4	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
7	5	11	5	10	7	5	SCOTTY MCCREERY	Damn Strait	Triple Tigers
10	9	15	11	8	8	6	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville
8	6	8	13	20	18	7	THOMAS RHETT	Slow Down Summer	Valory Music Co.
6	7	9	28	11	13	8	TIM MCGRAW	7500 OBO	Big Machine
14	18	39	9	6	3	9	KANE BROWN	Like I Love Country Music	RCA Nashville
19	19	32	8	3	10	10	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
18	13	12	7	25	25	11	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
15	14	17	18	21	16	12	JON PARDI	Last Night Lonely	Capitol Nashville
11	11	10	30	22	21	13	DYLAN SCOTT	New Truck	Curb
33	29	20	12	13	6	14	TYLER HUBBARD	5 Foot 9	EMI Nashville
4	8	5	42	30	22	15	KEITH URBAN	Wild Hearts	Capitol Nashville
36	31	26	2	16	5	16	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
27	25	28	21	4	11	17	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
29	22	19	15	17	17	18	GABBY BARRETT	Pick Me Up	Warner/WAR
22	17	4	23	19	34	19	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
17	12	3	32	33	31	20	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
12	15	18	17	31	35	21	MAREN MORRIS	Circles Around This Town	Columbia Nashville
13	16	13	33	34	28	22	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
25	32	41	14	15	9	23	LEE BRICE	Soul	Curb
31	20	7	26	27	29	24	JIMMIE ALLEN	Down Home	Stoney Creek
9	10	6	34	39	38	25	JAKE OWEN	Best Thing Since Backroads	Big Loud
40	36	30	19	14	12	26	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
30	24	x	x	x	x	27	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
21	27	37	24	28	23	28	OLD DOMINION	No Hard Feelings	Arista Nashville
20	21	24	41	36	19	29	JACKSON DEAN	Don't Come Lookin'	Big Machine
16	23	35	36	32	24	30	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA
35	34	21	35	18	27	31	BRETT YOUNG	You Didn't	BMLG
26	30	36	20	26	33	32	MORGAN WADE	Wilder Days	Arista Nashville
50	48	x	10	5	20	33	MORGAN WALLEN	Don't Think Jesus	Big Loud/Mercury/Republic
23	28	31	31	37	36	34	DUSTIN LYNCH	Party Mode	Broken Bow
47	47	x	22	23	14	35	RESTLESS ROAD	Growing Old With You	RCA Nashville
34	37	34	16	38	30	36	KELSEA BALLERINI	Heartfirst	Black River Entertainment
46	43	x	29	7	37	37	KAMERON MARLOWE	Giving You Up	Columbia Nashville
24	26	23	38	41	41	38	FRANK RAY	Country'd Look Good On You	Stoney Creek
43	46	38	27	42	26	39	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville
42	50	x	43	24	32	40	LAINY WILSON	Heart Like A Truck	Broken Bow
32	42	42	x	x	x	41	CAROLINE JONES	Come In (But Don't Make...)	True To The Song/Mailboat
41	40	40	40	35	40	42	MICHAEL RAY	Holy Water	Warner/WEA
38	33	22	46	46	46	43	LADY A	What A Song Can Do	BMLG
28	35	33	47	45	44	44	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
39	39	29	44	40	47	45	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
44	41	27	37	47	45	46	CHAYCE BECKHAM & LINDSAY ELL	Can't Do Without Me	Wheelhouse/Stoney Creek
45	45	x	39	43	42	47	RANDY HOUSER	Note To Self	Magnolia Music
37	38	25	45	48	48	48	CONNER SMITH	Learn From It	Valory Music Co.
48	44	x	48	29	43	49	CHRIS JANSON	Keys To The Country	Warner/WAR
49	49	x	25	44	39	50	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud

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	36	16	20	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
2	33	14	19	TYLER HUBBARD	5 Foot 9	EMI Nashville
3	50	33	17	MORGAN WALLEN	Don't Think Jesus	Big Loud/Mercury/Republic
4	40	26	14	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
5	47	35	12	RESTLESS ROAD	Growing Old With You	RCA Nashville
6	29	18	11	GABBY BARRETT	Pick Me Up	Warner/WAR
7	27	17	10	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
8	19	10	9	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
9	46	37	9	KAMERON MARLOWE	Giving You Up	Columbia Nashville
10	18	11	7	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
11	31	24	7	JIMMIE ALLEN	Down Home	Stoney Creek

Songs that have significantly dntreanded 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	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
2	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
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	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
6	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
7	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
8	SAM HUNT	23	MCA Nashville
9	LUKE COMBS	Doin' This	River House/Columbia
10	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
11	LUKE COMBS	Forever After All	River House/Columbia Nash
12	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
13	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
14	LUKE COMBS	Cold As You	River House/Columbia Nash
15	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
16	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
17	WALKER HAYES	Fancy Like	Monument/RCA
18	THOMAS RHETT	What's Your Country Song	Valory Music Co.
19	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
20	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
21	COLE SWINDELL	Single Saturday Night	Warner/WMN
22	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment
23	MICHAEL RAY	Whiskey And Rain	Warner/WEA
24	KANE BROWN	One Mississippi	RCA Nashville
25	LEE BRICE	Memory I Don't Mess With	Curb
26	RUSSELL DICKERSON	Love You Like I Used To	Triple Tigers
27	RYAN HURD W/MAREN MORRIS	Chasing After You	Arista Nashville
28	LUKE COMBS	Better Together	River House/Columbia Nash
29	BRETT YOUNG	Lady	BMLG
30	LUKE BRYAN	Down To One	Capitol Nashville

JON PARDI LAST NIGHT LONELY

TOP 15!! TOP 10 RESEARCH ALREADY!

JON'S FASTEST MOVING SINGLE!

ANOTHER 2.6 MIL ON-DEMAND STREAMS LAST WEEK, 29.7 MIL TO DATE!

29.7 MIL TO DATE!

WATCH THE OFFICIAL VIDEO!

[CLICK HERE!](#)





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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	TYLER HUBBARD	5 Foot 9	EMI Nashville
HOTZONE	LAINEY WILSON	Heart Like A Truck	Broken Bow
HOTZONE	KIP MOORE	Crazy One More Time	MCA Nashville
HOTZONE	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
HOTZONE	KANE BROWN	Like I Love Country Music	RCA Nashville
HOTZONE	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
HOTZONE	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
HOTZONE	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	JACKSON DEAN	Don't Come Lookin'	Big Machine
DEVELOPING	MORGAN WADE	Wilder Days	Arista Nashville
DEVELOPING	GABBY BARRETT	Pick Me Up	Warner/WAR
DEVELOPING	CAROLINE JONES	Come In (But Don't Make...)	True To The Song/Mailboat
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	MICHAEL RAY	Holy Water	Warner/WEA
DEVELOPING	THOMPSON SQUARE	Country In My Soul	Quartz Hill
DEVELOPING	CLAY WALKER	Catching Up With An Ol' Memory	Show Dog Nashville
DEVELOPING	DYLAN SCOTT	New Truck	Curb
DEVELOPING	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
DEVELOPING	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
DEVELOPING	LEE BRICE	Soul	Curb
DEVELOPING	JIMMIE ALLEN	Down Home	Stoney Creek
DEVELOPING	KELSEA BALLERINI	Heartfirst	Black River Entertainment
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville
DEVELOPING	CHAYCE BECKHAM & LINDSAY ELL	Can't Do Without Me	Wheelhouse/Stoney Creek
DEVELOPING	OLD DOMINION	No Hard Feelings	Arista Nashville
DEVELOPING	DUSTIN LYNCH	Party Mode	Broken Bow
DEVELOPING	FRANK RAY	Country'd Look Good On You	Stoney Creek
DEVELOPING	LADY A	What A Song Can Do	BMLG
DEVELOPING	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
DEVELOPING	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
DEVELOPING	RANDY HOUSER	Note To Self	Magnolia Music
DEVELOPING	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA
DEVELOPING	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	CONNER SMITH	Learn From It	Valory Music Co.

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	WALKER HAYES	AA	Monument	PLAY VIDEO ▶
3	ERNEST	Flower Shops f/Morgan Wallen	Big Loud	PLAY VIDEO ▶
4	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	PLAY VIDEO ▶
5	MORGAN WALLEN	Don't Think Jesus	Big Loud/Republic	PLAY VIDEO ▶
6	KANE BROWN	Like I Love Country Music	RCA Nashville	PLAY VIDEO ▶
7	KAMERON MARLOWE	Giving You Up	Columbia Nashville	PLAY VIDEO ▶
8	MIRANDA LAMBERT	If I Was A Cowboy	RCA Nashville	PLAY VIDEO ▶
9	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow	PLAY VIDEO ▶
10	SCOTTY MCCREERY	Damn Strait	Triple Tigers	PLAY VIDEO ▶
11	TIM MCGRAW	7500 OBO	Big Machine	PLAY VIDEO ▶
12	PARMALEE	Take My Name	Stoney Creek	PLAY VIDEO ▶
13	TYLER HUBBARD	5 Foot 9	EMI Nashville	PLAY VIDEO ▶
14	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville	PLAY VIDEO ▶
15	LEE BRICE	Soul	Curb	PLAY VIDEO ▶
16	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers	PLAY VIDEO ▶
17	GABBY BARRETT	Pick Me Up	Warner/WAR	PLAY VIDEO ▶
18	BRETT YOUNG	You Didn't	BMLG	PLAY VIDEO ▶
19	MITCHELL TENPENNY	Truth About You	Riser House/Columbia	PLAY VIDEO ▶
20	THOMAS RHETT	Slow Down Summer	Valory	PLAY VIDEO ▶
21	JON PARDI	Last Night Lonely	Capitol Nashville	PLAY VIDEO ▶
22	DYLAN SCOTT	New Truck	Curb	PLAY VIDEO ▶
23	RESTLESS ROAD	Growing Old With You	RCA Nashville	PLAY VIDEO ▶
24	LAINEY WILSON	Heart Like A Truck	Broken Bow	PLAY VIDEO ▶
25	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville	PLAY VIDEO ▶
26	MORGAN WADE	Wilder Days	Arista Nashville	PLAY VIDEO ▶
27	JIMMIE ALLEN	Down Home	Stoney Creek	PLAY VIDEO ▶
28	OLD DOMINION	No Hard Feelings	Arista Nashville	PLAY VIDEO ▶
29	CHRIS JANSON	Keys To The Country	Warner/WAR	PLAY VIDEO ▶
30	KEITH URBAN	Wild Hearts	Capitol Nashville	PLAY VIDEO ▶
31	MAREN MORRIS	Circles Around This Town	Columbia Nashville	PLAY VIDEO ▶
32	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA	PLAY VIDEO ▶
33	JUSTIN MOORE	With A Woman You Love	Valory	PLAY VIDEO ▶
34	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville	PLAY VIDEO ▶
35	MICHAEL RAY	Holy Water	Warner/WEA	PLAY VIDEO ▶
36	JACKSON DEAN	Don't Come Lookin'	Big Machine	PLAY VIDEO ▶
37	DUSTIN LYNCH	Party Mode	Broken Bow	PLAY VIDEO ▶
38	KELSEA BALLERINI	Heartfirst	Black River Entertainment	PLAY VIDEO ▶
39	JAKE OWEN	Best Thing Since Backroads	Big Loud	PLAY VIDEO ▶
40	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville	PLAY VIDEO ▶
41	FRANK RAY	Country'd Look Good On You	Stoney Creek	PLAY VIDEO ▶
42	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville	PLAY VIDEO ▶
43	RANDY HOUSER	Note To Self	Magnolia Music	PLAY VIDEO ▶
44	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	PLAY VIDEO ▶
45	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	PLAY VIDEO ▶
46	LADY A	What A Song Can Do	BMLG	PLAY VIDEO ▶
47	CHAYCE BECKHAM & LINDSAY ELL	Can't Do Without Me	Wheelhouse/Stoney Creek	PLAY VIDEO ▶
48	CONNER SMITH	Learn From It	Valory Music Co.	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	PARMALEE	Take My Name	1	2	4	1
2	ALDEAN, JASON	Trouble With A Heartbreak	2	1	1	3
3	MOORE, JUSTIN	With A Woman You Love	4	4	5	6
4	HARDY	Give Heaven Some Hell	20	3	3	11
5	PEARCE, CARLY & ASHLEY MCBRYDE	Never Wanted To Be That Girl	10	13	2	9
6	TENPENNY, MITCHELL	Truth About You	14	6	6	20
7	URBAN, KEITH	Wild Hearts	5	5	33	12
8	OWEN, JAKE	Best Thing Since Backroads	15	14	12	5
9	ALLEN, JIMMIE	Down Home	30	10	14	2
10	RHETT, THOMAS	Slow Down Summer	22	7	19	10
11	MCGRW, TIM	7500 OBO	8	21	16	8
12	SCOTT, DYLAN	New Truck	11	17	9	13
13	MCCREERY, SCOTTY	Damn Strait	7	8	10	35
14	UNDERWOOD, CARRIE	Ghost Story	16	16	18	7
15	YOUNG, CHRIS FEAT. MITCHELL TENPENNY	At The End Of A Bar	6	20	35	4
16	ANDRESS, INGRID WITH SAM HUNT	Wishful Drinking	3	23	31	16
17	COMBS, LUKE	Doin' This	12	33	7	14
18	HAYES, WALKER	AA	17	11	8	38
19	LAMBERT, MIRANDA	If I Was A Cowboy	19	9	20	30
20	WALLEN, MORGAN	Wasted On You	26	15	11	22
21	PARDI, JON	Last Night Lonely	13	26	17	26
22	MORRIS, MAREN	Circles Around This Town	40	12	22	17
23	BARRETT, GABBY	Pick Me Up	25	25	24	23
24	HUBBARD, TYLER	5 Foot 9	9	36	28	27
25	YOUNG, BRETT	You Didn't	32	18	13	39
26	LADY A	What A Song Can Do	31	31	30	19
27	RAY, FRANK	Country'd Look Good On You	35	24	21	33
28	DEAN, JACKSON	Don't Come Lookin'	28	47	15	15
29	NICHOLS, JOE	Good Day For Living	37	29	25	24
30	SMITH, CONNER	Learn From It	38	30	27	21
31	THOMPSON SQUARE	Country In My Soul	43	27	36	18
32	DICKERSON, RUSSELL FEAT. JAKE SCOTT	She Likes It	24	37	40	29
33	BECKHAM, CHAYCE & LINDSAY ELL	Can't Do Without Me	49	22	26	32
34	JELLY ROLL	Son Of A Sinner	47	34	32	25
35	BLOCK, PRISCILLA	My Bar	21	38	38	40
36	STAPLETON, CHRIS	Joy Of My Life	48	28	23	44
37	LYNCH, DUSTIN	Party Mode	34	19	48	46
38	ERNEST FEAT. MORGAN WALLEN	Flower Shops	29	40	44	34
39	MOORE, KIP	Crazy One More Time	39	39	29	37
40	BROWN BAND, ZAC	Out In The Middle	46	41	37	28
41	BALLERINI, KELSEA	Heartfirst	33	35	50	36
42	CHESNEY, KENNY	Everyone She Knows	44	32	34	50
43	WADE, MORGAN	Wilder Days	23	43	47	41
44	OLD DOMINION	No Hard Feelings	18	48	45	43
45	LITTLE BIG TOWN	Hell Yeah	27	49	46	31
46	BROWN, KANE	Like I Love Country Music	41	45	39	45
47	RAY, MICHAEL	Holy Water	36	44	42	48
48	BRICE, LEE	Soul	42	42	49	47
49	CARMICHAEL, DILLION	Son Of A	50	46	41	42
50	JONES, CAROLINE	Come In (But Don't...)	45	50	43	49

**MONDAY
MORNING
INTEL**



**YES
—
GET
—
—
—
—**

I particularly like reading the

INSIGHTS OF INDUSTRY OPINION MAKERS

as well as taking a peak at
early and regional research
to see which new songs

ARE MAKING NOISE.

JOEL RABB

Owner
Joel Raab Country Radio/Media

MMI AND THE AIRPLAY INTEL FAMILY OF PUBLICATIONS

YOUR STATION | YOUR MUSIC | YOUR RESEARCH | BY THE NUMBERS



JOHN MARKS INTEL

Let's take terrestrial radio out of the equation for a moment. What are three essential things an artist or band must do to break aka become known to the widest audience?

Duh! First, make great music. While that answer is wildly obvious and a bit overly simplistic, without that, you have next to nothing.

Second, build your audience. You have to start from somewhere. Forget the notion that you are a singer/songwriter. Your new job is a 24/7 "Content Creator". It is a savagely hungry voracious beast that requires constant feed and care. Audiences are shrinking and splintering. To find "mass", you have to be present in as many spaces as possible with fresh material constantly.

Third, get out there. If you can't find someone to book you, get creative and build your following the old fashioned way. The road to Stadiums starts on the street corners.

Finally, be prolific and less precious with your music. Focus tracks, re-mixes, covers, alt. Versions, demos, all add to your digital footprint. Forget about being perfect. Waiting for enough "hits" to fill out your 45 minute set will take much of your lifetime. Find your audience and keep them fed. They will come back for more. For you old farts out there, remember Willie in the mid 70's and on? It seemed like after Stardust he was releasing an "album a week"...and he's still doing it today! Release and collaborate. There is power in audience sharing. Just ask yourself "WWWD"?

Re-adding Country radio to the mix. The latest Coleman research shows radio and music discovery very strong in upper demos. Yet the younger listeners seemed to have migrated. If you were programming, would you play to your strengths or throw a wider net and try to get the lower demos back?

"Seem" to have migrated? That proverbial younger demo has not had an AM/FM experience in their youth at all!! That generation grew up with iTunes, Spotify and YouTube. Music that is sharable and on demand. Radio does not, at this moment, possess the capacity to entice "kids" "back" to a space that they have never visited. Best right now until conditions evolve is to fish where the fish are. There is big money in catalog, I would play to that strength.

Besides Nashville, where on this big Earth would you want to live and why?

I'm happy here right now and I don't think about where I want to be tomorrow. I like Nashville because of the Centrality of its location in the US. You can get almost anywhere from here without much problem. Tomorrow if it turns into something different, I will enjoy that too.

Tell us about your new consulting venture. And what a typical day looks like?

I'm very fortunate that I've had many "gigs of a lifetime". I could go on. But just when I think well, what's next then I step into an entrepreneurial world I've never experienced before. I'm working in an element of artistry that is a large piece of my heart. It's artists of any stripe, any "genre" who are trying to hack their way through the weeds. Unlike many, I don't promise a result. There is no magic dust. All we can do is plan, release, develop. Through that progress can be made. I'm not a believer in magic dust and that's not something I sell.

info@johnmarks.me

<https://www.johnmarks.me/>

Let's play word association! I'll give you 4 words and you tell me what comes to mind: Gillette, Barasol, Nivea, Schick..... Anything?

You forgot "Nair"...NOT EVER!!!! EXCEPT!!!! If they or anyone else wishes to pay the freight to St. Jude Children's Research Hospital, and I MEAN F-R-E-I-G-H-T!!

I will let the person or entity who pays with licensed supervision to take me "Commando" from the neck up. Live stream and forever to posterity. And I'm not shitting you. But it won't be cheap. You read it here first!

What are your thoughts on DSPs adding personalities?

If this is the case, in my opinion only, they are taking a not great element of FM radio that has potential to be even worse in that environment.

Bonus question: You've been given the task to syndicate one format, one feed that airs on every AM radio station in the US of A. What would it be?

A) Tradio and Birthdays

AARON GOODVIN

BOY LIKE ME

IMPACTING NOW

HIS LATEST AND
BIGGEST
#1 AT CANADIAN
COUNTRY RADIO

CLICK TO
LOOK AND LISTEN

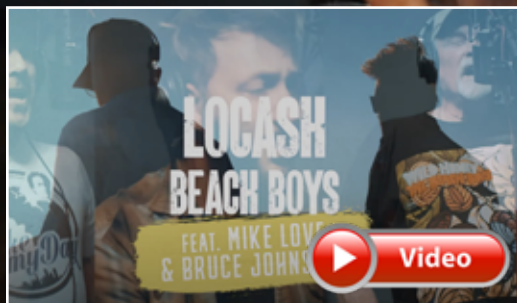


**STUDIO
2B3E**



LOCASH BEACH BOYS FEAT. MIKE LOVE & BRUCE JOHNSTON (BEHIND THE SCENES)

Ok let's get real. This is miraculously cool. Preston and Chris must have welts from pinching themselves after the recording and hang time with Mike Love and Bruce Johnston! The Beach Boys influenced the world of rock and roll to historic heights. The Beatles didn't just idolize them... they feared them! It's the summer of 2022 and time to feel some good vibrations. Click here:



Check out these videos hand-picked by our staff!



LITTLE BIG TOWN - "HELL, YEAH"

What you're about to witness is a certified bag of Country hooks. And "Hell, Yeah" we love Little Big Town. Like really, really. We love 'em Little Big Time! This easy moving smash let's both Jimi and Philip have their moments to shine, then Karen and Kimberly swing in to bring those signature brilliant harmony's that make LBT, well...LBT. And looky here. You have to love the twist in the lyric and title. If ABBA and the Eagles had a baby...click here:



CALLISTA CLARK - "GAVE IT BACK BROKEN"

Remember when Leann belted out "Blue" and immediately turned heads globally? Then there was 16 year old Brit Joss Stone who set the world on fire and made us all wonder, "how can a kid sing so emotionally about love and pain". Callista Clark is that good. She's gifted and even though still in her teens, she channels the masters that have come before her. In the waltzey "Gave It Back Broken", she nails heartbreak to the wall with soulful elegance and a flurry of fury. From Georgia to Nashville to the world....she will win us all. Click here:



ELVIS SHANE - "MILES (WITH MY MAMA)"

Lordy me, boy howdy. This is one beautifully shot video that captures the essence of Elvie's talent. The opening scenes reek of oil, diesel and exhaust and the photography grabs the pleasures and pain of the road long traveled. Kentucky boy Shane takes us from the road to the stage to a heartwarming hometown reception. Click Here:



BROOKE EDEN - "LEFT YOU FOR ME"

Brooke The Beautiful brings us a bold lyric of self-discovery and freedom in "Left You For Me". The catchy single has all the elements with its singalong melody and meaningful hook that make listeners long for their own personal space. Want more? Click here:



JASON MICHAEL CARROLL - "TELL ME YOUR NAME"

It was in 2007 when Jason Michael Carroll created an earthquake of airplay with the sharp edged ballad "Alyssa Lies, enough so to land him on the front page of USA Today. What followed was a strong string of hits. Where has he been? Working, writing, touring and humbly honing his talents. This single first came to our attention from uber-programmer Nate Deaton where KRTY gave it exposure with positive results. "Tell Me Your Name", equally emotional and tender as the aforementioned fireball single, could mark a return to a wider audience for Carroll. Grab a handy and click here:



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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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NOT IN MY BOWL**

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