



MONDAY
MORNING
INTEL

DYLAN SCOTT

**NEW
TRUCK**
MAX SPINS
THROUGH 8/7!

**MMI
PROFILE**
RANDY LANE

CURB
RECORDS
curb.com

Country Edition

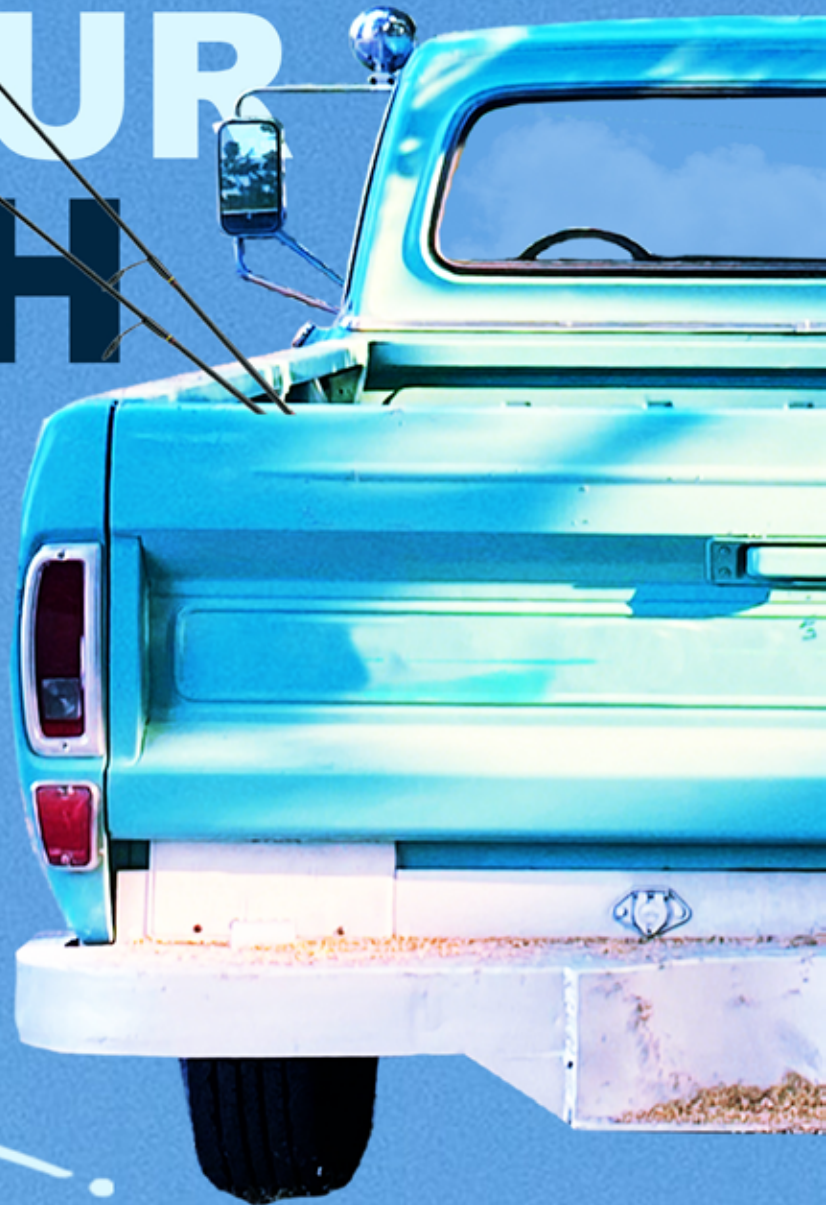
**NASHVILLE
APPROVED**

AUGUST 1, 2022

**CONGRATS
JAKE OWEN
ON YOUR
TENTH**

#1

AKZ



**BEST THING SINCE BACKROADS
THANK YOU COUNTRY RADIO**

BIG LOUD

MONDAY MORNING INTEL

AUGUST 1, 2022

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MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

**MONDAY
MORNING
INTEL**

#1

SONGS THIS WEEK
BY MMI COMPOSITE CATEGORIES **8.1.22**

AIRPLAY

SCOTTY MCCREERY "Damn Strait"

RETENTION

SCOTTY MCCREERY "Damn Strait"

CALLOUT

SCOTTY MCCREERY "Damn Strait"

AUDIO

LUKE COMBS "The Kind Of Love We Make"

VIDEO

MORGAN WALLEN "Wasted On You"

SALES

LUKE COMBS "The Kind Of Love We Make"

COMPOSITE

MORGAN WALLEN "Wasted On You"

**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.

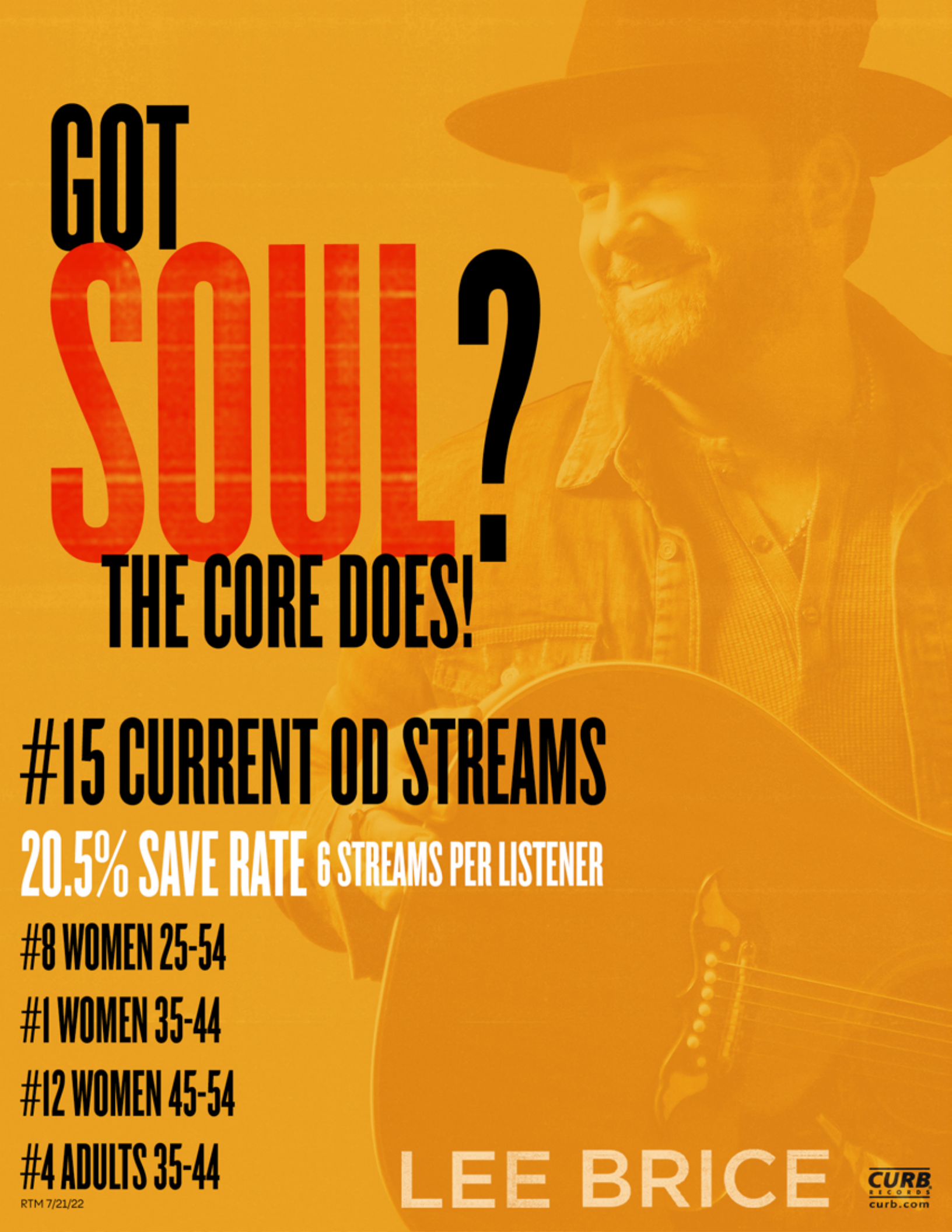
TWRK AIRPLAY	TWRK RETENTION	TWRK CALLOUT	TWRK AUDIO	TWRK VIDEO	TWRK SALES	TWCOMP RANK	ARTIST	TITLE	LABEL
6	6	9	6	1	3	1	MORGAN WALLEN	Wasted On You	Big Loud/Republic
11	8	17	1	2	1	2	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
14	3	7	5	10	2	3	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
1	1	1	18	12	12	4	SCOTTY MCCREERY	Damn Strait	Triple Tigers
30	19	6	2	4	4	5	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
3	9	27	12	9	5	6	KANE BROWN	Like I Love Country Music	RCA Nashville
16	13	14	7	15	9	7	TYLER HUBBARD	5 Foot 9	EMI Nashville
10	2	2	24	18	24	8	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
12	4	4	21	23	18	9	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
7	7	13	17	24	21	10	JON PARDI	Last Night Lonely	Capitol Nashville
31	22	23	4	5	8	11	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville
2	5	12	38	22	23	12	DYLAN SCOTT	New Truck	Curb
20	21	31	11	8	19	13	ERNEST	Flower Shops f/Morgan Wallen	Big Loud
19	15	15	10	28	26	14	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
21	17	8	36	14	16	15	TIM MCGRAW	7500 OBO	Big Machine
26	28	40	8	6	7	16	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
32	25	22	13	16	13	17	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
13	16	19	40	26	11	18	JACKSON DEAN	Don't Come Lookin'	Big Machine
15	18	24	27	31	22	19	OLD DOMINION	No Hard Feelings	Arista Nashville
9	10	5	43	39	33	20	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
23	23	29	15	27	28	21	GABBY BARRETT	Pick Me Up	Warner/WAR
24	24	26	x	x	x	22	FRANK RAY	Country'd Look Good On You	Stoney Creek
5	12	11	45	38	35	23	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville
28	32	45	16	20	15	24	LEE BRICE	Soul	Curb
39	38	32	20	17	14	25	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
50	46	x	3	3	10	26	ZACH BRYAN	Something in the Orange	Warner
8	14	21	33	35	46	27	MAREN MORRIS	Circles Around This Town	Columbia Nashville
4	11	10	46	44	44	28	JAKE OWEN	Best Thing Since Backroads	Big Loud
44	40	35	9	19	20	29	NATE SMITH	Whiskey On You	Arista Nashville
29	26	20	26	34	37	30	JIMMIE ALLEN	down home	Stoney Creek
17	20	16	37	42	40	31	DUSTIN LYNCH	Party Mode	Broken Bow
27	31	33	28	41	17	32	LUKE BRYAN	Country On	Capitol Nashville
35	35	38	14	30	30	33	JORDAN DAVIS	What My World Spins Around	MCA Nashville
43	36	3	39	11	47	34	KAMERON MARLOWE	Giving You Up	Columbia Nashville
42	41	41	35	7	31	35	SAM HUNT	Water Under The Bridge	MCA Nashville
33	39	43	19	36	27	36	KELSEA BALLERINI	Heartfirst	Black River Entertainment
25	27	18	41	48	38	37	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
22	29	30	34	49	36	38	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
36	37	25	31	33	43	39	LAINEY WILSON	Heart Like A Truck	Broken Bow
18	30	37	48	37	32	40	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA
34	33	28	47	25	41	41	BRETT YOUNG	You Didn't	BMLG
46	49	x	25	21	29	42	CARLY PEARCE	What He Didn't Do	Big Machine
40	43	39	22	29	39	43	MORGAN WADE	Wilder Days	Arista Nashville
47	47	x	29	13	42	44	BRETT ELDREDGE	Songs About You	Warner/WMN
49	50	x	32	32	6	45	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG
45	45	44	30	47	25	46	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
48	48	x	23	43	34	47	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville
38	34	36	42	45	48	48	CODY JOHNSON	Human	CoJo/Warner/WMN
37	42	34	44	46	49	49	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
41	44	42	49	40	45	50	MICHAEL RAY	Holy Water	Warner/WEA

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	30	5	25	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
2	50	26	24	ZACH BRYAN	Something in the Orange	Warner
3	31	11	20	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville
4	32	17	15	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
5	44	29	15	NATE SMITH	Whiskey On You	Arista Nashville
6	39	25	14	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
7	14	3	11	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
8	26	16	10	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
9	11	2	9	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
10	16	7	9	TYLER HUBBARD	5 Foot 9	EMI Nashville
11	43	34	9	KAMERON MARLOWE	Giving You Up	Columbia Nashville

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	PARMALEE	Take My Name	Stoney Creek
2	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
3	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
4	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
5	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
6	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
7	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
8	SAM HUNT	23	MCA Nashville
9	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
10	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
11	THOMAS RHETT	Slow Down Summer	Valory Music Co.
12	WALKER HAYES	Fancy Like	Monument/RCA
13	LUKE COMBS	Forever After All	River House/Columbia Nash
14	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
15	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
16	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
17	LUKE COMBS	Cold As You	River House/Columbia Nash
18	KEITH URBAN	Wild Hearts	Capitol Nashville
19	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
20	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
21	WALKER HAYES	AA	Monument
22	COLE SWINDELL	Single Saturday Night	Warner/WMN
23	THOMAS RHETT	What's Your Country Song	Valory Music Co.
24	MICHAEL RAY	Whiskey And Rain	Warner/WEA
25	BRETT YOUNG	Lady	BMLG
26	KANE BROWN	One Mississippi	RCA Nashville
27	LEE BRICE	Memory I Don't Mess With	Curb
28	PARKER MCCOLLUM	To Be Loved By You	MCA Nashville
29	CARLY PEARCE & ASHLEY MCBRYDE	Never Wanted To Be That Girl	Big Machine/WMN
30	JAMESON RODGERS	Cold Beer Calling...f/L. Combs	River House/Columbia Nash



GOT SOUL?

THE CORE DOES!

#15 CURRENT OD STREAMS

20.5% SAVE RATE 6 STREAMS PER LISTENER

#8 WOMEN 25-54

#1 WOMEN 35-44

#12 WOMEN 45-54

#4 ADULTS 35-44

LEE BRICE

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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
HOTZONE	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
HOTZONE	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville
HOTZONE	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
HOTZONE	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
HOTZONE	LUKE BRYAN	Country On	Capitol Nashville
HOTZONE	LAINIEY WILSON	Heart Like A Truck	Broken Bow
HOTZONE	SAM HUNT	Water Under The Bridge	MCA Nashville

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
DEVELOPING	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
DEVELOPING	TYLER HUBBARD	5 Foot 9	EMI Nashville
DEVELOPING	DUSTIN LYNCH	Party Mode	Broken Bow
DEVELOPING	KAMERON MARLOWE	Giving You Up	Columbia Nashville
DEVELOPING	OLD DOMINION	No Hard Feelings	Arista Nashville
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	GABBY BARRETT	Pick Me Up	Warner/WAR
DEVELOPING	RANDY HOUSER	Note To Self	Magnolia Music
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House
DEVELOPING	KELSEA BALLERINI	Heartfirst	Black River Entertainment
DEVELOPING	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville
DEVELOPING	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
DEVELOPING	MICHAEL RAY	Holy Water	Warner/WEA
DEVELOPING	NATE SMITH	Whiskey On You	Arista Nashville

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	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash	PLAY VIDEO ▶
3	ZACH BRYAN	Something in the Orange	Warner	PLAY VIDEO ▶
4	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic	PLAY VIDEO ▶
5	BAILEY ZIMMERMAN	Fall In Love	Warner Music Nashville	PLAY VIDEO ▶
6	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	PLAY VIDEO ▶
7	SAM HUNT	Water Under The Bridge	MCA Nashville	PLAY VIDEO ▶
8	ERNEST	Flower Shops f/Morgan Wallen	Big Loud	PLAY VIDEO ▶
9	KANE BROWN	Like I Love Country Music	RCA Nashville	PLAY VIDEO ▶
10	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN	PLAY VIDEO ▶
11	KAMERON MARLOWE	Giving You Up	Columbia Nashville	PLAY VIDEO ▶
12	SCOTTY MCCREERY	Damn Strait	Triple Tigers	PLAY VIDEO ▶
13	BRETT ELDREDGE	Songs About You	Warner/WMN	PLAY VIDEO ▶
14	TIM MCGRAW	7500 OBO	Big Machine	PLAY VIDEO ▶
15	TYLER HUBBARD	5 Foot 9	EMI Nashville	PLAY VIDEO ▶
16	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers	PLAY VIDEO ▶
17	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville	PLAY VIDEO ▶
18	MITCHELL TENPENNY	Truth About You	Riser House/Columbia	PLAY VIDEO ▶
19	NATE SMITH	Whiskey On You	Arista Nashville	PLAY VIDEO ▶
20	LEE BRICE	Soul	Curb	PLAY VIDEO ▶
21	CARLY PEARCE	What He Didn't Do	Big Machine	PLAY VIDEO ▶
22	DYLAN SCOTT	New Truck	Curb	PLAY VIDEO ▶
23	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville	PLAY VIDEO ▶
24	JON PARDI	Last Night Lonely	Capitol Nashville	PLAY VIDEO ▶
25	BRETT YOUNG	You Didn't	BMLG	PLAY VIDEO ▶
26	JACKSON DEAN	Don't Come Lookin'	Big Machine	PLAY VIDEO ▶
27	GABBY BARRETT	Pick Me Up	Warner/WAR	PLAY VIDEO ▶
28	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA	PLAY VIDEO ▶
29	MORGAN WADE	Wilder Days	Arista Nashville	PLAY VIDEO ▶
30	JORDAN DAVIS	What My World Spins Around	MCA Nashville	PLAY VIDEO ▶
31	OLD DOMINION	No Hard Feelings	Arista Nashville	PLAY VIDEO ▶
32	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG	PLAY VIDEO ▶
33	LAINEY WILSON	Heart Like A Truck	Broken Bow	PLAY VIDEO ▶
34	JIMMIE ALLEN	Down Home	Stoney Creek	PLAY VIDEO ▶
35	MAREN MORRIS	Circles Around This Town	Columbia Nashville	PLAY VIDEO ▶
36	KELSEA BALLERINI	Heartfirst	Black River Entertainment	PLAY VIDEO ▶
37	KENNY CHESNEY	Everyone She Knows	Blue Chair/Warner/WEA	PLAY VIDEO ▶
38	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville	PLAY VIDEO ▶
39	JUSTIN MOORE	With A Woman You Love	Valory	PLAY VIDEO ▶
40	MICHAEL RAY	Holy Water	Warner/WEA	PLAY VIDEO ▶
41	LUKE BRYAN	Country On	Capitol Nashville	PLAY VIDEO ▶
42	DUSTIN LYNCH	Party Mode	Broken Bow	PLAY VIDEO ▶
43	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville	PLAY VIDEO ▶
44	JAKE OWEN	Best Thing Since Backroads	Big Loud	PLAY VIDEO ▶
45	CODY JOHNSON	Human	CoJo/Warner/WMN	PLAY VIDEO ▶
46	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville	PLAY VIDEO ▶
47	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	PLAY VIDEO ▶
48	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG	PLAY VIDEO ▶
49	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	PLAY VIDEO ▶

A black and white photograph of a man, Ian Flanigan, playing an acoustic guitar. He is looking down at the instrument with a focused expression. He has dark hair and a light beard. He is wearing a dark t-shirt under a dark jacket. The guitar is a Taylor acoustic, with the brand name visible on the headstock. The background is dark and out of focus.

IAN FLANIGAN

LAST NAME ON IT

"Ian Flanigan is a once
in a lifetime vocalist"

Blake Shelton

EARLY BELIEVERS:

KILT! KKBO! KBEO! MUSIC CHOICE! KSON! KNUC! WJVC!

IMPACTING NOW

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	MCCREERY, SCOTTY	Damn Strait	10	1	1	28
2	TENPENNY, MITCHELL	Truth About You	2	2	12	5
3	MARLOWE, KAMERON	Giving You Up	18	6	3	3
4	UNDERWOOD, CARRIE	Ghost Story	8	5	13	4
5	MOORE, JUSTIN	With A Woman You Love	14	7	11	6
6	WALLEN, MORGAN	You Proof	24	12	8	1
7	SWINDELL, COLE	She Had Me At Heads Carolina	1	18	4	13
8	MCGRAW, TIM	7500 OBO	9	3	16	11
9	WALLEN, MORGAN	Wasted On You	3	4	2	42
10	OWEN, JAKE	Best Thing Since Backroads	11	13	6	12
11	YOUNG, CHRIS FEAT. MITCHELL TENPENNY	At The End Of A Bar	21	8	5	17
12	SCOTT, DYLAN	New Truck	12	20	10	2
13	PARDI, JON	Last Night Lonely	5	19	15	14
14	HUBBARD, TYLER	5 Foot 9	15	15	14	20
15	ANDRESS, INGRID WITH SAM HUNT	Wishful Drinking	4	9	24	18
16	LYNCH, DUSTIN	Party Mode	6	14	21	33
17	COMBS, LUKE	The Kind Of Love We Make	13	41	9	19
18	RHETT, THOMAS FEAT. RILEY GREEN	Half Of Me	25	11	17	37
19	DEAN, JACKSON	Don't Come Lookin'	19	22	18	26
20	ALLEN, JIMMIE	Down Home	7	25	20	36
21	MORRIS, MAREN	Circles Around This Town	20	34	19	15
22	DICKERSON, RUSSELL FEAT. JAKE SCOTT	She Likes It	17	37	34	10
23	ZIMMERMAN, BAILEY	Fall In Love	22	38	28	30
24	OLD DOMINION	No Hard Feelings	16	40	33	27
25	NICHOLS, JOE	Good Day For Living	23	35	41	16
26	WILSON, LAINEY	Heart Like A Truck	33	21	35	31
27	RAY, FRANK	Country'd Look Good On You	46	27	22	8
28	BROWN, KANE	Like I Love Country Music	44	10	25	43
29	YOUNG, BRETT	You Didn't	32	24	27	41
30	BARRETT, GABBY	Pick Me Up	26	17	45	32
31	BROWN BAND, ZAC	Out In The Middle	30	32	26	38
32	SMITH, CONNER	Learn From It	39	26	46	7
33	ERNEST FEAT. MORGAN WALLEN	Flower Shops	27	33	31	39
34	STAPLETON, CHRIS	Joy Of My Life	47	31	7	48
35	HOUSER, RANDY	Note To Self	38	36	29	34
36	BRYAN, LUKE	Country On	35	29	43	29
37	BLOCK, PRISCILLA	My Bar	40	28	42	22
38	SMITH, NATE	Whiskey On You	34	16	23	50
39	THOMPSON SQUARE	Country In My Soul	28	44	37	9
40	JOHNSON, CODY	Human	41	30	36	35
41	CHESNEY, KENNY	Everyone She Knows	29	42	38	25
42	DAVIS, JORDAN	What My World Spins Around	37	43	32	21
43	WADE, MORGAN	Wilder Days	36	39	40	40
44	JELLY ROLL	Son Of A Sinner	48	23	30	45
45	HUNT, SAM	Water Under The Bridge	42	48	49	23
46	RAY, MICHAEL	Holy Water	31	49	39	46
47	BALLERINI, KELSEA	Heartfirst	43	45	50	24
48	CARMICHAEL, DILLION	Son Of A	50	47	47	44
49	URBAN, KEITH	Brown Eyes Baby	45	50	48	47
50	BRICE, LEE	Soul	49	46	44	49

**MONDAY
MORNING
INTEL**



**YES,
I
GET
IT**

With this MMI data,
you'll get the
**WHOLE
TRUTH,**
nothing but the
truth, so help me.
Monday Morning Intel.

I GET IT!

TIM ROBERTS

Vice President/Format Captain
Programming
Audacy

**MMI AND THE AIRPLAY INTEL
FAMILY OF PUBLICATIONS**

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



RANDY LANE INTEL

CURRENT POSITION:
PRESIDENT
THE RANDY LANE
COMPANY

You are known to be one of the planet Earth's most prominent radio Morning Show consultants and clearly one of the most handsome. So...Let's play a game: Imagine there are no obvious economic restrictions. Is it a good idea to put morning show caliber entertainment in all departs?

Yes, personalities and companionship are radio's greatest assets that set us apart from music streaming services. We're seeing afternoon team shows thrive all over the country at stations like KS95 Minneapolis with Staci & Hutch, Alice in Denver with Slacker & Steve, and Alt 987 LA with Booker and Stryker.

Now Radio Edmonton is showing us the way with personalities in all dayparts. They are number one in women and men 25-54! The same concept is going on stations all over Canada. Since companionship is one of the main reasons people use radio, I highly recommend stations in the US take this approach.

In your creative mind, how would the approach of each key depart differ?

This idea works in afternoon drive with just a bit more music than mornings. In all other dayparts, still play at least twelve songs per hour (depending on spot load) but have personalities entertaining in short bursts consistently throughout every hour. Like Now in Edmonton, it's an excellent idea to consistently connect with listeners via phone, text, and online with story topics.

Now let's add back in the elephant in the room: Is this fantasy economically feasible and if so are there creative ways to afford around the clock personalities?

Depending on your budget, a winning formula would be a mix of local, regional, and national personalities. Regionally syndicated personalities are effective because the culture is similar to yours and they're less expensive than nationally syndicated shows.

You don't strike us as the hillbilly type yet you recently left LA and moved to Tennessee. What the heck is that about?

We moved to Tennessee to be near you, Butch Waugh, and Hank Jr.! Seriously, JoAnn and I both have family here who need us. We plan on dividing our time between Tennessee and California.

Should radio be playing more new music?

Yes, it would help radio to stay relevant. Stop playing it so safe, be selective and set up new music with more fanfare.

Tell us one book, one film and one album we should go read/see/listen to right now?


Hook Point: How to Stand Out in a 3-Second World by Brandan Kane will help radio stations and podcasters attract and maintain the attention of today's impatient audience. Kane has assisted celebrities like Taylor Swift and Rhianna build brand strategies.

All Creatures Great and Small is a warm, vulnerable and funny PBS series based on the James Herriot book. An interesting fact is that Harriot did not start to write the stories until he retired.

Joni Mitchell's remixed early albums on vinyl are fantastic. *The Reprise Albums (1968-1971)*. I'm looking forward to the release of *The Asylum Albums (1972-1975)*.

Growing up, who isn the one radio personality that influenced you the most that inspired you towards your career?

My brother Ron Lane inspired me in radio, sports, college, and life. He has been an air personality, owner, and manager of multiple radio stations in Tennessee, Illinois, Kentucky and Alabama. He not only served several communities with his radio stations, but he also served as mayor of Big Sandy, TN for twenty years.



TRUE INTEGRATION

GSelector®
Music Scheduling

Zetta®
Automation

Aquira®
Traffic

Revma™
Streaming

RCS Cloud
Peace-of-Mind

RCS2GO®
Mobile

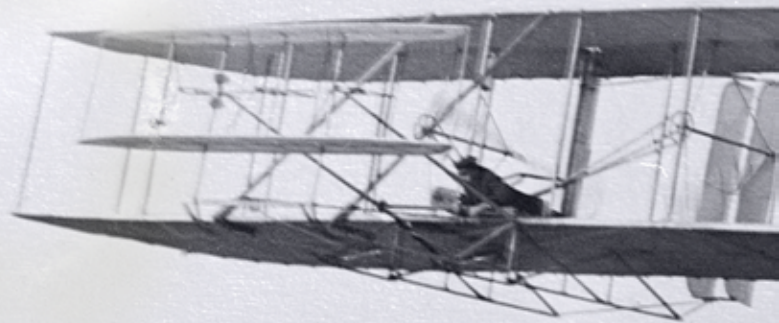
LUKE COMBS MY FRIEND ADDI



Why do we love Country Music? Heart. At the end of the day, there is this sense of community that ties us together with emotion and love. It's goes beyond the Country music industry where it is indigenous to pull together as opposed to push apart. The positive sense of togetherness flows from the stage to the fans through the music. In this performance clip of "Better Together" Luke personifies the definition of what this powerful bond can look and feel like. Grab a hankie and meet Addi and 60,000 participants In the healing power of love and music. Click on the video.



MATT STELL



MAN MADE

60+ STATIONS
AND GROWING!

[CLICK TO LEARN MORE ABOUT MATT](#)



Check out these videos hand-picked by our staff!



MATT STELL - "MAN MADE"

There are many old adages that get busted in this sweet song. There's the ancient "Behind every great man stands a great woman", etc... But in these days, all genders stand together. Matt's salute to Homefront teamwork and equal places comes over with a modern look at family structure. It also sounds like a hit as the single shows steady growth and positive signs. For a clear message in a short song from a tall man, click here:



ROBBY JOHNSON - "IF I EVER WAS A COWBOY"

MMI Real Country Deal Alert: This video and song has it all: Prominent fiddles, steel guitar, horses, a story and a sweet Country cowboy voice spinning the lyrics. As good as it gets...but wait! Robby's Canadian and he speaks (and sings) in French! And up North, he's a big star with all those US Country lovin' and rural livin' Canadian fans. Welp, maybe someday we'll open the musical borders and realize there is a deep well of international stars from which to embrace. Click here:



KRISTIAN BUSH - "TROUBADOUR"

Black and white and stark, the video for "Troubadour" is as simple as the song itself. Kristian Bush is loved and revered in Nashville's songwriter circles. His quiet creative genius is only overshadowed by his southern gentlemanly manner. He's a poet and an entertainer with a flashy career spanning decades from Billy Pilgrim to Sugarland and an impressive solo presence. But with all the stage time, many love him most for his writing. This song captures him and his talent. Click here:



ZAC BROWN BAND FT. CODY JOHNSON - "WILD PALOMINO"

Zac and Cody team up to bring us another stripped down performance video that sounds and feels like pure classic Texas Country. "Wild Palomino" is almost a throwback to when Jerry Jeff Walker, Michael Martin Murphy, Guy Clark, and the whole gang ruled the road. The songs production, although fresh and contemporary has a sweet 70's aroma punctuated with long necks, leather saddles, and Mexican skunk weed. Click here:



SAM HUNT - "WATER UNDER THE BRIDGE"

Sure was fun being young. Doing stupid stuff. Sleeping late. Making mistakes and laughing. Sam Hunt rolls down the river of time and steers the boat backwards to remember that all those things made us who we are and now it's just "Water Under The Bridge". So heed the message, have no regrets, pop one more top, 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 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.

CALL US at
818-699-6400
or EMAIL
contact@mmi2020.com

MONDAY MORNING INTEL

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THANK YOU
from the entire staff:

PUBLISHERS:

ZEN CZAR

Rich Meyer

CHIEF WRANGLER

Steve Lehman

**MARKETING, PROMOTION
& Magic Fueled by Studio2Bee**

MASTERS OF THE SUN

Skip Bishop

Butch Waugh

Kylee Laynee Higgins

RESEARCH TEAM

**PEOPLE WHO ACTUALLY
DO THE WORK**

Richard R. Deitemeyer

Kate Collins

Brittany Whitney

Brenda Manney

Todd Morris

GRAPHIC DESIGN

EGO Design

PYTHON POWER RANGER

Trent Trento

OPERATIONS

Kylee Laynee Higgins

**PAW POWER
NOT IN MY BOWL**

Heidi Dogg

Monkey Dog

Cooper