# MONDAY MORNING INTEL

MMI PROFILE LABOR DAY VIBES

Country Edition

NASHVILLE APPROVED

SXI

SEPTEMBER 5, 2022



Available Nour:

FEATURING THE #1 SMASH HIT "LAST NIGHT LONELY"



# MONDAY MORNING

SEPTEMBER 5, 2022 INTEL TABLE OF

- #1 SONGS THIS WEEK
- POWERS F
- ACTION/RECURRENTS 7
- HOTZONE/DEVELOPING 9
- VIDED STREAMING 77
- COUNTRY CALLOUT 12
- PROFILE 73
- INTELESCOPE 75
- INTELEVISION 16
- METHODOLGY 17

THE BACK PAGE 721

MINI – A MODERN DAY MUSIC RESEARCH SYSTEM

# NEVER TIL NOW Ashley cooke & brett young



HAIDBY

BIG LOUD BEALS

# ADD TODAY

**I M N B R** 

verything She

Aint

OUT-CONSUMING 46% OF THE CHART





# Faster Programming Intel From NuVoo

### The ASAP Study from NuVoodoo:

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





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PERCEPTUAL STUDY



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### MMI- POWERS

Weighted Airplay, Retention Scores, Streaming Scores, and Sales Scores this week combined and equally weighted deviser Powers Rankers.

-

TW RK Airplay	TW RK Retention	TW RK Callout	TW RK Audio	TW RK Video	TW RK Sales	TW COMP Rank	ARTIST	TITLE	LABEL
3	1	2	3	6	1	1	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
6	3	6	1	1	3	2	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
5	2	5	2	5	4	3	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
8	6	10	5	9	8	4	TYLER HUBBARD	5 Foot 9	EMI Nashville
1	4	8	13	18	22	5	JON PARDI	Last Night Lonely	Capitol Nashville
10	10	27	9	8	7	6	KANE BROWN	Like I Love Country Music	RCA Nashville
21	18	25	7	2	2	7	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
4	5	1	37	12	16	8	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
7	9	11	16	25	18	9	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
16	20	35	6	3	5	10	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra
14	14	23	24	7	10	11	LUKE BRYAN	Country On	Capitol Nashville
9	8	3	20	27	34	12	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville
27	21	18	12	16	17	13	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
2	7	4	36	37	27	14	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
18	17	17	10	24	28	15	GABBY BARRETT	Pick Me Up	Warner/WAR
12	15	20	34	21	12	16	JACKSON DEAN	Don't Come Lookin'	Big Machine
15	11	9 15	21	41	19	17	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
13	13	15 32	30	26	20	18	OLD DOMINION	No Hard Feelings	Arista Nashville
22 23	23 16	32 7	17 25	13 29	13 25	19 20	LEE BRICE JIMMIE ALLEN	Soul down home	Curb Stangy Crock
25 11	10	7 12	25 45	29 34	25 24	20 21	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	Stoney Creek RCA Nashville
29	27	12 37	45 8	54 19	24 23	21	NATE SMITH	Whiskey On You	Arista Nashville
25 25	27	37 39	o 14	23	23 15	22	JORDAN DAVIS	What My World Spins Around	MCA Nashville
32	31	36	14	23 15	13 14	23 24	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
48	48	x	4	4	14	25	ZACH BRYAN	Something in the Orange	Warner
39	35	33	15	14	21	26	CARLY PEARCE	What He Didn't Do	Big Machine
17	19	19	26	44	37	27	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
34	37	45	40	10	6	28	BLAKE SHELTON	No Body	Warner/WMN
28	24	16	47	22	36	29	BRETT YOUNG	You Didn't	BMLG
35	34	26	32	28	29	30	LAINEY WILSON	Heart Like A Truck	Broken Bow
19	22	22	38	39	40	31	DUSTIN LYNCH	Party Mode	Broken Bow
40	43	43	29	17	9	32	WALKER HAYES	Y'all Life	Monument
26	30	40	23	36	30	33	KELSEA BALLERINI	Heartfirst	Black River Entertainment
44	44	41	11	20	31	34	COREY KENT	Wild As Her	Combustion/RCA Nashville
43	40	13	35	30	35	35	DAN + SHAY	You	Warner/WAR
45	45	14	41	11	46	36	KAMERON MARLOWE	Giving You Up	Columbia Nashville
30	32	31	44	35	41	37	SAM HUNT	Water Under The Bridge	MCA Nashville
24	26	28	39	46	45	38	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
36	29	29	43	38	47	39	CODY JOHNSON	Human	CoJo/Warner/WMN
20	25	30	49	45	48	40	FRANK RAY	Country'd Look Good On You	Stoney Creek
41	38	21	31	50	38	41	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
31	33	34	46	47	32	42	DIERKS BENTLEY	Gold	Capitol Nashville
47	47	Х	19	40	33	43	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville
42	42	44	27	43	42	44	PARKER MCCOLLUM	Handle On You	MCA Nashville
50	50	X	22	33	26	45	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
37	39	42	48	31	43	46	MICHAEL RAY	Holy Water	Warner/WEA
33	41	38	42 50	42	50	47	PRISCILLA BLOCK	My Bar Note To Solf	InDent/Mercury Nashville
38	36	24	50	49 22	49 20	48	RANDY HOUSER	Note To Self	Magnolia Music
49 46	49 46	X	33 20	32 19	39 44	49 50	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG
40	46	Х	28	48	44	50	BRETT ELDREDGE	Songs About You	Warner/WMN





9.5.22

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	48	25	23	ZACH BRYAN	Something in the Orange	Warner
2	27	13	14	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
3	21	7	14	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
4	39	26	13	CARLY PEARCE	What He Didn't Do	Big Machine
5	44	34	10	COREY KENT	Wild As Her	Combustion/RCA Nashville
6	45	36	9	KAMERON MARLOWE	Giving You Up	Columbia Nashville
7	40	32	8	WALKER HAYES	Y'all Life	Monument
8	43	35	8	DAN + SHAY	You	Warner/WAR
9	32	24	8	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
10	29	22	7	NATE SMITH	Whiskey On You	Arista Nashville



RANK TW

### MMI-RECURRENTS

Songs that have significantly downtreanded on the Powers charts are reclassified as Recurent and can

remain there for up to two years, before being reclassified as Gold.	
TITLE	LABEL/IMPRINT

RANK Tw	Artist	пц	LABEL/IMPRINT
1	PARMALEE	Take My Name	Stoney Creek/BMG
2	SCOTTY MCCREERY	Damn Strait	Triple Tigers
3	MORGAN WALLEN	Wasted On You	Big Loud/Republic
4	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
5	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
6	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
7	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
8	DYLAN SCOTT	New Truck	Curb
9	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
10	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
11	LUKE COMBS	Forever After All	River House/Columbia Nash
12	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go)	RCA/Columbia Nashville
13	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
14	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
15	WALKER HAYES	Fancy Like	Monument/RCA
16	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
17	SAM HUNT	23	MCA Nashville
18	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
19	LUKE COMBS	Cold As You	River House/Columbia Nash
20	MICHAEL RAY	Whiskey And Rain	Warner/WEA
21	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
22	THOMAS RHETT	What's Your Country Song	Valory Music Co.
23	WALKER HAYES	AA	Monument
24	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol
25	JAKE OWEN	Best Thing Since Backroads	Big Loud
26	COLE SWINDELL	Single Saturday Night	Warner/WMN
27	KEITH URBAN	Wild Hearts	Capitol Nashville
28	DIERKS BENTLEY	Gone	Capitol Nashville
29	JAMESON RODGERS	Cold Beer Callingf/L. Combs	River House/Columbia Nash
30	KELSEA BALLERINI	Half Of My Hometown f/KChesney	Black River Entertainment

# THE MUCH ANTICIPATED RELEASE IS HERE IAN FLANGANS STRUCTURE STATUS FEATURING THE SINGLE LAST NAME ON IT

### **ON-LINE FEEDBACK:**

"unforgettable songwriting" "an instant classic for your collection" "Ian has arrived and is turning heads"

"I have this album on repeat" "his voice is unforgettable and the songs stuck in my head" "this could be my favorite album of the year"

### "STRONG" IS AVAILABLE EVERYWHERE!



00000

LISTEN HERE





MMI-HOTZONE

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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE HOTZONE HOTZONE HOTZONE HOTZONE HOTZONE HOTZONE	ARTIST BAILEY ZIMMERMAN JASON ALDEAN NATE SMITH DIERKS BENTLEY PRISCILLA BLOCK BLAKE SHELTON RANDY HOUSER	TITLE Fall In Love That's What Tequila Does Whiskey On You Gold My Bar No Body Note To Self	LABEL/IMPRINT Warner/WEA/Elektra Macon Music/Broken Bow Arista Nashville Capitol Nashville InDent/Mercury Nashville Warner/WMN Magnolia Music
HOTZONE HOTZONE HOTZONE HOTZONE	KENNY CHESNEY CARLY PEARCE PARKER MCCOLLUM COREY KENT	Beer With Myw/Old Dominion What He Didn't Do Handle On You Wild As Her	Blue Chair/Warner/WEA Big Machine MCA Nashville Combustion/RCA Nashville

Country

MMI-DEVELOPING

9.5.22

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	OLD DOMINION	No Hard Feelings	Arista Nashville
DEVELOPING	LUKE BRYAN	Country On	Capitol Nashville
DEVELOPING	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	GABBY BARRETT	Pick Me Up	Warner/WAR
DEVELOPING	FRANK RAY	Country'd Look Good On You	Stoney Creek
DEVELOPING	LEE BRICE	Soul	Curb
DEVELOPING	JIMMIE ALLEN	down home	Stoney Creek
DEVELOPING	JORDAN DAVIS	What My World Spins Around	MCA Nashville
DEVELOPING	KELSEA BALLERINI	Heartfirst	Black River Entertainment
DEVELOPING	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
DEVELOPING	LAINEY WILSON	Heart Like A Truck	Broken Bow
DEVELOPING	MICHAEL RAY	Holy Water	Warner/WEA
DEVELOPING	DAN + SHAY	You	Warner/WAR
DEVELOPING	ERIC CHURCH	Doing Life With Me	EMI Nashville

# MATT STELL

# **70+ STATIONS AND BUILDING!** TOP 50 ON BOTH MEDIABASE & BILLBOARD

**CLICK TO LEARN MORE ABOUT MATT** 

RECORDS

### Country MMI-VIDED STREAMING 9.5.22

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	You Proof	Big Loud/Mercury/Republic	PLAY VIDEO 🕨
2	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	PLAY VIDEO 🕨
3	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra	PLAY VIDEO 🕨
4	ZACH BRYAN	Something in the Orange	Warner	PLAY VIDEO 🕨
5	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash	PLAY VIDEO 🕨
6	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN	PLAY VIDEO >
7	LUKE BRYAN	Country On	Capitol Nashville	PLAY VIDEO 🕨
8	KANE BROWN	Like I Love Country Music	RCA Nashville	PLAY VIDEO 🕨
9	TYLER HUBBARD	5 Foot 9	EMI Nashville	PLAY VIDEO >
10	BLAKE SHELTON	No Body	Warner/WMN	PLAY VIDEO 🕨
11	KAMERON MARLOWE	Giving You Up	Columbia Nashville	PLAY VIDEO 🕨
12	MITCHELL TENPENNY	Truth About You	Riser House/Columbia	PLAY VIDEO 🕨
13	LEE BRICE	Soul	Curb	PLAY VIDEO 🕨
14	CARLY PEARCE	What He Didn't Do	Big Machine	PLAY VIDEO 🕨
15	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville	PLAY VIDEO 🕨
16	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers	PLAY VIDEO 🕨
17	WALKER HAYES	Y'all Life	Monument	PLAY VIDEO 🕨
18	JON PARDI	Last Night Lonely	Capitol Nashville	PLAY VIDEO 🕨
19	NATE SMITH	Whiskey On You	Arista Nashville	PLAY VIDEO 🕨
20	COREY KENT	Wild As Her	Combustion/RCA Nashville	PLAY VIDEO 🕨
21	JACKSON DEAN	Don't Come Lookin'	Big Machine	PLAY VIDEO 🕨
22	BRETT YOUNG	You Didn't	BMLG	PLAY VIDEO 🕨
23	JORDAN DAVIS	What My World Spins Around	MCA Nashville	PLAY VIDEO 🕨
24	GABBY BARRETT	Pick Me Up	Warner/WAR	PLAY VIDEO 🕨
25	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA	PLAY VIDEO 🕨
26	OLD DOMINION	No Hard Feelings	Arista Nashville	PLAY VIDEO 🕨
27	CARRIE UNDERWOOD	Ghost Story	Capitol Nashville	PLAY VIDEO 🕨
28	LAINEY WILSON	Heart Like A Truck	Broken Bow	PLAY VIDEO 🕨
29	JIMMIE ALLEN	down home	Stoney Creek	PLAY VIDEO 🕨
30	DAN + SHAY	You	Warner/WAR	PLAY VIDEO 🕨
31	MICHAEL RAY	Holy Water	Warner/WEA	PLAY VIDEO 🕨
32	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG	PLAY VIDEO 🕨
33	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville	PLAY VIDEO 🕨
34	CHRIS YOUNG	At The End Of A Bar w/Tenpenny	RCA Nashville	PLAY VIDEO 🕨
35	SAM HUNT	Water Under The Bridge	MCA Nashville	PLAY VIDEO 🕨
36	KELSEA BALLERINI	Heartfirst	Black River Entertainment	PLAY VIDEO 🕨
37	JUSTIN MOORE	With A Woman You Love	Valory Music Co.	PLAY VIDEO 🕨
38	CODY JOHNSON	Human	CoJo/Warner/WMN	PLAY VIDEO 🕨
39	DUSTIN LYNCH	Party Mode	Broken Bow	PLAY VIDEO >
40	LITTLE BIG TOWN	Hell Yeah	Capitol Nashville	PLAY VIDEO 🕨
41	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG	PLAY VIDEO ►
42	PRISCILLA BLOCK	My Bar	InDent/Mercury Nashville	PLAY VIDEO ►
43	PARKER MCCOLLUM	Handle On You	MCA Nashville	PLAY VIDEO ►
44	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	PLAY VIDEO >
45	FRANK RAY	Country'd Look Good On You	Stoney Creek	PLAY VIDEO >
46	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow	PLAY VIDEO
47	DIERKS BENTLEY	Gold Songo About You	Capitol Nashville	
48 40	BRETT ELDREDGE	Songs About You Note To Solf	Warner/WMN	
49 50	RANDY HOUSER	Note To Self Brown Even Roby	Magnolia Music	
50	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	PLAY VIDEO 🕨



Country is tested every week for Popularity, Familiarity and Burn in myraid key demographics. Each of four regions test 200 individuals for a total Sample Size of 800 per format.

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	TENPENNY, MITCHELL	Truth About You	5	1	2	12	
2	SWINDELL, COLE	She Had Me At Heads Carolina	13	2	1	6	
3	UNDERWOOD, CARRIE	Ghost Story	3	4	4	3	
4	MOORE, JUSTIN	With A Woman You Love	1	6	5	17	
5	COMBS, LUKE	The Kind Of Love We Make	11	8	3	4	
6	WALLEN, MORGAN	You Proof	7	5	6	9	
7	ALLEN, JIMMIE	Down Home	19	11	10	1	
8	PARDI, JON	Last Night Lonely	22	3	15	15	
9	RHETT, THOMAS FEAT. RILEY GREEN	Half Of Me	10	15	7	10	
10	HUBBARD, TYLER	5 Foot 9	12	13	14	18	
11	ANDRESS, INGRID WITH SAM HUNT	Wishful Drinking	28	7	12	14	
12	YOUNG, CHRIS FEAT. MITCHELL TENPENNY	At The End Of A Bar	9	10	9	39	
13	SCOTT, DYLAN	New Truck	2	17	13	29	
14	MORRIS, MAREN	Circles Around This Town	21	16	16	13	
15	DAN + SHAY	You	6	42	11	19	
16	MARLOWE, KAMERON	Giving You Up	18	24	8	22	
17	OLD DOMINION	No Hard Feelings	14	20	23	16	
18	YOUNG, BRETT	You Didn't	24	43	30	2	
19	BARRETT, GABBY	Pick Me Up	4	26	28	37	
20	DICKERSON, RUSSELL FEAT. JAKE SCOTT	She Likes It	30	27	29	8	
21	BROWN BAND, ZAC	Out In The Middle	31	9	32	26	
22	DEAN, JACKSON	Don't Come Lookin'	34	14	25	31	
23	URBAN, KEITH	Brown Eyes Baby	16	33	45	11	
24	LYNCH, DUSTIN	Party Mode	32	18	37	20	
25	BRYAN, LUKE	Country On	33	34	22	28	
26	HOUSER, RANDY	Note To Self	25	32	26	34	
27	JELLY ROLL	Son Of A Sinner	37	12	27	45	
28	WILSON, LAINEY	Heart Like A Truck	44	36	19	21	
29	BROWN, KANE	Like I Love Country Music	26	31	18	47	
30	ALDEAN, JASON	That's What Tequila Does	46	23	17	38	
31	JOHNSON, CODY	Human	41	30	20	32	
32	RAY, FRANK	Country'd Look Good On You	17	28	43	25	
33	HUNT, SAM	Water Under The Bridge	23	19	38	36	
34	THOMPSON SQUARE	Country In My Soul	27	44	41	5	
35	BRICE, LEE	Soul	15	22	40	41	
36 27	PEARCE, CARLY	What He Didn't Do	39	25	36	23	
37 38	BENTLEY, DIERKS	Gold Fall In Love	36 48	37 39	31 39	27 7	
30 39	ZIMMERMAN, BAILEY STAPLETON, CHRIS	Joy Of My Life	40 47	39 21	39 21	43	
40	SMITH, NATE	Whiskey On You	47	29	42	43 24	
41	BLOCK, PRISCILLA	My Bar	43 20	41	42	30	
42	DAVIS, JORDAN	What My World Spins Around	38	41	24	46	
43	BALLERINI, KELSEA	Heartfirst	29	40	24 35	33	
44	NICHOLS, JOE	Good Day For Living	35	47	33	42	
45	KENT, COREY	Wild As Her	8	38	48	42	
46	RAY, MICHAEL	Holy Water	42	48	34	35	
47	HAYES, WALKER	Y'all Life	40	35	46	40	
48	CARMICHAEL, DILLION	Son Of A	45	46	47	44	
49	MCCOLLUM, PARKER	Handle On You	49	40 50	49	49	
50	SHELTON, BLAKE	No Body	50	49	50	50	
	,	,					

Country

## THE BEST OF MMI PRO-FILE "LABOR DAY VIBES"



#### John Marks

You've been given the task to syndicate one format, one live feed that airs simultaneously on every AM radio signal in the US of A. What would that be? Tradio and Birthdays



Gator Harrison iHeart Nashville

This is an old bit where a jock "goes crazy" and barricades her or himself in the control room and plays one single over and over until the "boss and security" breaks the door down and returns to regular programming. Considering any artist or group, any genre, current or gold, what would be that one single you'd chose and how long would the theatrics last? "Jesus Loves Me". ..for eternity.



#### Byron Kennedy

#### Radio God/promotion wizard/stand up guy

You've programmed some of the biggest Top40 and Country Stations in America, pivoted to Label exec and then left to do.....ah, am I reading this correctly? Stand-Up comedy? WTF, yo. How did that happens?

Stand up comedy is something I always wanted to do but never had the balls to try it. People throughout my life have always told me that I would go and do

it so I had gotten to the point where I was in my late 40s and not getting any younger. Now or never territory. I decided that I would rather try and fail than live with the idea that I didn't persue my dream because of fear. I couldn't live with that.



#### Kelly Ford

Pickle Jar/Radio Goddess

What are the best restaurants in both Nashville and New York? Catch: they must serve pickles. No, really. No pickles no listie!

One of my regular spots near the Upper West Side is Jacob's Pickles. Fantastic Nashville style hot chicken and they serve up flights of pickles that includes my favorite, horseradish cukes. In Nashville, Robert's Western World is the most

ICONIC spot for fried pickles, best washed down with an ice cold PBR and a mouth watering must have MoonPie for dessert!



#### Bev Rainey KRST

Albuquerque

#### Outside of New Mexico, what percentage of people can spell Albuquerque?

The same percentage that knows you spell "Chile" with an "e" when asking for something green and spicy. Otherwise, you'll get a bowl of meat and beans with your order. This was my first mistake after moving to New Mexico. Lesson learned.



Tom Douglas Grammy and Oscar Nominated Songwriter

MMI on The Spot Alert: If you had to chose 3 songs from any genre by any writer that are as close to perfect as you can get, what would they be?

"Make You Feel My Love" Bob Dylan "Racing in The Streets" Bruce Springsteen "I'm so Lonely I Could Cry" Hank Williams, Sr.



Fitz Chief Imagination Officer Host CT40

#### The house is on FIRE! You're 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 gonna be two or three, ok! LOL I'm a big dude and I can carry 3 things! 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.

# MONDAY MORNING INTEL MondayMorningIntel.com



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



### BRANDY CLARK Gets what she deserves!

There's much buzz and hubbub about Rolling Stone's recent "500 Greatest Country Albums Of All Time" list. "Of All Time" are strong words and the list is genuinely brilliant and expertly curated. What was a surprise to some and a thrill for many was the inclusion of the 2013 Masterpiece "12 Stories" from Brandy Clark. After a long and bumpy negotiation with the now defunct Warner affiliated HitShop Records, the treasure-chest of musical art snuck out independently on Slate Creek Records and received quiet yet glowing critical acclaim. Brandy is a provocative songwriter. She deals with dark humor and extreme life situations much like John Prine and Mark Twain, spinning pain into poetry and heartbreak into hilarity. What some have called "The best Country song ever written" is the centerpiece of the collection. "Hold My Hand" is performed here on the Austin City Limits stage. If you don't know "12 Stories" you should. There are many who applaud it's placement in the top 500 of all time but would argue that it belongs Top 10. At MMI we agree. Click here:



Country

MMI-INTELEVISION

Check out these videos hand-picked by our staff!



### **BRANDY CLARK - "GET HIGH"**

Ok, What the hell. Since we're bragging on Brandy, let's fire up this smoke-filled feature from the aforementioned "12 Stories". This black and white bong-worthy beauty of a clip captures the artistic feel of the album and successfully rolls up all the answers to escaping reality. If you're a fan of pipes or papers, puff on this and click here:





### HARDY FT. LAINEY WILSON - "WAIT IN THE TRUCK"

This truly qualifies as an event. The video is as powerful as the amazing story-song and cinematically depicts white hot songwriter Hardy as the avenging angel to Lainey Wilson who portrays (so convincingly) the battered female lead. "Wait In The Truck" is a one listen, most added, instant Country classic to the likes of "When The Lights Went Out in Georgia". Hardy and Wilson deliver the goods and the vocals are stellar. This is Southern Gothic storytelling at it's very best. Click here:





### **CRAIG CAMPBELL FT. TREA LANDON** - "THINGS YOU DO IN A TRUCK"

MMI Public Service Announcement: If you have a 15 year old with a learner's permit and an impending driver's test, please take a minute to not show that child this video. We love ol' Craig but dang it, he's insighting a dad-blamed party in the bed of his big ol' truck. Craig teams up with young Trea Langston on this backroad bootscootin' 4 wheel party track. For a good time, call Craig Campbell and click here:





### **CECILIA CASTLEMAN - "IT'S ALRIGHT"**

From a lane of her own comes mega talented Cecilia Castleman. Self taught and gifted, this Nashville child was born to write and play music. As you can see in this clip, she handles her guitar like she was born with it in her hands. We took a deeper dive into Cecilia's music and its new, fresh, original, and just gritty enough to keep the spotlight tightly trained on

both her vocals and playing. It was no surprise that she's signed to Nashville's Big Yellow Dog...one of the coolest and most successful music company's going. Click here:





### JON LANGSTON - "BEERS GOT DRUNK"

Georgia boy Langston has kindly provided us with the ultimate Country Music checklist. Ya got your truck, creek, boat, campfire, fish, bee-kinitops, more fish, some off-road vehicle with mud on it, some kissin', some more fishin', some lovin', a little turtle dovin' and of course....some beer. Get in the boat, pop you a top and click here:



### **CHARTS/POWERS:**

Monday

MORNING

**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.

UNDERSTANDING EACH OF THE 6 KEY COMPONENTS

**Z** 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.

**3 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.

**SALES** is base on 14 days trailing results. Songs with insufficient data are designated as PENDING. Pending songs do not affect Total Performance Score in any way.

### **HOT ZONE / DEVELOPING**

All five components listed above are contemplated. Songs moving up and increasing significantly in TWO or more categories are designated in the Hot Zone.Other new releases are designated as Developing.

### RECURRENTS

Recurrents are a simple calculation of songs that have trended downward and no longer qualify for Current status. Trailing 14 days are contemplated, along with 6 weeks of Retention Data, and are computed on a 50/50 level of importance.

### ACTION

Songs that are testing either in Callout or in Retention significantly higher than current Airplay rank. These songs are considered UNDEREXPOSED and deserving generally of greater airplay.

### **STREAMING AUDIO, VIDEO AND SALES**

Streaming Audio and Video, and Sales, are based on trailing 14 days data. All major streaming services are used wherever possible, along with sales.

NOTE: Hot AC Callout information is provided as stand-alone information. This data does not factor into the main chart rankings in any way.

### Country

### THE BACK PAGE

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

# MONDAY Morning Intel

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