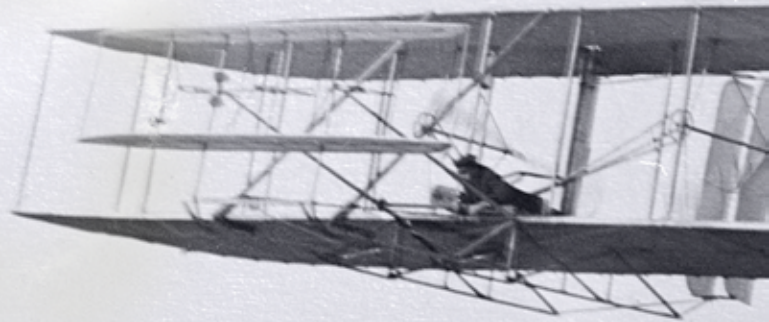


MONDAY
MORNING
INTEL

M A T T S T E L L



M A N M A D E

TOP 40 AND
GROWING



MMI
PROFILE
THOMAS TURKEY

Country Edition

NASHVILLE
APPROVED

NOVEMBER 21, 2022

MORGAN WALLEN

Thought you should know

- Morgan

TOP 30

BIG LOUD

MONDAY MORNING INTEL

NOVEMBER 21, 2022

TABLE OF CONTENTS

- 4 #1 SONGS THIS WEEK***
- 5 POWERS***
- 7 ACTION/RECURRENTS***
- 8 HOTZONE/DEVELOPING***
- 9 WEEK AT A GLANCE***
- 11 VIDEO STREAMING***
- 12 COUNTRY CALLOUT***
- 13 PROFILE***
- 15 INTELESCOPE***
- 17 INTELEVISION***
- 18 METHODOLOGY***
- 19 THE BACK PAGE***

MMI - A MODERN DAY MUSIC RESEARCH SYSTEM

**MONDAY
MORNING
INTEL**

#1 SONGS THIS WEEK

BY MMI COMPOSITE CATEGORIES

11.21.22

AIRPLAY

THOMAS RHETT "Half Of Me f/ Riley Green"

AIRSCORE

MORGAN WALLEN "You Proof"

CALLOUT

MORGAN WALLEN "You Proof"

AUDIO

ZACH BYRAN "Something in the Orange"

VIDEO

MORGAN WALLEN "You Proof"

SALES

HARDY "wait in the truck f/La. Wilson"

COMPOSITE

MORGAN WALLEN "You Proof"

Upgrade to
GSelector®



With upgrade incentives and enrollment discounts into RCS Academy, **NOW** is the time to reach out to our Music Scheduling Team! sales@rcsworks.com

Join the thousands of current programmers who have made the switch to GSelector.

- Dedicated onboarding team who will convert your existing Selector database
- RCS Academy enrollment incentives
- Convert your current contract with no upcharge
- Enterprise Solutions

Experience the latest GSelector scheduling innovations.

- Goal & Rule Based Scheduling
- Multi-Attribute Timed Segue Bans
- No Restriction Scheduling
- Flex Clocks
- Selector2GO Mobile Creativity

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

TWRK AIRPLAY	TWRK AIRscore	TWRK CALLOUT	TWRK AUDIO	TWRK VIDEO	TWRK SALES	TWCOMP RANK	ARTIST	TITLE	LABEL
3	1	1	2	1	3	1	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
7	5	6	8	4	5	2	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
5	3	7	6	7	8	3	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra
2	2	4	7	10	12	4	TYLER HUBBARD	5 Foot 9	EMI Nashville
13	10	16	4	8	4	5	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
23	15	10	9	3	1	6	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
1	4	2	10	32	16	7	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
11	8	17	5	13	13	8	JORDAN DAVIS	What My World Spins Around	MCA Nashville
6	9	12	26	18	6	9	LUKE BRYAN	Country On	Capitol Nashville
4	6	24	11	23	14	10	JACKSON DEAN	Don't Come Lookin'	Big Machine
8	7	3	22	21	26	11	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA
16	14	22	16	14	7	12	LAINEY WILSON	Heart Like A Truck	Broken Bow
12	12	14	12	22	20	13	NATE SMITH	Whiskey On You	Arista Nashville
31	29	8	13	9	11	14	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
10	11	5	31	29	28	15	JIMMIE ALLEN	down home	Stoney Creek
20	18	11	21	26	22	16	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
9	13	28	20	24	24	17	GABBY BARRETT	Pick Me Up	Warner/WAR
35	24	13	14	12	19	18	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
50	x	x	3	5	9	19	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
18	19	37	19	15	10	20	LEE BRICE	Soul	Curb
22	21	29	17	11	21	21	CARLY PEARCE	What He Didn't Do	Big Machine
38	34	42	1	2	2	22	ZACH BRYAN	Something in the Orange	Warner
25	25	25	25	20	15	23	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
28	26	19	24	17	31	24	CODY JOHNSON	Human	CoJo/Warner/WMN
15	17	23	28	41	18	25	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
30	28	15	15	27	35	26	COREY KENT	Wild As Her	Combustion/RCA Nashville
19	20	27	37	19	30	27	BRETT YOUNG	You Didn't	BMLG
24	23	30	23	35	27	28	PARKER MCCOLLUM	Handle On You	MCA Nashville
17	22	43	34	25	23	29	BLAKE SHELTON	No Body	Warner/WMN
14	16	20	40	37	37	30	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
33	33	33	30	28	29	31	WALKER HAYES	Y'all Life	Monument
36	36	9	38	34	43	32	DAN + SHAY	You	Warner/WAR
42	37	36	18	31	36	33	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
21	27	35	39	43	32	34	DIERKS BENTLEY	Gold	Capitol Nashville
41	41	44	45	6	17	35	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
27	30	18	35	50	40	36	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
26	31	41	36	40	39	37	SAM HUNT	Water Under The Bridge	MCA Nashville
29	32	47	44	45	25	38	KENNY CHESNEY	Beer With My...w/Old Dominion	Blue Chair/Warner/WEA
49	49	x	29	16	41	39	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
44	44	39	32	38	34	40	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
47	42	31	33	39	38	41	KELSEA BALLERINI	Heartfirst	Black River Entertainment
39	38	21	48	44	48	42	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
32	35	46	41	47	44	43	ERIC CHURCH	Doing Life With Me	EMI Nashville
34	40	32	46	46	46	44	RANDY HOUSER	Note To Self	Magnolia Music
40	46	45	50	30	33	45	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
45	47	40	27	42	47	46	MIRANDA LAMBERT	Strange	RCA Nashville
37	39	38	49	33	49	47	DILLON CARMICHAEL	Son Of A	Riser House
46	43	34	43	48	42	48	JON PARDI	Your Heart Or Mine	Capitol Nashville
48	48	x	42	36	45	49	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG
43	45	26	47	49	50	50	PARMALEE	Girl In Mine	Stoney Creek

CURB[®]

60 YEARS OF MAKING HITS



SINCE 2020...

40 BILLION CONSUMED

80 RIAA CERTIFICATIONS

OVER 100 CHARTED HITS

WE ARE CURB

CURB
RECORDS
curb.com

Songs that are out performing current airplay results and a worth a second look in terms of airplay acceleration.

TW RANK	TWRK AIRPLAY	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	50	19	31	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
2	35	18	17	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers
3	31	14	17	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
4	23	6	17	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
5	38	22	16	ZACH BRYAN	Something in the Orange	Warner
6	49	39	10	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
7	42	33	9	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
8	13	5	8	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
9	47	41	6	KELSEA BALLERINI	Heartfirst	Black River Entertainment
10	41	35	6	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville

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	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
2	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
3	MORGAN WALLEN	Wasted On You	Big Loud/Republic
4	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
5	PARMALEE	Take My Name	Stoney Creek/BMG
6	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
7	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
8	JON PARDI	Last Night Lonely	Capitol Nashville
9	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
10	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
11	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
12	SCOTTY MCCREERY	Damn Strait	Triple Tigers
13	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
14	DUSTIN LYNCH	Party Mode	Broken Bow
15	JORDAN DAVIS	Buy Dirt f/Luke Bryan	MCA Nashville
16	ELLE KING & MIRANDA LAMBERT	Drunk (And I Don't Wanna Go..)	RCA/Columbia Nashville
17	WALKER HAYES	Fancy Like	Monument/RCA
18	LUKE COMBS	Forever After All	River House/Columbia Nash
19	KANE BROWN	Like I Love Country Music	RCA Nashville
20	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR
21	DYLAN SCOTT	New Truck	Curb
22	CHRIS STAPLETON	You Should Probably Leave	Mercury Nashville
23	MORGAN WALLEN	Sand In My Boots	Big Loud/Republic
24	COLE SWINDELL & LAINEY WILSON	Never Say Never	Warner/WMN/BBR
25	SAM HUNT	23	MCA Nashville
26	CHASE RICE F/F.G.L.	Drinkin' Beer Talkin' God Amen	Dack Janiels/BBR-BMLG
27	LUKE COMBS	Cold As You	River House/Columbia Nash
28	THOMAS RHETT	What's Your Country Song	Valory Music Co.
29	COLE SWINDELL	Single Saturday Night	Warner/WMN
30	DIERKS BENTLEY, BRELAND, HARDY	Beers On Me	Atlantic/Big Loud/Capitol



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	LAINEY WILSON	Heart Like A Truck	Broken Bow
HOTZONE	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
HOTZONE	CARLY PEARCE	What He Didn't Do	Big Machine
HOTZONE	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
HOTZONE	COREY KENT	Wild As Her	Combustion/RCA Nashville
HOTZONE	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
HOTZONE	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
HOTZONE	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	NATE SMITH	Whiskey On You	Arista Nashville
DEVELOPING	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
DEVELOPING	BLAKE SHELTON	No Body	Warner/WMN
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	DIERKS BENTLEY	Gold	Capitol Nashville
DEVELOPING	PARKER MCCOLLUM	Handle On You	MCA Nashville
DEVELOPING	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
DEVELOPING	CODY JOHNSON	Human	CoJo/Warner/WMN
DEVELOPING	KENNY CHESNEY	Beer With My...w/Old Dominion	Blue Chair/Warner/WEA
DEVELOPING	ERIC CHURCH	Doing Life With Me	EMI Nashville
DEVELOPING	WALKER HAYES	Y'all Life	Monument
DEVELOPING	JOE NICHOLS	Good Day For Living	Quartz Hill
DEVELOPING	RANDY HOUSER	Note To Self	Magnolia Music
DEVELOPING	DAN + SHAY	You	Warner/WAR
DEVELOPING	SHANE PROFITT	How It Oughta Be	BMLG
DEVELOPING	DILLON CARMICHAEL	Son Of A	Riser House
DEVELOPING	ZACH BRYAN	Something in the Orange	Warner
DEVELOPING	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
DEVELOPING	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
DEVELOPING	PARMALEE	Girl In Mine	Stoney Creek
DEVELOPING	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
DEVELOPING	MIRANDA LAMBERT	Strange	RCA Nashville
DEVELOPING	JON PARDI	Your Heart Or Mine	Capitol Nashville



MMI **WEEK AT A** **GLANCE**

JOHN SHOMBY

Owner/CEO
Country's Radio Coach, Inc.

Bailey Zimmerman's "Rock And A Hard Place" continues to show as a second big hit for this artist moving 24 to 19 on the overall chart with a rank of 9th in sales, 5th in Video streams, 3rd in audio streams yet at the very bottom (#50) again in airplay. The panel will have to consider playing TWO big songs by a new artist with numbers like these.

Zach Bryan's "Something In The Orange" still is the hottest streaming song and is #2 in sales but only moves up one position to 38th in airplay. He has been outspoken about the industry this past week but listeners aren't a part of that narrative so the panel should still consider this song highly, regardless, if satisfying the audience is the top priority.

Hardy and Lainey Wilson's "Wait In The Truck", off their amazing CMA Awards performance, is at #6 from 7th overall as the number one seller plus 3rd in video streams and 9th in audio streams along with 10th in callout. The song only rose one position from 24th to 23rd in airplay. This has all the attributes of a hit for our panel.

Morgan Wallen's "Thought You Should Know" debuts at 14th on the chart with decent numbers across the board including 8th in callout and an increase in airplay from 43rd to 31st. It appears this will take the same route as the new Luke Combs as more of the panel adds it in the coming weeks. Speaking of Luke Combs "Going Going Gone", he moves up to 16th from 20th after only 3 weeks. The song is already 11th in callout and up to 20th in total airplay. Luke Bryan's "Country On" breaks into the top 10 at #9 with a strong week in sales (6th) and callout (12th) while Jordan Davis' "What My Word Spins Around" ranks #8 sales and 5th in audio streams to move up to 8th from #10.

The faces do not change in the top 5 but the ranks do as Tyler Hubbard drops to 4th from 2nd but still very strong and Jellyroll's "Son Of A Sinner" jumps to #2 from 4th with big numbers in all categories. Both Kane and Katelyn Brown's "Thank You" and Bailey Zimmerman's "Fall In Love" remain at 5th and 3rd respectively.



**MONDAY
MORNING
INTEL**



**YES,
WE
GET
IT**

We're finding more and more

**RADIO IS
USING MMI**

each week. And we find it's

an amazing tool

to determine sensible

STRATEGIES.

We can see the crucial data

that radio sees and that

helps in building real hits.

MMI? WE SO GET IT.

RJ MEACHAM

SVP Promotion
Curb Records

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

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

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	ZACH BRYAN	Something in the Orange	Warner	PLAY VIDEO ▶
3	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud	PLAY VIDEO ▶
4	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG	PLAY VIDEO ▶
5	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra	PLAY VIDEO ▶
6	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville	PLAY VIDEO ▶
7	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra	PLAY VIDEO ▶
8	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville	PLAY VIDEO ▶
9	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic	PLAY VIDEO ▶
10	TYLER HUBBARD	5 Foot 9	EMI Nashville	PLAY VIDEO ▶
11	CARLY PEARCE	What He Didn't Do	Big Machine	PLAY VIDEO ▶
12	RUSSELL DICKERSON	She Likes It f/Jake Scott	Triple Tigers	PLAY VIDEO ▶
13	JORDAN DAVIS	What My World Spins Around	MCA Nashville	PLAY VIDEO ▶
14	LAINEY WILSON	Heart Like A Truck	Broken Bow	PLAY VIDEO ▶
15	LEE BRICE	Soul	Curb	PLAY VIDEO ▶
16	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville	PLAY VIDEO ▶
17	CODY JOHNSON	Human	CoJo/Warner/WMN	PLAY VIDEO ▶
18	LUKE BRYAN	Country On	Capitol Nashville	PLAY VIDEO ▶
19	BRETT YOUNG	You Didn't	BMLG	PLAY VIDEO ▶
20	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville	PLAY VIDEO ▶
21	INGRID ANDRESS	Wishful Drinking w/Sam Hunt	Atlantic/Warner/WEA	PLAY VIDEO ▶
22	NATE SMITH	Whiskey On You	Arista Nashville	PLAY VIDEO ▶
23	JACKSON DEAN	Don't Come Lookin'	Big Machine	PLAY VIDEO ▶
24	GABBY BARRETT	Pick Me Up	Warner/WAR	PLAY VIDEO ▶
25	BLAKE SHELTON	No Body	Warner/WMN	PLAY VIDEO ▶
26	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash	PLAY VIDEO ▶
27	COREY KENT	Wild As Her	Combustion/RCA Nashville	PLAY VIDEO ▶
28	WALKER HAYES	Y'all Life	Monument	PLAY VIDEO ▶
29	JIMMIE ALLEN	down home	Stoney Creek	PLAY VIDEO ▶
30	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.	PLAY VIDEO ▶
31	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	PLAY VIDEO ▶
32	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG	PLAY VIDEO ▶
33	DILLON CARMICHAEL	Son Of A	Riser House	PLAY VIDEO ▶
34	DAN + SHAY	You	Warner/WAR	PLAY VIDEO ▶
35	PARKER MCCOLLUM	Handle On You	MCA Nashville	PLAY VIDEO ▶
36	ASHLEY COOKE & BRETT YOUNG	Never Til Now	Big Loud/Back Blocks/BMLG	PLAY VIDEO ▶
37	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow	PLAY VIDEO ▶
38	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville	PLAY VIDEO ▶
39	KELSEA BALLERINI	Heartfirst	Black River Entertainment	PLAY VIDEO ▶
40	SAM HUNT	Water Under The Bridge	MCA Nashville	PLAY VIDEO ▶
41	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR	PLAY VIDEO ▶
42	MIRANDA LAMBERT	Strange	RCA Nashville	PLAY VIDEO ▶
43	DIERKS BENTLEY	Gold	Capitol Nashville	PLAY VIDEO ▶
44	SCOTTY MCCREERY	It Matters To Her	Triple Tigers	PLAY VIDEO ▶
45	KENNY CHESNEY	Beer With My...w/Old Dominion	Blue Chair/Warner/WEA	PLAY VIDEO ▶
46	RANDY HOUSER	Note To Self	Magnolia Music	PLAY VIDEO ▶
47	ERIC CHURCH	Doing Life With Me	EMI Nashville	PLAY VIDEO ▶
48	JON PARDI	Your Heart Or Mine	Capitol Nashville	PLAY VIDEO ▶
49	PARMALEE	Girl In Mine	Stoney Creek	PLAY VIDEO ▶
50	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	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	WALLEN, MORGAN	You Proof	1	1	2	5
2	RHETT, THOMAS FEAT. RILEY GREEN	Half Of Me	2	7	9	8
3	ANDRESS, INGRID WITH SAM HUNT	Wishful Drinking	9	4	6	6
4	HUBBARD, TYLER	5 Foot 9	4	2	8	11
5	ALLEN, JIMMIE	Down Home	8	6	5	15
6	JELLY ROLL	Son Of A Sinner	6	12	4	20
7	ZIMMERMAN, BAILEY	Fall In Love	17	11	3	17
8	WALLEN, MORGAN	Thought You Should Know	49	14	1	3
9	DAN + SHAY	You	5	16	24	7
10	HARDY FEAT. LAINEY WILSON	Wait In The Truck	16	13	27	1
11	COMBS, LUKE	Going, Going, Gone	23	5	12	31
12	BRYAN, LUKE	Country On	12	3	22	32
13	DICKERSON, RUSSELL FEAT. JAKE SCOTT	She Likes It	15	17	11	18
14	SMITH, NATE	Whiskey On You	3	33	18	21
15	KENT, COREY	Wild As Her	7	19	19	23
16	BROWN, KANE FEAT. KATELYN BROWN	Thank God	28	28	25	2
17	DAVIS, JORDAN	What My World Spins Around	33	9	13	26
18	URBAN, KEITH	Brown Eyes Baby	14	8	34	13
19	JOHNSON, CODY	Human	19	15	21	30
20	ALDEAN, JASON	That's What Tequila Does	11	10	29	34
21	MCCREERY, SCOTTY	It Matters To Her	25	23	20	19
22	WILSON, LAINEY	Heart Like A Truck	40	25	14	10
23	BROWN BAND, ZAC	Out In The Middle	13	24	23	37
24	DEAN, JACKSON	Don't Come Lookin'	26	22	7	49
25	STAPLETON, CHRIS	Joy Of My Life	39	30	16	24
26	PARMALEE	Girl In Mine	24	36	47	4
27	YOUNG, BRETT	You Didn't	45	26	15	27
28	BARRETT, GABBY	Pick Me Up	10	27	28	48
29	PEARCE, CARLY	What He Didn't Do	29	34	26	29
30	MCCOLLUM, PARKER	Handle On You	30	39	17	38
31	BALLERINI, KELSEA	Heartfirst	20	41	36	14
32	HOUSER, RANDY	Note To Self	22	32	37	28
33	HAYES, WALKER	Y'all Life	18	21	44	42
34	PARDI, JON	Your Heart Or Mine	48	20	40	9
35	BENTLEY, DIERKS	Gold	32	18	41	39
36	HAILEY WHITTERS	Everything She Ain't	38	29	31	40
37	STELL, MATT	Man Made	31	47	32	16
38	NICHOLS, JOE	Good Day For Living	35	37	46	12
39	BRICE, LEE	Soul	21	44	42	33
40	CARMICHAEL, DILLION	Son Of A	41	45	33	25
41	KING, ELLE FEAT. DIERKS BENTLEY	Worth A Shot	36	35	43	44
42	LAMBERT, MIRANDA	Strange	43	42	35	36
43	HUNT, SAM	Water Under The Bridge	34	40	30	50
44	BRYAN, ZACH	Something In The Orange	37	31	49	35
45	SHELTON, BLAKE	No Body	44	38	39	46
46	UNDERWOOD, CARRIE	Hate My Heart	27	43	48	43
47	PROFITT, SHANE	How It Oughta Be	42	48	38	41
48	GILBERT, BRANTLEY & BLAKE SHELTON F/V.GILL	Heaven By Then	47	50	10	47
49	CHURCH, ERIC	Doing Life With Me	50	46	45	22
50	CHESNEY, KENNY WITH OLD DOMINION	Beer With My Friends	46	49	50	45



THOMAS TURKEY INTEL

CURRENT POSITION:

**THOMAS
BOOM BOOM
TURKEY**

**MORNING'S/BRAND
MANAGER/MD/
PROMOTIONS DIRECTOR/
PM DRIVE/WEEKENDS
KGBL
99K-GOBBLE**

Thanks for taking the time. We hear that.....

Stop right there. Time? Who has time? Take a minute and check out my title, Jackson. Does it look like I've got time? The only reason I'm doing this is hopefully some EOE hungry station needs a minority ...(remember I'm full-blooded Turkey) and I'll be out of here before the inventible this Thursday. The GM is already eye-balling me and wants to "meet with me" Wednesday night after I get off one of my 3 airshafts. I know where this is going.

Copy that, Thomas. Now, you mentioned that you're....

Hold it. You can call me Tom. Or Boom Boom.....just make this quick. I have 3 hours of spots to knock out when I get off my next airshaft.

Ok, noted. So, Tom, our MMI research shows that you are, as you mentioned, the only full-blooded turkey programming radio. What made you decide to become a full-time radio executive?

That's an easy one. The shelf life of a Turkey is about a year, like November to November. All my buds in my flock said, "Dude, you're funny, you get up early, you can live off chicken feed, you have great feathers....go into radio". And at the time, it offered a longer spread of job security but lately, I don't know, Winston....kinda same-same...sheesh. Oh, and as far as me being the only turkey programming radio; have you met John Reynolds, David Corey or Grover Collins? The jury's still out with those cats.

Let's play a game. You're on the air...

Yeah, like in 32 markets twice a day...

...ok I get it. You're on the air and you have to play 5 songs back to back and you need the highest ratings possible. What tracks are you playing?

Rating? Yo, I'm sending out an SOS. It's Monday thru Thursday is T-Minus-Oven. Here's my set:

"Free Bird" Lynyrd Skynyrd

"Fly Away" Lenny Kravitz

"Wind Beneath My Wings". Bette Midler

"Escape" by Rupert Whoever that guy was
"Learn to Fly" Foo Fighters.....You get the picture, right?

Tom, you seem like you're unhappy and want to move on. Why not pack your U-Haul and just fly away?

See, you radio humans STILL think Turkeys can fly. We KNOW you radio peeps get together and laugh your featherless asses off at the WKRP episode "Turkey Drop". Ha, friggin Ha Ha, you say. Well, that's like a legendary horror film to our kind. We knew those guys. Les Nessman is like Stephen King to us so tread lightly, bro.

Sorry, we didn't mean to be insensitive. Can we ask about your air name? You're listeners know you as "Boom-Boom"! Where did the handle come from?

That's the sound the guys in camo and orange vests make in our neighborhood during the first 2 weeks of November. Another touchy subject, Herman.

It's the holidays. Is there any advice you'd like to give the broadcasting industry this year?

Yes. Love one another. Be thankful for what you have and not what you want. Hire me by Thursday and consider becoming a vegetarian. Peace out. Gotta flap....I have to go finish my next shift, cut a mess of 30s and go to a gas station remote.

MONDAY MORNING INTEL

MondayMorningIntel.com



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

THE HIGHWOMEN

CROWDED TABLE



There is a spectacular feeling of peace and togetherness that falls upon us in the next week. Rarely does a song capture the moment like "Crowded Table". We're all rushing to get our work done, we're grocery shopping and anticipate the magical reunited event of Thanksgiving. Written by the brilliant Lori McKenna, Natalie Hemby and Brandi Carlile, this song is and always will be a musical painting of Norman Rockwell proportions. Frankly, we'd put it in 'power' this week and let it spread warmth and joy. Happy Thanksgiving.



CRS 

MARCH 13-15 | NASHVILLE

**REGISTRATION
NOW OPEN!**

\$649

**NEW FACES OF COUNTRY MUSIC TICKETS
ARE NOW SOLD SEPARATELY, AND WILL BE
\$100 WHILE SEATS LAST!**

Check out these videos hand-picked by our staff!



RUNAWAY JUNE - "BROKEN HEARTS (DO BROKEN THINGS)"

The ever-evolving and always spectacular Runaway June are up to some musical mischief in their latest airplay ready "Broken Hearts Do Broken Things". The trio continues to sharpen their brand of amazingly tight and brilliant vocals and has become a dazzling performance powerhouse. The newly energized band is on their way to Grammy Award status.....they are only one more explosive hit away. Click here:



CHEAT CODES, RUSSELL DICKERSON, AND DIXIE D'AMELIO - "I REMEMBER"

The Cheat Codes Dudes are always up to something. The trio of California DJs are dabbling around the Nashville scene and we love the way Russell hooked up to spin some studio magic on "I Remember". Then enters TikTok sensation Dixie (sister of Charli) D'Amelio to add some modern mojo to the mix. The format lines are blurring and the music keeps getting better. Click here:



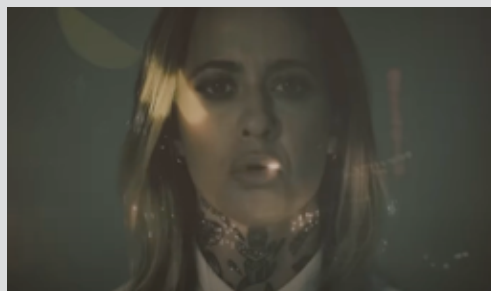
WALKER HAYES - "FACE IN THE CROWD"

Irony: Country Music's men are painted as truck driving, beer-swilling, football-watching, hunting, and fishing tough guys. Right? But guys in Country can wave the "love flag" quicker and easier than most. Walker wears his heart on his flannel sleeve in this ode to his honey called "Face In The Crowd". There are some sweet shots of Mama Walker and the Walker-ettes, too. To see proof that tough guys make good husbands and Dads, click here:



MORGAN WADE - "THE NIGHT"

Morgan Wade has quickly become an artist that we'd stand in a long line in the rain to see perform. She's mysteriously remarkable, edgy with raw talent. This track appeared on the Deluxe Edition of her LP 'Reckless' and is a spot-on poetic description of dealing with demons. For the millions who wrestle the black dogs, the lyrics will ring true as an electrical undercurrent feeding your dark emotional senses of longing. The following video is the must-listen Part 2... powerful music with a sign flashing 'messages ahead'.



MORGAN WADE - "THE NIGHT" (PART 2)

Morgan's 'confessional-ish' Part 2 has a different rhythmic feel but the same gnawing lyrics to burrow into the skin of any listener who has wrestled the beckoning voices in the darkness. The cramped box of addiction has been addressed for centuries by artists, poets, painters alike and Morgan holds her own with the super-sharp pen she's wielding. This is compelling music. This is art. This is Morgan Wade. 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

© AIRPLAY INTELLIGENCE, LLC, 2021,
No part of the materials available through the
MONDAY MORNING INTEL presentation
may be copied, photocopied, reproduced,
translated or reduced to any electronic
medium or machine-readable form, in
whole or in part, without prior written
consent of AIRPLAY INTELLIGENCE, LLC.
Any other reproduction in any form without
permission of AIRPLAY INTELLIGENCE, LLC
is prohibited. All materials contained on this
presentation are protected by United States
copyright law and may not be reproduced,
distributed, transmitted, displayed, published or
broadcast without the prior written permission of
AIRPLAY INTELLIGENCE, LLC. 2021.

PRIVACY POLICY
[Click Here](#)



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

HEAD INTELLICOMMENTATOR

John Shomby

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**

Hailey Dogg

Monkey Dog

Cooper