

SEASON'S GREETINGS
FROM

MONDAY
MORNING
INTEL

WISHING YOU
PEACE, JOY, LOVE, HAPPINESS, MUSIC
AND THE BEST DARNED RESEARCH DATA TO BACK IT UP!

CURB
AT MIDNIGHT
COUNTDOWN

MMI
PROFILE
KEVIN CALLAHAN

Country Edition

NASHVILLE
APPROVED

DECEMBER 5, 2022

HAILEY WHITTERS

Top 20

CONSUMPTION FOR
12 CONSECUTIVE
WEEKS

*Everything
She
Ain't*

BIG LOUD S&D



MONDAY MORNING INTEL

DECEMBER 5, 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

12.5.22

AIRPLAY

THOMAS RHETT "Half Of Me f/ Riley Green"

AIRSCORE

BAILEY ZIMMERMAN "Fall in Love"

CALLOUT

THOMAS RHETT "Half Of Me f/ Riley Green"

AUDIO

ZACH BYRAN "Something in the Orange"

VIDEO

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

SALES

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

COMPOSITE

JELLY ROLL "Son Of A Sinner"

TRUE INTEGRATION

RCS
Sound Software

GSelector®

Music Scheduling

Zetta®

Automation

Aquira®

Traffic

Revma™

Streaming

RCSCloud

Peace-of-Mind

RCS2GO®

Mobile

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

**THIS IS HOW
JELLY ROLLS!**



JELLY ROLL

Son of a Sinner

#1 ON THE MMI POWERS CHART

#2
**RETENTION
CHART**

#2
**SALES
CHART**

#2
**VIDEO STREAMS
CHART**

— POWER UP NOW! —

BBR
MUSIC GROUP

**STONEY
CREEK**

BMG

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	47	17	30	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
2	50	28	22	MEGAN MORONEY	Tennessee Orange	Arista Nashville
3	35	18	17	ZACH BRYAN	Something in the Orange	Warner
4	18	4	14	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
5	22	11	11	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
6	37	29	8	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
7	11	5	6	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
8	40	34	6	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.

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



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

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
HOTZONE	DIERKS BENTLEY	Gold	Capitol Nashville
HOTZONE	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
HOTZONE	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
HOTZONE	JOE NICHOLS	Good Day For Living	Quartz Hill
HOTZONE	SHANE PROFITT	How It Oughta Be	BMLG
HOTZONE	DILLON CARMICHAEL	Son Of A	Riser House
HOTZONE	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
HOTZONE	CARRIE UNDERWOOD	Hate My Heart	Capitol Nashville
HOTZONE	PARMALEE	Girl In Mine	Stoney Creek
HOTZONE	HAILEY WHITTERS	Everything She Ain't	Pegasus/S&D/Big Loud
HOTZONE	ELLE KING	Worth A Shot f/Dierks Bentley	RCA/Columbia Nashville
HOTZONE	KOLBY COOPER	Excuses	Combustion/Wheelhouse
HOTZONE	MIRANDA LAMBERT	Strange	RCA Nashville
HOTZONE	DYLAN SCOTT	Can't Have Mine (Find You A..)	Curb
HOTZONE	DRAKE MILLIGAN	Sounds Like Something I'd Do	Stoney Creek
HOTZONE	MORGAN EVANS	Over For You	Warner/WEA

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

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville
DEVELOPING	JASON ALDEAN	That's What Tequila Does	Macon Music/Broken Bow
DEVELOPING	ZAC BROWN BAND	Out In The Middle	Home Grown/Warner/WAR
DEVELOPING	LAINEY WILSON	Heart Like A Truck	Broken Bow
DEVELOPING	BRETT YOUNG	You Didn't	BMLG
DEVELOPING	CARLY PEARCE	What He Didn't Do	Big Machine
DEVELOPING	PARKER MCCOLLUM	Handle On You	MCA Nashville
DEVELOPING	CHRIS STAPLETON	Joy Of My Life	Mercury Nashville
DEVELOPING	SAM HUNT	Water Under The Bridge	MCA Nashville
DEVELOPING	CODY JOHNSON	Human	CoJo/Warner/WMMN
DEVELOPING	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
DEVELOPING	KENNY CHESNEY	Beer With My...w/Old Dominion	Blue Chair/Warner/WEA
DEVELOPING	COREY KENT	Wild As Her	Combustion/RCA Nashville
DEVELOPING	WALKER HAYES	Y'all Life	Monument
DEVELOPING	ERIC CHURCH	Doing Life With Me	EMI Nashville
DEVELOPING	RANDY HOUSER	Note To Self	Magnolia Music
DEVELOPING	DAN + SHAY	You	Warner/WAR
DEVELOPING	ZACH BRYAN	Something in the Orange	Warner
DEVELOPING	MATT STELL	Man Made	RECORDS Nashville
DEVELOPING	JON PARDI	Your Heart Or Mine	Capitol Nashville



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

JOHN SHOMBY

Owner/CEO
Country's Radio Coach, Inc.

Remember this name – Megan Moroney. This young lady's song "Tennessee Orange" has been making some noise on DSP's and now, makes it to #28 on the overall power chart. Right now, she is dead last in airplay but already 10th in sales, 13th in video streams and 9th in audio streaming. This has all the signs of being a breakout hit for our panel. Something to keep an eye on as we get into the Christmas holiday.

Zach Bryan's "Something In The Orange" (what is it with the sudden fixation for this color?) continues to lag way behind on the radio still ranked 35th despite being the most streamed song of all along with 3rd in video streams and 3rd in sales. People who hear the song apparently want to hear it more, but our panel is still not convinced for some reason. Meanwhile, Bailey Zimmerman's second offering, "Rock And A Hard Place" keeps growing moving up to 9th in sales, 4th in video streams and 2nd in audio streaming. The panel still appears to be reluctant to play a second song by him while his first is still strong, ranking 47th in airplay.

Lainey Wilson appears to be winning that "second song" battle as her song with Hardy "Wait In the Truck" moves up to 4th overall as the top seller and video streamer and airplay cracking the top 20. Her solo single "Heart Like A Truck" moves up to 9th overall reaching 6th in sales, 10th in video streams and top 15 in audio streaming. The panel appears to be solidly behind both.

Not a lot of big movers this week for the most part. Chris Stapleton's "Joy Of My Life" cracking the top 20 going from 21st to 19th qualifies as one this week ranking 14th in sales and 15th in video streams. The panel should definitely keep this one in mind.

The top 5 songs have not changed but their positions within, have. Kane and Katelyn Brown's "Thank God" moves back one spot to 5th but still shows strength at #4 in sales and audio streams and 7th in video streaming. As mentioned earlier, Hardy and Lainey Wilson are 4th and Tyler Hubbard's "5 Ft 9" remains in the 3rd spot with a #2 rank in callout being the main reason. Bailey Zimmerman's "Fall In Love" drops to 2nd but still very strong numbers across the board. Moving up to the top spot from #2 is Jellyroll's "Son Of A Sinner" ranking 2nd in sales and video streams and 7th in audio streaming and callout. Credit to the panel for sticking with this one.



**MONDAY
MORNING
INTEL**

**YES,
I
GET
IT**



The programming Tool Box
**ISN'T COMPLETE
WITHOUT MMI.**

The metrics of a song are
FASCINATING
and I like to look at this data
to **compare with our local
research.** In some cases
asking what is different
**HELPS DEFINE OUR
MUSIC MIX.**

BRENT LANE

Program Director of Cat Country 98.7
WYCT
Pensacola, FL

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

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



KEVIN CALLAHAN INTEL

CURRENT POSITION:

PAMAL BROADCASTING
CORPORATE DIRECTOR
OF OPERATIONS &
PROGRAMMING

After a mega successful run overseeing some of Audacy's biggest markets, you've packed your horses, folded your tent and moved to the lovely (and chilly) Northeast. What prompted the bold exodus?

Short answer: Family. It's a time now where it is important to be near my mom. My support team (The other Callahans - Emma, Katie and Keegan) agreed so we packed it in and left the warmth of the California sun (well, not the College Senior, she'll hang back until graduation and then make the move).

There seems to be a really robust amount of new holiday tracks this year. Is there an advantage to playing the new releases or stick with Burl Ives?

There is advantage to playing good new music during the holiday or any time. You just need to make good choices and yeah, you have to play Burl Ives too.

If you were tasked with syndicating one feed, one format, one source of content that would play on every AM signal in the US and Canada, what would it be?

It would probably be Motor Trend TV for radio. It's my guilty pleasure on TV and so why not create that content for radio right?

You've been living in sunny California for a good bit but now you're back in upstate NY. Describe the differences of a typical Christmas dinner in both locations.... ya know, kale vs figgy pudding mode.

Well the differences aren't so much in the food as they are where we eat the meal. We're likely to do a prime rib but in California we'd eat it on the patio. We'll keep it in the dining room here in NY with a view of the pool or lake safely outside the window. AND ALWAYS IN PAJAMAS with a JESUS birthday cake for Christmas

Who is the smartest person you've ever met?

That's a tough one. The blessings of smart people in my life are abundant. I think when you appreciate wisdom it comes from sources that are countless. I have it in droves from family, friends, peers, etc.

If you could give the music and radio industries one gift this year, what would that be?

Heck it's Christmas! Here's more than one. Positive Leadership, innovation, strong hit records, A+ air talent, focus on community, talent development on the music and radio sides and bourbon spiked egg nog (It's my favorite).

Here's a final trippy question. If terrestrial radio was subscription based and didn't depend on commercial stop-sets, would it work? Why or why not?

It depends, will the radio companies that do it invest in their content? If so, there isn't any reason why people wouldn't subscribe. Content is king. Want to see a radio renaissance? Just invest in content and target it to your community (BE LOCAL AND DELIVER A+ CONTENT). We live in a world where content consumption is a BFD.

**MONDAY
MORNING
INTEL**

MondayMorningIntel.com



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

KELLY CLARKSON AND DOLLY PARTON



It's not a Holiday Party until Dolly shows up! This clip from The Kelly Clarkson Show was just spectacular. From a set filled with twinkly trees, Kelly surprised her audience with the 'Magnificent one' from stage right and they girls wail on a modern retake of the classic 9 to 5! So Fun, so merry, so bright and soooo Dolly! Click here:



CRS 

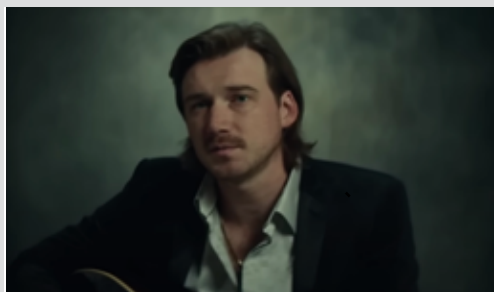
MARCH 13-15 | NASHVILLE

**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!



MORGAN WALLEN - "THOUGHT YOU SHOULD KNOW"

Mr. Wallen's latest chart missile makes Morgan a magnificent momma's little man. And this video captures actual loving footage of young Morgan with his loving Mom, Lesli who frequently appears on the megastars arm. The song (co-written by Miranda Lambert) has a clear subtext of the incalculable timing of the power of prayer as the lyric fesses up to bad behavior turned around.....and all because of Momma Lesli's conversations with the almighty. Grab a hanky and click here:



SAM HUNT - "START NOWHERE"

Well dangit, it must be Momma week in the video world. Sam Hunt has put together some amazing family film footage to tell a tale of old fashion Country growin' up! This clip has some classic shots of Mr. and Mrs. Hunt and a pack of Hunt boys to boot. And the song rings true. It just feels real and sparkles with nostalgic lyrics and melody. For a trip home and a look back, click here:



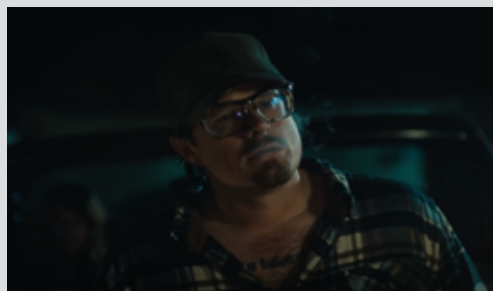
DAN + SHAY - "HOLIDAY PARTY"

Oh, come on...it's time to deck the halls! And both Dan + Shay are busted by their beauties for not whipping out the mistletoe on time. This clip is full of Christmas mischief as our 2 harmonizing Grammy-toting elves scurry about making the house look bright and shiny. Click here:



ALISON KRAUSS & ROBERT PLANT - "HIGH AND LONESOME" CMT CROSSROADS

There are few enduring television brands as brilliant as CMT's Crossroads. It ranks with SNL for consistency, creativity, and "screentime-FOMO"! This driving bluesy moment has Mr. Plant out front and teasing us with some Zep-like bent notes in "High and Lonesome". The track was written by Plant and T Bone Burnett and the performance is just stellar...all of what you'd expect from the level of musicians and a CMT production. Click here:



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

Ok, Look here. We know we've featured this video eleven-teen times. But, it's just so damn good. And it's one of the best Country songs, singles, vocal performances, and good old fashion story-telling we've heard in years. We can't get enough of it. Dangit. We're gonna press play again..... one more time. 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 INTELCOMMENTATOR

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