# MONDAY MORNING INTEL DYLANSCOTT

MMI PROFILE KRISTEN WILLIAMS



**NASHVILLE APPROVED** 

AUGUST 28, 2023

# Lauren Alaina thicc as thieves

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# MONDAY MORNING

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MINI – A MODERN DAY MUSIC RESEARCH SYSTEM



# MONDAY MORNING INTEL

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# CHRISLANE FIND ANOTHER BAR



### THANK YOU TO THESE FIRST WEEK STATIONS

	MUIDI	I/OON	14/11	LADE O	WTOD	1/001/	
MUSIC	WUBL	KSON	WIL	KBEQ	WTQR	KCCY	WKRO
CHOICE	WYCD	WJVC	KSOP	WCOL	WKMK	KDRK	KXBG
KBAY	WFUS	KUPL	WWKA	WGH	WWGR	KXLY	KJUG
KKBQ	KWBL	KWJJ	KWNR	WPAW	WCKN	WWQM	WQHK

# **ADD YOUR STATION TODAY**



### MMI-POWERS

#### 8.28.23

TW RK Airplay	TW RK AIRscore	TW RK Callout	TW RK Audio	TW RK Video	TW RK SALES	TW COMP Rank	ARTIST	TITLE	LABEL
1	2	2	6	4	3	1	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
9	4	1	4	2	2	2	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow
2	1	3	12	10	12	3	LUKE COMBS	Love You Anyway	River House/Columbia Nash
8	6	14	5	1	6	4	LAINEY WILSON	Watermelon Moonshine	Broken Bow
4	3	9	11	12	11	5	KANE BROWN	Bury Me In Georgia	RCA Nashville
6	7	22	2	6	7	6	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
32	19	4	3	5	8	7	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic
3	5	8	18	17	19	8	JON PARDI	Your Heart Or Mine	Capitol Nashville
11	10	10	13	18	18	9	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
13	9	23	15	16	13	10	MORGAN WALLEN	Everything I Love	Big Loud/Mercury/Republic
15	12	19	25	20	16	11	LUKE BRYAN	But I Got A Beer In My Hand	Capitol Nashville
5	8	11	23	33	30	12	THOMAS RHETT	Angels	Valory Music Co.
38	24	30	8	8	10	13	HARDY	TRUCK BED	Big Loud Rock/Big Loud
20	14	5	30	23	27	14	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
12	15	29	29	21	17	15	TIM MCGRAW	Standing Room Only	Big Machine
28	28	38	9	15	5	16	CHRIS STAPLETON	White Horse	Mercury Nashville
10	11	18	32	30	23	17	COLE SWINDELL	Drinkaby	Warner/WMN
39	26	24	32 14	11	15	18	WARREN ZEIDERS	Pretty Little Poison	Warner/WMN/WEA
42	36	24 Χ	14	14	4	19	CODY JOHNSON	The Painter	CoJo/Warner/WMN
42	30 16	20	27	14	33	20	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
35	25	7	17	25	26	20	NATE SMITH	World On Fire	RCA Nashville
46	23 47		1	1	1	22	OLIVER ANTHONY	Rich Men North Of Richmond	
40 18	20	х 28	31	26	20	22	KELSEA BALLERINI	If You Go Down (I'm Going)	 Black River Entertainment
50	20 31		7	20 9	20 9	23 24	TYLER CHILDERS	In Your Love	Hickman Holler/RCA
50 7	13	х 17	7 41	9 42	9 36	24 25	PARMALEE	Girl In Mine	
16	13	6	41 48	42 38	30 32	25 26	RUSSELL DICKERSON	God Gave Me A Girl	Stoney Creek Triple Tigers
10	10	0 13	40 36	38 39	52 41	20 27	CHRIS YOUNG		RCA Nashville
14 47	43		30 21	39	41 14	27	JELLY ROLL	Looking For You Save Me (with Lainey Wilson)	
47 19	43 21	х 15	21 39	36	14 35	20 29	DUSTIN LYNCH	Stars Like Confetti	Stoney Creek/BMG
	21	15 16	39 38	30 41	35 31	29 30		Save Me The Trouble	Broken Bow
22	22 30		30 16			30	DAN + SHAY	Burn It Down	Warner/WAR MCA Nashville
36	30 27	42	10 33	24 35	24 29		PARKER MCCOLLUM		
23		36				32	ASHLEY MCBRYDE	Light On In The Kitchen	Warner Nashville/WMN
44	40	12	19	31	34	33	SAM HUNT	Outskirts We Denit Field (10 Stepleter	MCA Nashville
37	38	35	22	34	21	34	CARLY PEARCE	We Don't Fightf/C.Stapleton	Big Machine
33	50 20	37	26	13	28	35	CHAYCE BECKHAM	23 Wa Cat History	Wheelhouse Discr House (Columbia Nach
24	29	31	42	32	39 25	36	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
31	39	33	47	27	25	37	JACKSON DEAN	Fearless	Big Machine
34	34	25	34 25	40	45 27	38	RILEY GREEN	Different Round Here f/L.Combs	BMLG Conital Nachville
30	32	40	35	43	37	39	CARRIE UNDERWOOD	Out Of That Truck	Capitol Nashville
21	23	21	46	48	47	40	CHRIS JANSON	All I Need Is You	BMLG Octovertie (Octovertie Nach
45	42	X	20 45	28	48	41	MEGAN MORONEY	l'm Not Pretty Nahadu'a Nahadu	Columbia/Columbia Nash
25	33	34 41	45 27	46	43	42	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville
29 26	41 25	41 20	37 42	47 45	40	43	GABBY BARRETT	Glory Days	Warner/WAR
26	35	39	43	45	44	44 45	CONNER SMITH	Creek Will Rise	Valory Music Co.
49 42	49 45	X	40 28	22	22 46	45	BRETT YOUNG	Dance With You	BMLG Warner (WAR
43	45	X	28	29	46	46	CHASE MATTHEW	Love You Again	Warner/WAR
41	48	26	X	X 27	X	47	SCOTTY MCCREERY	Cab In A Solo Semething's Canna Kill Ma	Triple Tigers
48	46	X	24	37	38	48		Something's Gonna Kill Me	Combustion/RCA Nashville
27	37	27	49	44	49	49	GEORGE BIRGE	Mind On You	RECORDS Nashville
40	44	32	44	49	42	50	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville





TW RANK	TW RK Airplay	TWMMI Composite	ACTION Factor	ARTIST	TITLE	LABEL/IMPRINT
1	50	24	26	TYLER CHILDERS	In Your Love	Hickman Holler/RCA
2	32	7	25	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic
3	38	13	25	HARDY	TRUCK BED	Big Loud Rock/Big Loud
4	46	22	24	OLIVER ANTHONY	Rich Men North Of Richmond	
5	42	19	23	CODY JOHNSON	The Painter	CoJo/Warner/WMN
6	39	18	21	WARREN ZEIDERS	Pretty Little Poison	Warner/WMN/WEA
7	47	28	19	JELLY ROLL	Save Me (with Lainey Wilson)	Stoney Creek/BMG
8	35	21	14	NATE SMITH	World On Fire	RCA Nashville
9	28	16	12	CHRIS STAPLETON	White Horse	Mercury Nashville
10	44	33	11	SAM HUNT	Outskirts	MCA Nashville



### MMI-RECURRENTS 8.28.23

RANK Tw	ARTIST	TITLE	LABEL/IMPRINT
1	LUKE COMBS	Fast Car	River House/Columbia Nash
2	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
3	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
4	JORDAN DAVIS	Next Thing You Know	MCA Nashville
5	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
6	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
7	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
8	JORDAN DAVIS	What My World Spins Around	MCA Nashville
9	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
10	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
11	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville/RCA
12	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
13	TYLER HUBBARD	5 Foot 9	EMI Nashville
14	OLD DOMINION	Memory Lane	Columbia Nashville
15	LAINEY WILSON	Heart Like A Truck	Broken Bow
16	NATE SMITH	Whiskey On You	Arista Nashville
17	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
18	PARMALEE	Take My Name	Stoney Creek/BMG
19	MORGAN WALLEN	Wasted On You	Big Loud/Republic
20	DIERKS BENTLEY	Gold	Capitol Nashville
21	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
22	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
23	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
24	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
25	COREY KENT	Wild As Her	Combustion/RCA Nashville
26	PARKER MCCOLLUM	Handle On You	MCA Nashville
27	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra
28	JON PARDI	Last Night Lonely	Capitol Nashville
29	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
30	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud

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	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	DAN + SHAY	Save Me The Trouble	Warner/WAR
HOTZONE	CHRIS STAPLETON	White Horse	Mercury Nashville
HOTZONE	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic
HOTZONE	WARREN ZEIDERS	Pretty Little Poison	Warner/WMN/WEA
HOTZONE	SCOTTY MCCREERY	Cab In A Solo	Triple Tigers
HOTZONE	CODY JOHNSON	The Painter	CoJo/Warner/WMN



DEVELOPING

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#### MMI-DEVELOPING 8.28.23

#### ARTIST

TIM MCGRAW MORGAN WALLEN RUSSELL DICKERSON HAILEY WHITTERS **KELSEA BALLERINI** DUSTIN LYNCH DYLAN SCOTT **CHRIS JANSON** ASHLEY MCBRYDE MITCHELL TENPENNY **BROTHERS OSBORNE CONNER SMITH** GEORGE BIRGE GABBY BARRETT **CARRIE UNDERWOOD BRIAN KELLEY** CHAYCE BECKHAM NATE SMITH DARIUS RUCKER **DILLON CARMICHAEL** DAITON DOVER

#### TITLE

Standing Room Only **Everything I Love** God Gave Me A Girl Everything She Ain't If You Go Down (I'm Going...) Stars Like Confetti Can't Have Mine (Find You A..) All I Need Is You Light On In The Kitchen We Got History Nobody's Nobody Creek Will Rise Mind On You Glory Days Out Of That Truck See You Next Summer 23 World On Fire Fires Don't Start Themselves Drinkin' Problems Giving Up On That

#### LABEL/IMPRINT

**Big Machine** Big Loud/Mercury/Republic **Triple Tigers** Pigasus/S&D/Big Loud **Black River Entertainment** Broken Bow Curb BMLG Warner Nashville/WMN **Riser House/Columbia Nash EMI Nashville** Valory Music Co. **RECORDS Nashville** Warner/WAR **Capitol Nashville Big Machine** Wheelhouse **RCA Nashville Capitol Nashville Riser House** Mercury Nashville

#### Country MONDAY MORNING INTEL 8.28.23





JOHN SHOMBY Owner/CEO Country's Radio Coach, Inc.

The last thought from my "At A Glance" column last week was: "Will we see the name Oliver Anthony anywhere?". Look at number 22 on the Powers chart and there he is with "Rich Men North of Richmond", the most talked-about song of the year and maybe the decade. Of course, it's way too early for callout BUT it starts as the number one seller and streamer – video and audio. As we've seen over the past week, airplay is spotty with a handful of the panel really playing it, some highlighting it and some staying away from it. Right now, it's 46th out of 50 in airplay (61 in Mediabase) but that number will probably change in the next couple of weeks. No question this is a reaction song that the has had the audience out in front. If it's me, I'm playing it quickly and somewhat often and then goodbye, but it is an individual programmer decision with this one.

The highest debut, though, is credited to budding superstar Cody Johnson with his newest release "The Painter" which opens at number 19 overall. Sales and streaming are both strong while it's too early for callout. A little more than half of the panel is spinning it in light which puts it at 42 in airplay.

One more top 25 debut at number 24 comes from a singer/songwriter who has bounced around and built a loyal following over the past 6 years – Tyler Childers with his latest "In Your Love". Top 10 sales and streaming already, but the airplay is minimal. Very early for this but I'd still recommend keeping an eye on it.

Morgan Wallen, once again, lands two in the top 10. His single "Everything I Love" sticks at number 10 with top 15 sales and streaming and okay callout numbers. Airplay ranked at 13 tells us that this is a solid medium. The latest album cut getting attention "Thinkin' Bout Me" rises two spots to number 7 overall with a top 10 rank in sales and top 5 in streaming and callout. The panel is starting to pay attention as the airplay is up to 32. Considering the callout familiarity level is 91.8, the audience knows the song, so what's everyone waiting for? Hottest act in the format and the audience is telling you that this is the one.

The top 5 songs have not changed except that Lainey Wilson's "Watermelon Moonshine" and Kane Brown's "Bury Me in Georgia" exchanged spots with Lainey up to 4 and Kane down to 5. Kane's tune is top 15 sales and streaming, top 10 callout, and the 4th most played song of the week. Lainey is top 10 sales and streaming plus top 15 callout. Airplay is closing in on the power level ranking 8th. The top 3 is definitely THE top 3. Luke Combs' "Love You Anyway" remains third led by top 5 callout and the 2nd most played song. Jason Aldean's "Try That in a Small Town" made it through the controversy and is still at number two. It's top 5 sales and streaming, number one callout but entering the top 10 in airplay just this week at number 9. Time to power this one.

Number one for the second straight week is Jellyroll's "Need a Favor" with top 5 numbers across the board and, once again, the most played song of the 50.

# TOP 20 AND CLIMBING DYLAN SCOTT CAN'T HAVE MINE

#4 WOMEN 25-34 RATE THE MUSIC #5 WOMEN 34-44 MB CALLOUT

# 5 MMI CALLOUT

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### Country MMI-VIDED STREAMING 8.28.23

AV Rank	ARTIST	TITLE	LABEL/IMPRINT	LISTEN! LINKS
1	OLIVER ANTHONY	Rich Men North Of Richmond		PLAY VIDEO 🕨
2	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow	PLAY VIDEO 🕨
3	JELLY ROLL	Save Me (with Lainey Wilson)	Stoney Creek/BMG	PLAY VIDEO 🕨
4	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG	PLAY VIDEO 🕨
5	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic	PLAY VIDEO 🕨
6	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra	PLAY VIDEO 🕨
7	LAINEY WILSON	Watermelon Moonshine	Broken Bow	PLAY VIDEO 🕨
8	HARDY	TRUCK BED	Big Loud Rock/Big Loud	PLAY VIDEO 🕨
9	TYLER CHILDERS	In Your Love	Hickman Holler/RCA	PLAY VIDEO 🕨
10	LUKE COMBS	Love You Anyway	River House/Columbia Nash	PLAY VIDEO 🕨
11	WARREN ZEIDERS	Pretty Little Poison	Warner/WMN/WEA	PLAY VIDEO 🕨
12	KANE BROWN	Bury Me In Georgia	RCA Nashville	PLAY VIDEO 🕨
13		23	Wheelhouse	PLAY VIDEO ►
14	CODY JOHNSON	The Painter	CoJo/Warner/WMN	PLAY VIDEO ►
15	CHRIS STAPLETON	White Horse	Mercury Nashville	PLAY VIDEO ►
16	MORGAN WALLEN JON PARDI	Everything I Love	Big Loud/Mercury/Republic	PLAY VIDEO
17 18	JUN PARDI JUSTIN MOORE & PRISCILLA BLOCK	Your Heart Or Mine	Capitol Nashville	PLAY VIDEO
10	HAILEY WHITTERS	You, Me, And Whiskey Everything She Ain't	Valory/InDent/Mercury	
20	LUKE BRYAN	But I Got A Beer In My Hand	Pigasus/S&D/Big Loud Capitol Nashville	PLAY VIDE0 ► Play video ►
20	TIM MCGRAW	Standing Room Only	Big Machine	PLAY VIDEO
22	BRETT YOUNG	Dance With You	BMLG	PLAY VIDEO
23	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb	PLAY VIDEO >
24	PARKER MCCOLLUM	Burn It Down	MCA Nashville	PLAY VIDEO >
25	NATE SMITH	World On Fire	RCA Nashville	PLAY VIDEO >
26	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment	PLAY VIDEO >
27	JACKSON DEAN	Fearless	Big Machine	PLAY VIDEO >
28	MEGAN MORONEY	I'm Not Pretty	Columbia/Columbia Nash	PLAY VIDEO >
29	CHASE MATTHEW	Love You Again	Warner/WAR	PLAY VIDEO >
30	COLE SWINDELL	Drinkaby	Warner/WMN	PLAY VIDEO ►
31	SAM HUNT	Outskirts	MCA Nashville	PLAY VIDEO ►
32	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash	PLAY VIDEO 🕨
33	THOMAS RHETT	Angels	Valory Music Co.	PLAY VIDEO 🕨
34	CARLY PEARCE	We Don't Fightf/C.Stapleton	Big Machine	PLAY VIDEO 🕨
35	ASHLEY MCBRYDE	Light On In The Kitchen	Warner Nashville/WMN	PLAY VIDEO 🕨
36	DUSTIN LYNCH	Stars Like Confetti	Broken Bow	PLAY VIDEO 🕨
37	COREY KENT	Something's Gonna Kill Me	Combustion/RCA Nashville	PLAY VIDEO 🕨
38	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers	PLAY VIDEO 🕨
39	CHRIS YOUNG	Looking For You	RCA Nashville	PLAY VIDEO 🕨
40	RILEY GREEN	Different Round Here f/L.Combs	BMLG	PLAY VIDEO 🕨
41	DAN + SHAY	Save Me The Trouble	Warner/WAR	PLAY VIDEO 🕨
42	PARMALEE	Girl In Mine	Stoney Creek	PLAY VIDEO 🕨
43	CARRIE UNDERWOOD	Out Of That Truck	Capitol Nashville	PLAY VIDEO 🕨
44	GEORGE BIRGE	Mind On You	RECORDS Nashville	PLAY VIDEO 🕨
45	CONNER SMITH	Creek Will Rise	Valory Music Co.	PLAY VIDEO 🕨
46	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville	PLAY VIDEO 🕨
47	GABBY BARRETT	Glory Days	Warner/WAR	PLAY VIDEO 🕨
48	CHRIS JANSON	All I Need Is You	BMLG	PLAY VIDEO ►
49	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville	PLAY VIDEO 🕨

### Country MMI-COUNTRY CALLOUT 8.28.23

RANK	ARTIST	TITLE	N'EAST	MIDWEST	SOUTH	WEST
1	ALDEAN, JASON	TRY THAT IN A SMALL TOWN	5	1	1	15
2	JELLY ROLL	NEED A FAVOR	2	3	2	3
3	COMBS, LUKE	LOVE YOU ANYWAY	4	8	4	1
4	WALLEN, MORGAN	THINKIN' BOUT ME	6	10	3	6
5	SCOTT, DYLAN	CAN'T HAVE MINE	7	2	10	4
6	DICKERSON, RUSSELL	GOD GAVE ME A GIRL	8	7	5	7
7	SMITH, NATE	WORLD ON FIRE	1	12	21	17
8	PARDI, JON	YOUR HEART OR MINE	9	13	14	5
9	BROWN, KANE	BURY ME IN GEORGIA	17	17	6	9
10	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	YOU, ME, & WHISKEY	23	5	16	8
11	RHETT, THOMAS	ANGELS (DON'T ALWAYS HAVE WINGS)	12	4	22	11
12	HUNT, SAM	OUTSKIRTS	3	18	8	27
13	YOUNG, CHRIS	LOOKING FOR YOU	11	15	13	18
14	WILSON, LAINEY	WATERMELON MOONSHINE	28	26	7	2
15	LYNCH, DUSTIN	STARS LIKE CONFETTI	19	16	19	10
16	DAN + SHAY	SAVE ME THE TROUBLE	33	9	12	13
17	PARMALEE	GIRL IN MINE	26	6	26	12
18	SWINDELL, COLE	DRINKABY	21	11	15	35
19	BRYAN, LUKE	BUT I GOT A BEER IN MY HAND	16	21	17	25
20	HAILEY WHITTERS	EVERYTHING SHE AIN'T	20	20	20	22
21	JANSON, CHRIS	ALL I NEED IS YOU	13	29	18	14
22	ZIMMERMAN, BAILEY	RELIGIOUSLY	27	14	28	16
23	WALLEN, MORGAN	EVERYTHING I LOVE	18	36	9	24
24	ZEIDERS, WARREN	PRETTY LITTLE POISON	24	19	23	36
25	GREEN, RILEY FEAT. LUKE COMBS	DIFFERENT 'ROUND HERE	14	28	25	20
26	MCCREERY, SCOTTY	CAB IN A SOLO	46	25	11	26
27	BIRGE, GEORGE	MIND ON YOU	10	24	33	37
28	BALLERINI, KELSEA	IF YOU GO DOWN (I'M GOIN' DOWN TOO)	34	27	24	23
29	RAY, FRANK	SOMEBODY ELSE'S WHISKEY	15	30	30	30
30	MCGRAW, TIM	STANDING ROOM ONLY	22	31	29	29

This is an abbreviated report. For greatly expanded research contact:

#### Cheryl Broz 615.293.9867 cheryl@airplayintel.com

AIRPLAY INTEL 3.0



# GEORGE BIRG

# **TOP 25 AND GROWING!**



Country





# KRISTEN WILLIAMS INTEL

#### CURRENT POSITION: SVP, RADIO WARNER MUSIC

NASHVILLE

#### You've spent a good part of your life in Nashville. Give us a little background on Kristen Williams prior to becoming a Senior VP for Warner Music Nashville.

I grew up in Brainerd, Minnesota. I was active in sports (tennis and fast pitch softball) and chorus which ultimately fueled my desire to move to Nashville. Yes, I thought I could sing country songs. My parents wouldn't allow me to move 1,000 miles from home without at least pursuing an education so at 19 years-old I transferred to Belmont University to study Music Business. I quickly realized the enormity of Nashville's talent pool and was thankful to be able to pursue a career on the business side of the music industry.

#### It's rare in this business that someone is with the same company for ten years, let alone 20!! What's the secret to the longevity?

I've been lucky enough to not only get along with all of my bosses but call them friends. However, the secret is to keep your head down and work hard. I was never looking for notoriety and I've never chased a title. When opportunities presented themselves I happened to be in the right place at the right time and I'm thrilled to say that Warner Music Nashville is still my home.

#### You run one of the biggest labels in country music plus you are a wife and mom to two very athletic teens. How are you able to balance the demands of your job with those at home?

Very little sleep. Ha! I am fortunate enough to be surrounded by amazing people – my family and my co-workers (who are like family). Knowing when to say 'yes' is important, but even more important is knowing when to say 'no.' Early on in my career I felt the need to be everywhere all of the time and I never felt good enough for anyone. I watched as my counter-parts traveled, attended shows and bonded – all while I was home rocking a baby to sleep. It was hard. But I knew what I wanted out of my career and the lifestyle I wanted for my family...and I knew I could have both. It started with me forcing myself to stop feeling guilty. There's always this nagging feeling that I'm never 100% present in anything I'm doing. But the ability to multi-task is a gift and sacrifice is inevitable. I'm not able to attend every school function and I'm not able to attend every artist appearance. But learning to recognize which things really matter and those that are "can't miss" events, has helped immensely. My work family understands my commitment and my kids are well-adjusted. I'm very lucky!

#### You've been a big part of the development of some amazing music careers through your years at Warner. Is there one that stands out as the most memorable?

Every artist development story is unique and fulfilling in it's own way and it's hard to pick just one. But the one that stands out as the most memorable is being a part of Blake Shelton's career since nearly the very beginning. He and I were both kids, growing up in this business together. To see him evolve from being a hit-or-miss country singer, to one of the biggest superstars in the country format to a household name in American pop culture is truly incredible. It's humbling to think I've been a part of that story.

#### The world of music promotion has changed quite a bit just in the past five years. What do you now see as the crucial steps to taking a song to the top?

Understanding what drives our fans has never been more important and thankfully we know more about the audience than ever before. Bringing that story to country radio, in a way that contextualizes the importance of it, is my new day job. Having an understanding of the mechanics behind the chart and the implication of syndication has never been more important. But that said, our format is still fueled by relationships (between radio, records and artists) and I hope we never lose sight of that.

# Looking way into the future, let's imagine we are all at your highly attended retirement banquet sponsored by the CRB. You have been asked to say a few words including singling out the five people who have been most instrumental in your success. Who would they be and why?

John Esposito – I owe so much to this man. He came into my life at exactly the right time and he gave me the confidence and opportunities I needed to succeed. I would not be here without him.

**Chris Stacey** – Chris taught me the art of radio promotion. I was inspired by his energy, his passion for the artists and his drive to succeed.

**Gator Michaels** – While attending Belmont I was an intern for Gator at Dreamcatcher Entertainment. He and David Haley gave me my first job at Warner and I've been here ever since. Without Gator, I would have never been given my start in the industry.

**Bo Williams** – My amazing husband. We met just 3 weeks after I moved to Nashville and he's been by my side every step of the way. My success has been built upon the foundation we have at home.

**Mom and Dad** – They were the first to encourage me. Now that I have children of my own I know the extreme sacrifice they made by helping me follow my dreams.

#### What the heck does Kristen Williams do to relax (assuming that you do, occasionally)?

The lake is my happy place. Any day on the lake is a good day and it's what relaxes me most. Morning walks, coffee and diet coke fuel me. And an occasional Netflix binge!

#### BONUS QUESTION - KNOWING SPORTS IS BIG IN YOUR FAMILY. (CHOOSE ONE OF EACH)

#### **Baseball or Football**

Even though both of kids are involved in baseball and softball, we're still a football family at the core!

#### Tennessee Titans or Minnesota Vikings

Both - but when the Titans play the Vikings, I go with the Titans. Sorry, Dad!

NFL or College Football College GO VOLS!

# MONDAY MORNING INTEL

The Single Most Accurate and Complete Tool For Making Calculated, Intelligent Music Decisions!



#### MMI-INTELESCOPE

8.28.23

## AUTHENTICY FROM A TRUCK CAB

We're beginning to find out a little more about the guy that set the world on it's ear. With a magnificent drum like pattern of rain for a background, Oliver Anthony has his say about the music biz, politics and the reality of his newly found lightning in a bottle! Click here:





Country

MMI-INTELEVISION

8.28.23

Check out these videos hand-picked by our staff!



#### **DAN + SHAY** - "WE SHOULD GET MARRIED"

These wedding singers have gone rogue! D + S break out their seldom scene acting chops and light the dance floor on fire with this mini-movie Vegas-tinged love fest deluxe. The line of the song award goes to "7 days in Paris, yeah I'm talking Tennessee". Get ready to throw more than the rice and bouquet and click here:





#### **BOY NAMED BANJO - "LONELY IN THIS TOWN"**

Boy Named Banjo has a lot of tour dates on their calendar and you also may have seen that many are marked 'sold out'. We dare ya to try to get a ticket. You have to be quick because these guys are friggin awesome and they have lots of loyal fans. And their shows are so worth it. One minute you think you're listening to 70's California Country and then you

start hearing Kentucky Bluegrass, all branded, beautiful and artsy still. BNB is a BAND of MUSICIANS that play together like the long-time friends they are. Click here:

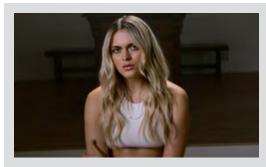




#### WALKER HAYES - "GOOD WITH ME"

What do ya do when you've come off one of the biggest hits in the world? Find a dock and a lake, a boat and rope, a ski and some kids, and beer and some sunshine, and sit yourself down and write another feelgood smasharoonie. We love Walker Hayes. How can you not? He writes amazing lighthearted fun songs that are built for family sing-a-longs. And that's "Good For Me". Click here:



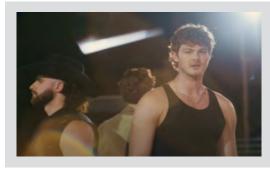


#### **ALANA SPRINGSTEEN - "AMEN"**

It's sure getting hot around here. No, not just the weather, it's the buzz around Alana Springsteen. The Virginia Beach girl migrated to Nashville and has been heating up ever since. The "single female" category is a crowded lane but Springsteen has managed to maneuver through the traffic with pure songwriting talent and performance chops. This track and video is a full-face front pew seat to showcase just

how much talent Alana has. The prayer-like lyrics whisper loudly that I'm gonna be who I'm gonna be. Click here:





#### **RESTLESS ROAD** - "LAST RODEO"

These Restless Road boys may be bruised but they ain't broken. We remember this amazing vocal group from The X Factor and since then they've had some savvy personal changes that keeps them riding the bull. The single is the title track from their debut album and is rich in harmonies and has more hooks than a bucking bronco's saddle. If we had

to make a critical, scientific well-researched analysis of Restless Road, the conclusion would be this: These guys are dang good. Click here:



## DELIVERS DECISION-MAKING MUSCLE

MONDAY

MORNING

NTEL

COMPLETE, LOCALIZED & ANALYZED RESEARCH WITH THE CHART THAT MATTERS

#### 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 8.28.23

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

# MONDAY Morning Intel

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