MONDAY MORNING INTEL

Hannah Guir
VOINE COUNTRY



Country Edition

NASHVILLE APPROVED

JUNE 12, 2023

Hannah Guis WINE COUNTRY

THE NEW SINGLE & VIDEO **AVAILABLE NOW**



IMPACTING 6/20

MONDAY MORNING INTEL

JUNE 12, 2023

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COMPOSITE MORGAN WALLEN "Last Night"

AIRPLAY MORGAN WALLEN "Last Night"

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CALLOUT MORGAN WALLEN "Last Night"

ALIDIO MORGAN WALLEN "Last Night"

VIDED MORGAN WALLEN "Last Night"

SALES LUKE COMBS "Fast Car"

MONDAY **MORNING** NTEL

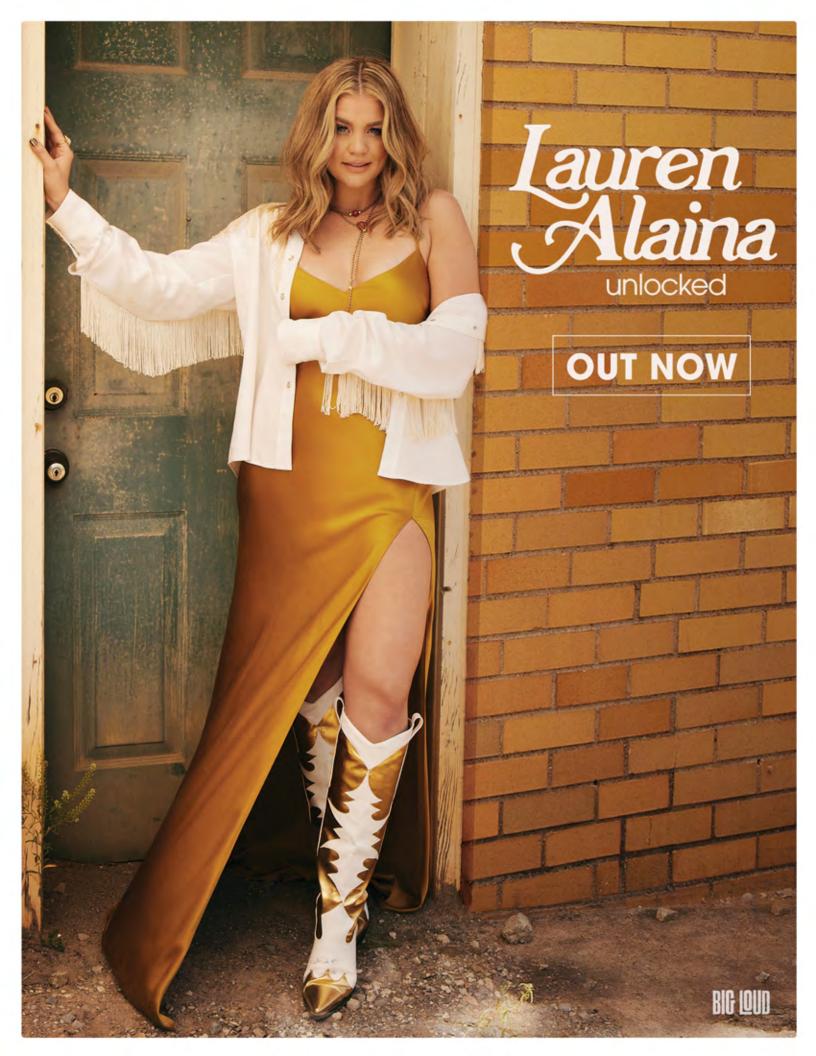
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TWRK	TWRK	TWRK	TWRK	TWRK	TWRK	TW COMP			
AIRPLAY	AIRscore	CALLOUT	AUDIO	VIDEO	SALES	RANK	ARTIST	TITLE	LABEL
1	1	1	1	1	2	1	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
9	7	3	2	4	1	2	LUKE COMBS	Fast Car	River House/Columbia Nash
3	2	2	10	11	8	3	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
13	6	5	6	6	3	4	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
4	3	8	8	7	9	5	JORDAN DAVIS	Next Thing You Know	MCA Nashville
14	10	6	11	9	7	6	LUKE COMBS	Love You Anyway	River House/Columbia Nash
6	5	19	9	8	12	7	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash
8	9	12	15	12	17	8	CODY JOHNSON	Human	CoJo/Warner/WMN
7	8	11	12	21	15	9	OLD DOMINION	Memory Lane	Columbia Nashville
5	11	32	5	10	13	10	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic
2	4	9	20	25	23	11	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
23	20	41	3	2	4	12	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR
10	12	13	16	20	24	13	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
11 21	13 17	25 37	17 14	17 18	21 10	14 15	JON PARDI Kane Brown	Your Heart Or Mine	Capitol Nashville RCA Nashville
20	17	37 18	14 19	23	28	16	HAILEY WHITTERS	Bury Me In Georgia Everything She Ain't	Pigasus/S&D/Big Loud
24	26	40	19 7	23 13	20 11	17	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
48	28	40 X	4	5	5	18	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic
38	29	7	18	27	22	19	LAINEY WILSON	Watermelon Moonshine	Broken Bow
25	25	22	23	24	25	20	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment
30	23	10	41	22	16	21	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow
17	16	31	32	30	18	22	COLE SWINDELL	Drinkaby	Warner/WMN
15	15	20	36	36	27	23	THOMAS RHETT	Angels	Valory Music Co.
19	22	38	33	19	20	24	TIM MCGRAW	Standing Room Only	Big Machine
44	34	21	13	15	26	25	HARDY	TRUCK BED	Big Loud Rock/Big Loud
26	27	29	24	35	19	26	LUKE BRYAN	But I Got A Beer In My Hand	Capitol Nashville
29	21	15	26	28	41	27	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
18	19	28	21	47	32	28	PARMALEE	Girl In Mine	Stoney Creek
22	18	24	25	43	38	29	CHRIS YOUNG	Looking For You	RCA Nashville
31	30	14	34	37	36	30	KEITH URBAN	Brown Eyes Baby	Capitol Nashville
49	49	Х	22	3	6	31	JELLY ROLL	Save Me (with Lainey Wilson)	Stoney Creek/BMG
12	50	4	45	31	33	32	DAN + SHAY	You	Warner/WAR
39	39	27	28	16	47	33	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
34	35	36	30	33	34	34	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
33	31	17	37	41	46	35	DUSTIN LYNCH	Stars Like Confetti	Broken Bow
27	33	34	42	46	29	36	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN
32	36	16	39	49	39	37	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
16	24	33	50	39	44	38	SHANE PROFITT	How It Oughta Be	BMLG
41	48	43	29	14	37	39	CHAYCE BECKHAM	23	Wheelhouse
42	37	23	35	38	48	40	RILEY GREEN	Different Round Here f/L.Combs	BMLG
37	40	42	43	34	31	41	JACKSON DEAN	Fearless	Big Machine
28	32	26	48	45	49	42	CHRIS JANSON	All I Need Is You	BMLG
36	41	35	49	29	42	43	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
46	47	X	40	40	14	44	JAKE OWEN	On The Boat Again	Big Loud
35	42	44	38	48	35	45	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville
45	43	39	27	42	50	46	MORGAN EVANS	Over For You	Warner Nashville/WEA
43	44 45	X	44 21	44 26	30	47	BRIAN KELLEY	See You Next Summer	Big Machine
50	45 20	X 20	31	26 50	43	48	CHASE MATTHEW	Love You Again	Warner/WAR
40	38	30	47 40	50	45 40	49	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville
47	46	Х	46	32	40	50	KIMBERLY PERRY	If I Die Young (Pt. 2)	RECORDS Nashville





TW Rank	TW RK AIRPLAY	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	48	18	30	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic
2	38	19	19	LAINEY WILSON	Watermelon Moonshine	Broken Bow
3	44	25	19	HARDY	TRUCK BED	Big Loud Rock/Big Loud
4	49	31	18	JELLY ROLL	Save Me (with Lainey Wilson)	Stoney Creek/BMG
5	23	12	11	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR
6	13	4	9	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
7	30	21	9	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow
8	14	6	8	LUKE COMBS	Love You Anyway	River House/Columbia Nash
9	9	2	7	LUKE COMBS	Fast Car	River House/Columbia Nash
10	24	17	7	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra



MMI-RECURRENTS

6.12.23

RANK TW	ARTIST	TITLE	LABEL/IMPRINT
1	BAILEY ZIMMERMAN	Rock And A Hard Place	Warner/WEA/Elektra
2	COLE SWINDELL	She Had Me At Heads Carolina	Warner/WMN
3	MORGAN WALLEN	Thought You Should Know	Big Loud/Mercury/Republic
4	KANE BROWN & KATELYN BROWN	Thank God	RCA Nashville/RCA
5	DIERKS BENTLEY	Gold	Capitol Nashville
6	JORDAN DAVIS	What My World Spins Around	MCA Nashville
7	PARKER MCCOLLUM	Handle On You	MCA Nashville
8	COREY KENT	Wild As Her	Combustion/RCA Nashville
9	LUKE COMBS	The Kind Of Love We Make	River House/Columbia Nash
10	LAINEY WILSON	Heart Like A Truck	Broken Bow
11	NATE SMITH	Whiskey On You	Arista Nashville
12	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
13	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
14	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
15	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
16	TYLER HUBBARD	5 Foot 9	EMI Nashville
17	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
18	PARMALEE	Take My Name	Stoney Creek/BMG
19	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
20	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
21	CHRIS YOUNG & KANE BROWN	Famous Friends	RCA Nashville
22	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
23	JASON ALDEAN/CARRIE UNDERWOOD	If I Didn't Love You	BMG/Capitol
24	HARDY	wait in the truck f/La. Wilson	Broken Bow/Big Loud
25	CARLY PEARCE	What He Didn't Do	Big Machine
26	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
27	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra
28	MORGAN WALLEN	Wasted On You	Big Loud/Republic
29	JON PARDI	Last Night Lonely	Capitol Nashville
30	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR



MMI-HOTZONE

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
HOTZONE	KANE BROWN	Bury Me In Georgia	RCA Nashville
HOTZONE	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR
HOTZONE	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
HOTZONE	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment
HOTZONE	LUKE BRYAN	But I Got A Beer In My Hand	Capitol Nashville
HOTZONE	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
HOTZONE	DUSTIN LYNCH	Stars Like Confetti	Broken Bow
HOTZONE	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville
HOTZONE	JACKSON DEAN	Fearless	Big Machine
HOTZONE	LAINEY WILSON	Watermelon Moonshine	Broken Bow
HOTZONE	GEORGE BIRGE	Mind On You	RECORDS Nashville
HOTZONE	RILEY GREEN	Different Round Here f/L.Combs	BMLG
HOTZONE	BRIAN KELLEY	See You Next Summer	Big Machine
HOTZONE	HARDY	TRUCK BED	Big Loud Rock/Big Loud

Country

MMI-DEVELOPING

6.12.23

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	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	JON PARDI	Your Heart Or Mine	Capitol Nashville
DEVELOPING	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
DEVELOPING	LUKE COMBS	Love You Anyway	River House/Columbia Nash
DEVELOPING	THOMAS RHETT	Angels	Valory Music Co.
DEVELOPING	SHANE PROFITT	How It Oughta Be	BMLG
DEVELOPING	COLE SWINDELL	Drinkaby	Warner/WMN
DEVELOPING	PARMALEE	Girl In Mine	Stoney Creek
DEVELOPING	TIM MCGRAW	Standing Room Only	Big Machine
DEVELOPING	CHRIS YOUNG	Looking For You	RCA Nashville
DEVELOPING	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN
DEVELOPING	CHRIS JANSON	All I Need Is You	BMLG
DEVELOPING	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
DEVELOPING	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow
DEVELOPING	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
DEVELOPING	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
DEVELOPING	CONNER SMITH	Creek Will Rise	Valory Music Co.
DEVELOPING	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville
DEVELOPING	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville
DEVELOPING	CHAYCE BECKHAM	23	Wheelhouse
DEVELOPING	DALTON DOVER	Giving Up On That	Mercury Nashville
DEVELOPING	MORGAN EVANS	Over For You	Warner Nashville/WEA



MMI WEEK AT A **GLANCE**

JOHN SHOMBY Owner/CEO

Luke Combs and Morgan Wallen dominate for yet another week. Five songs between them on the power chart. Morgan's single "One Thing at a Time" finally breaks into the top 10 at number 10 up one from 11 last week. 5th in audio streaming, 10th in video streams and up to 5th in airplay, the lack of positive callout (32nd) doesn't seem to be deterring the panel from playing it. Meanwhile "Last Night", the killer album cut remains at number one for a 5th straight week ranking 1st in streams, callout and airplay and 2nd in sales. Morgan's third song on the chart "Thinkin' 'Bout Me" makes it to 18th from 19 last week ranking top 5 in sales and streams. Nothing yet in callout mainly because it's 48th position in airplay tells is the panel is not paying much attention yet.

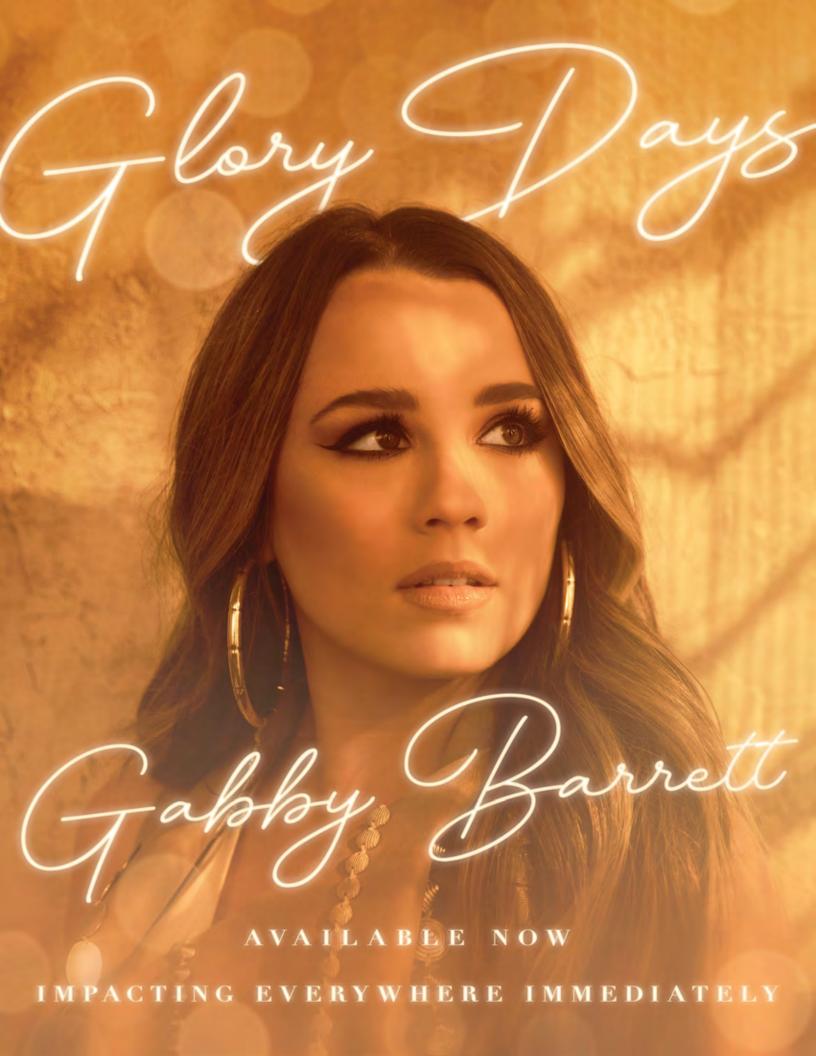
Luke Combs not only has two songs on the chart, in addition they are both in the top 10. The single "Love You Anyway" remains at 6th for a second straight week with top 10 numbers in every category while airplay stalls at 14th. I would bet the airplay issue there is because his cover of the 80's tune "Fast Car" continues to make lots of noise now up to number 2 overall (from 3rd last week). The number one seller and top 5 in streaming and callout, stations are getting on it and playing it more as the airplay rank goes up 5 spots to 9th. I'm guessing a good portion of the panel may be powering four of these five.

Hardy's metal-meets-country "Truck Bed" makes into the top 25 up 6 spots to 25. Top 15 streams are driving this as stations are taking their time with an airplay rank at 44. Lainey Wilson, after only two weeks from its release date, debuts at 19 this week. A big first week in callout opening at number 7 and top 20 (18th) in audio streams. Some of the panel is jumping in early with airplay at 38. One other starting to make its move is Bailey Zimmerman with the title cut from his album "Religiously". Although there is no good callout story at this point, the song ranks 11th in sales, 13 in video streams and 7th in audio streaming. Airplay is increasing rising from 30 to 24. His last single is still getting lots of recurrent airplay, but it appears the panel is giving the signal that it may be time for this one.

Jellyroll, after a week of sold out shows at the Ryman, a new album, and a Hulu documentary, sees his "Need A Favor" move 5 to 4 ranking 6th in total streaming, 3rd in sales and 5th in callout. It appears the song is a strong medium right now on the panel with airplay holding at 13th.

The rest of the top 5 includes Jordan Davis' "Next Thing You Know" dropping one spot to 5th overall but top 10 in sales, streams, and callout plus 4th in airplay. No question this belongs in heavy if it isn't there already. Finally, Tyler Hubbard's "Dancin' In The Country" is down one to 3rd overall this week but a solid top 10 in sales and streaming plus second in callout. Power the heck out of this one.





AV Rank	ARTIST	TITLE	LABEL/IMPRINT	LISTEN! LINKS
1	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic	PLAY VIDEO ▶
2	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR	PLAY VIDEO ►
3	JELLY ROLL	Save Me (with Lainey Wilson)	Stoney Creek/BMG	PLAY VIDEO ►
4	LUKE COMBS	Fast Car	River House/Columbia Nash	PLAY VIDEO ►
5	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic	PLAY VIDEO ►
6	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG	PLAY VIDEO ►
7	JORDAN DAVIS	Next Thing You Know	MCA Nashville	PLAY VIDEO ►
8	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash	PLAY VIDEO ►
9	LUKE COMBS	Love You Anyway	River House/Columbia Nash	PLAY VIDEO ►
10	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic	PLAY VIDEO ►
11	TYLER HUBBARD	Dancin' In The Country	EMI Nashville	PLAY VIDEO ►
12	CODY JOHNSON	Human	CoJo/Warner/WMN	PLAY VIDEO ►
13	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra	PLAY VIDEO ►
14	CHAYCE BECKHAM	23	Wheelhouse	PLAY VIDEO ►
15	HARDY	TRUCK BED	Big Loud Rock/Big Loud	PLAY VIDEO ▶
16	KYLIE MORGAN	If He Wanted To He Would	EMI Nashville	PLAY VIDEO ▶
17	JON PARDI	Your Heart Or Mine	Capitol Nashville	PLAY VIDEO ▶
18	KANE BROWN	Bury Me In Georgia	RCA Nashville	PLAY VIDEO ▶
19	TIM MCGRAW	Standing Room Only	Big Machine	PLAY VIDEO ▶
20	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury	PLAY VIDEO ▶
21	OLD DOMINION	Memory Lane	Columbia Nashville	PLAY VIDEO ▶
22	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow	PLAY VIDEO ▶
23	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	PLAY VIDEO ▶
24	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment	PLAY VIDEO ▶
25	SCOTTY MCCREERY	It Matters To Her	Triple Tigers	PLAY VIDEO ▶
26	CHASE MATTHEW	Love You Again	Warner/WAR	PLAY VIDEO ▶
27	LAINEY WILSON	Watermelon Moonshine	Broken Bow	PLAY VIDEO ▶
28	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb	PLAY VIDEO ▶
29	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.	PLAY VIDEO ▶
30	COLE SWINDELL	Drinkaby	Warner/WMN	PLAY VIDEO ▶
31	DAN + SHAY	You	Warner/WAR	PLAY VIDEO ▶
32	KIMBERLY PERRY	If I Die Young (Pt. 2)	RECORDS Nashville	PLAY VIDEO ▶
33	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash	PLAY VIDEO ▶
34	JACKSON DEAN	Fearless	Big Machine	PLAY VIDEO ▶
35	LUKE BRYAN	But I Got A Beer In My Hand	Capitol Nashville	PLAY VIDEO ▶
36	THOMAS RHETT	Angels	Valory Music Co.	PLAY VIDEO ▶
37	KEITH URBAN	Brown Eyes Baby	Capitol Nashville	PLAY VIDEO ▶
38	RILEY GREEN	Different Round Here f/L.Combs	BMLG	PLAY VIDEO ▶
39	SHANE PROFITT	How It Oughta Be	BMLG	PLAY VIDEO ▶
40	JAKE OWEN	On The Boat Again	Big Loud	PLAY VIDEO ▶
41	DUSTIN LYNCH	Stars Like Confetti	Broken Bow	PLAY VIDEO ▶
42	MORGAN EVANS	Over For You	Warner Nashville/WEA	PLAY VIDEO ▶
43	CHRIS YOUNG	Looking For You	RCA Nashville	PLAY VIDEO ▶
44	BRIAN KELLEY	See You Next Summer	Big Machine	PLAY VIDEO ▶
45	CHRIS JANSON	All I Need Is You	BMLG	PLAY VIDEO ▶
46	ASHLEY MCBRYDE	Light On In The Kitchen	Warner/WMN	PLAY VIDEO ▶
47	PARMALEE	Girl In Mine	Stoney Creek	PLAY VIDEO ▶
48	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville	PLAY VIDEO ▶
49	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers	PLAY VIDEO ▶
50	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville	PLAY VIDEO ►

Country MMI-COUNTRY CALLOUT 6.12.23

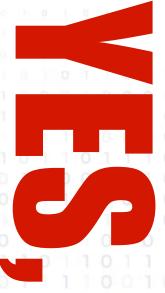
RANK	ARTIST	TITLE	N'EAST	MIDWEST	SOUTH	WEST
1	WALLEN, MORGAN	LAST NIGHT	2	3	3	3
2	HUBBARD, TYLER	DANCIN' IN THE COUNTRY	5	2	1	5
3	COMBS, LUKE	FAST CAR	8	7	4	2
4	DAN + SHAY	YOU	1	5	11	8
5	JELLY ROLL	NEED A FAVOR	9	1	7	11
6	COMBS, LUKE	LOVE YOU ANYWAY	7	6	8	9
7	WILSON, LAINEY	WATERMELON MOONSHINE	13	4	37	1
8	DAVIS, JORDAN	NEXT THING YOU KNOW	3	8	13	12
9	MCCREERY, SCOTTY	IT MATTERS TO HER	24	13	2	10
10	ALDEAN, JASON	TRY THAT IN A SMALL TOWN	6	14	10	13
11	OLD DOMINION	MEMORY LANE	10	16	6	14
12	JOHNSON, CODY	HUMAN	12	17	14	7
13	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	YOU, ME, & WHISKEY	30	10	12	16
14	URBAN, KEITH	BROWN EYES BABY	31	11	9	23
15	SCOTT, DYLAN	CAN'T HAVE MINE	15	15	15	17
16	KENT, COREY	WILD AS HER	17	12	18	22
17	DICKERSON, RUSSELL	GOD GAVE ME A GIRL	20	23	20	6
18	LYNCH, DUSTIN	STARS LIKE CONFETTI	21	32	5	20
19	HAILEY WHITTERS	EVERYTHING SHE AIN'T	16	22	19	18
20	MORONEY, MEGAN	TENNESSEE ORANGE	14	20	16	36
21	BIRGE, GEORGE	MIND ON YOU	25	21	32	19
22	RHETT, THOMAS	ANGELS (DON'T ALWAYS HAVE WINGS)	22	30	22	15
23	HARDY	TRUCK BED	4	26	47	4
24	BALLERINI, KELSEA	IF YOU GO DOWN (I'M GOIN' DOWN TOO)	19	24	17	30
25	GREEN, RILEY FEAT. LUKE COMBS	DIFFERENT 'ROUND HERE	39	9	27	33
26	YOUNG, CHRIS	LOOKING FOR YOU	26	18	21	34
27	PARDI, JON	YOUR HEART OR MINE	33	19	24	28
28	JANSON, CHRIS	ALL I NEED IS YOU	35	27	28	26
29	NICHOLS, JOE	GOOD DAY FOR LIVING	29	25	25	40
30	MORGAN, KYLIE	IF HE WANTED TO HE WOULD	18	34	36	27

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

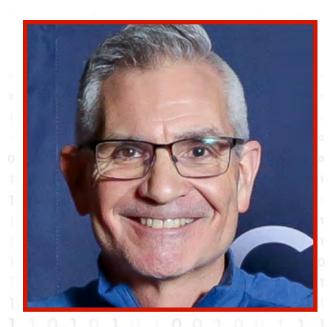
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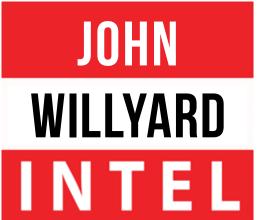
I Get It



RJ CURTIS
Executive Director
CRB/CRS

MMI AND THE AIRPLAY INTEL FAMILY OF PUBLICATIONS





CURRENT POSITION:

VOICE OVER ARTIST WITH ATLAS TALENT AT JOHN WILLYARD PRODUCTIONS, INC.

Have to ask this one first — How does it feel to be the very first imaging voice to be inducted into the Country Radio Hall of Fame?

Humbled, grateful, blown away. Honestly, if it was going to happen in that specific area of Country radio, I always maintained, at least in my thinking, that I would open that door first. I'd been nominated for at least a decade. I didn't rally for it, but I'm aware of some close friends who pitched me. I'm deeply indebted to the Country Radio Broadcasters, the selection committee, and I was reminded a day after the announcement in Nashville during CRS that the bar is set very high. Consequently, I'm that much more aware with gratitude and intend to safeguard this honor by representing the Hall and our industry well.

We're guessing you didn't start your voiceover career by announcing your arrival at birth so how did this, almost, 33-year career get started and when did you realize you had the voice to be a voice?

Funny question — and my own Dad might've announced it because, as I'd learn later, he'd always wanted to be a "big time" radio announcer — network radio — CBS, stuff like that. He actually heard Orson Welles famous "War of the Worlds" on WCBS in 1938. So, after a nod to my Father, who was actually a pastor all my life, growing up under the signals of TV and Radio in L.A., I had plenty of inspiration. Then as a freshman at a private liberal arts college in San Francisco, I cut my teeth at the campus radio station and was bitten by that radio bug. Looking back, I was actually voicing/producing imaging for that little FM station, before I knew what one called it.

You have been the voice of some very iconic events like the Oscars and the CMA Awards plus you are still heard on countless TV and radio stations. What is the strangest/weirdest voiceover job you ever had?

My friend Randy Thomas was the actual voiceover artist on at least ten Oscars and I only voiced two comedic sketches with Jimmy Kimmel in which I did an impersonation of Johnny Olson in sounding like his voice on "The Price Is Right" because I was enthusiastically describing an actual jet ski that was given away to the person with the shortest acceptance speech, which they did at the end of the Oscars that night. Well, that was an unusual gig (one I garnered due to auditioning) but the two most unusual VO jobs - one was when Geto Boys came into a TV & Radio production house I was working at,

heard I did an urban read, then paid me in cash (a few hundreds) on the spot. The other unusual gig was being hired by a past head stage manager on the CMA Awards because he was live producing all the Florida Gubernatorial Inauguration events, including the actual swearing in ceremony.

Experiencing it from a whole different perspective, what's your opinion of today's country radio and where do you see it headed?

We've weathered many music changes well but the thing I miss probably the most is the theater of the mind promos we used to do. I think PPM and the brevity of everything has stifled those wonderful opportunities on the air, many of which were iconic. Overall, I think country radio is healthy, however I'd still like to see more real entertainers on the air (not just liner readers), less voice tracking, more live and local plus infuse more traditional country into current playlists.

After almost 33 years, we figure that John Willyard has a mentor or two who helped along the way. Tell us who and why?

My first broadcasting mentor was Jon Arthur (Big Jon and Sparkie radio show) who did come out of network radio in the late 40's and 50's. I got to work with him in my first formative years working as a close colleague. I would be remiss if I didn't mention the late Bill Young — a gentleman with boundless talent and stellar business acumen and integrity. And of course, the late Rusty Walker. I'm so grateful to him and his team through the years.

As an extension to that, who was your voiceover "hero" growing up?

In my 30's it seemed that every opportunity I had where it made sense, I would try to voice as close to the Ernie Anderson style as I could. As an on air personality, Rick Dees, Ted Brown, Bobby Ocean, Dave Sholin. And for purely voice acting in a panoramic and broad way, Orson Welles, Paul Frees and Ken Nordine.

We are sure you had to have one so what has been your most embarrassing voiceover moment? Tell us why, of course.

A couple, but the most noteworthy was when I was about 20. It came middle of the night on a Monday at 2:55 AM at a San Fransisco radio station where I'd gathered my UPI teletype news, edited and marked it, timed it out and was ready to go live in fifteen minutes. Then I put my head down on the counter in front of the control board. I woke up six minutes after the live news cast was to have started. Fortunately it didn't go to dead air since there was safety "fill music" that played out for seven minutes. I was mortified...but NO ONE called, and there were no repercussions from my bosses. Whew! On another note, despite not working within the walls of a radio station for over 30 years, I still have the occasional dreaded "dead air dream," probably evoked by having worked in tight, non-stop wall of sound Top 40 radio at one point early on.

BONUS QUESTION - Will there ever be an A.I. John Willyard?

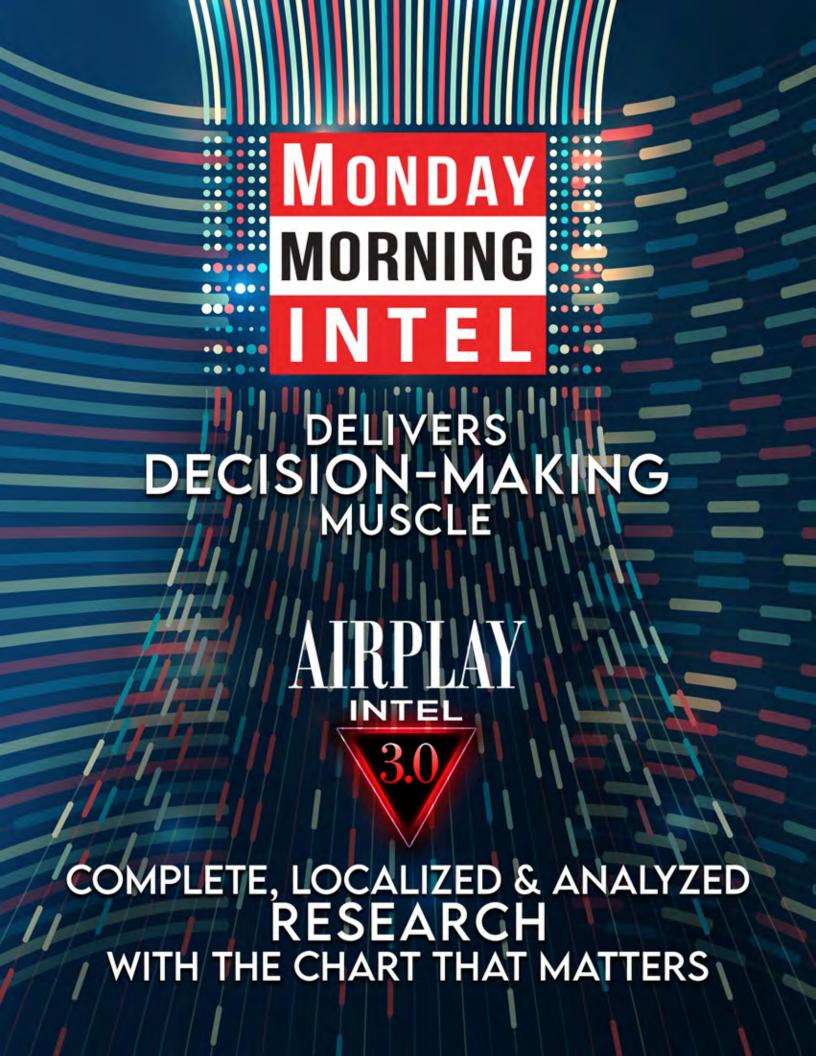
Might sound better than the original. Seriously, I truly hope not and I bank on this statement that the great animation voice artist Pat Fraley alluded in an interview that AI is not capable of exaggeration, which is reacting — that is, acting. Hopefully consumers, listeners, are perceptive enough and will insist on authenticity and a genuine human connection, we'll hit a brick wall and bounce back to reality. I hope.



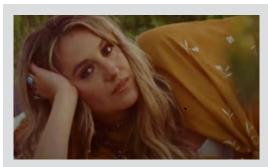
Who is Corook? She's Corrine Savage, Address: Nashville, Tenn. Who's Olivia Barton? Her partner/girlfriend. Address: Same. This song is about rejecting hate and embracing love. And like the song, it's that simple. "If I Were a Fish" was born after a flurry of negative on-line post regarding Savage's lifestyle. And Boom....art and music turned it into a massively successful and oh, so catchy TikTok to radio sensation. As pure and simple as it gets. Fueled by love and acceptance. Click here:







Check out these videos hand-picked by our staff!



LAINEY WILSON - "WATERMELON MOONSHINE"

Beyond hip and ultimately unstoppable. Insanely cool and rolling in magical mojo. Tremendously talented and magnificently mesmerizing. Dripping in star power and all-electric. Seductively soulful and positively powerful. Lainey Wilson is all that. Bring out the sunflowers, lay out the quilt, and pour another round of intoxicating summer music. Click here:





CHASE MATTHEW - "LOVE YOU AGAIN"

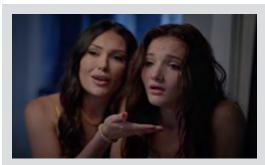
Local Nashville feller, Chase has done it his way; working hard and smart and all by himself. He's been winning over fans with a butt-kicking live show, real songs, and an on-stage banter that wins friends and fans for life. He's also set his streaming numbers on fire with hundreds of millions of collective global streams. In this video, he has a heck of a city pad and a hell-of-a-view. He's got a bottle of brown stuff, a plan, and a real perty friend on the elevator on their way up... just like his career. Click here:



FRANK RAY - "SOMEBODY ELSE'S WHISKEY"

Poor Frank. His girlie girl has packed and left him...alone. By himself. Now, if you are thinking of calling a grief counselor, or sending him a prozac, don't bother. Looks like Mr. Ray is gonna be just fine and he waved goodbye with a drink in one hand and a finger up on the other. Click here:





KYLIE MORGAN - "IF HE WANTED TO HE WOULD"

Either we're drunk and seeing double or Kylie Morgan is talking to herself. In this lesson in relationship wisdom everyone seems to be having a dang good time except for Kylie and her friend Kylie...and of course the dude that hasn't picked up the phone. Click here:





GEORGE BIRGE - "MIND ON YOU"

MMI Mojo Alert: Do you hear that? It's the sound of George Birge breaking. "Mind on You" has some power and keeps chugging its way on both, research and airplay charts. Birge may be the new "hardest working man in show bizness" as he packs out clubs, hugs necks, shakes hands, takes selfies, signs autographs, and makes friends like an octopus on steroids. Green lights for George. Click here:



CHARTS/POWERS:

- **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.
- **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.
- **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.

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

MONDAY MORNING INTEL

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