

Country Edition

NASHVILLE APPROVED

JULY 17, 2023

MONDAY MORNING INTEL

JULY 17, 2023

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COMPOSITE

MORGAN WALLEN "Last Night"

AIRPLAY LUKE COMBS "Fast Car"

AIRSCORE MORGAN WALLEN "Last Night"

CALLOLT MORGAN WALLEN "Last Night"

ALIZIO MORGAN WALLEN "Last Night"

VIDED MORGAN WALLEN "Last Night"

SALES LUKE COMBS "Fast Car"

MONDAY **MORNING** NTEL

Monday Morning Intel.com



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Kidd G Daylight Savings

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IMPACTING NOW

575m on demand artist streams to date





TW RK AIRPLAY	TW RK AIRscore	TW RK Callout	TW RK AUDIO	TW RK VIDEO	TW RK SALES	TW COMP RANK	ARTIST	TITLE	LABEL
4	1	1	1	1	2	1	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic
1	2	4	2	2	1	2	LUKE COMBS	Fast Car	River House/Columbia Nash
5	6	2	5	6	3	3	JELLY ROLL	NEED A FAVOR	Stoney Creek/BMG
2	3	5	8	7	9	4	JORDAN DAVIS	Next Thing You Know	MCA Nashville
7	5	3	9	10	14	5	TYLER HUBBARD	Dancin' In The Country	EMI Nashville
9	7	6	11	8	12	6	LUKE COMBS	Love You Anyway	River House/Columbia Nash
3	4	10	7	19	10	7	OLD DOMINION	Memory Lane	Columbia Nashville
10	10	24	10	12	6	8	KANE BROWN	Bury Me In Georgia	RCA Nashville
6	8	7	18	18	18	9	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury
8	9	8	15	16	23	10	JON PARDI	Your Heart Or Mine	Capitol Nashville
14	11	33	6	9	8	11	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
20	15	16	14	14	5	12	LAINEY WILSON	Watermelon Moonshine	Broken Bow
29	26	37	3	4	7	13	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR
17	12	15	19	21	30	14	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
46	25	Χ	4	5	4	15	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic
12	16	27	26	30	15	16	COLE SWINDELL	Drinkaby	Warner/WMN
19	18	22	24	22	22	17	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment
21	21	18	22	26	24	18	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
16	19	29	30	20	19	19	TIM MCGRAW	Standing Room Only	Big Machine
41	31	26	12	11	11	20	HARDY	TRUCK BED	Big Loud Rock/Big Loud
18	20	25	31	28	17	21	LUKE BRYAN	But I Got A Beer In My Hand	Capitol Nashville
11	13	19	37	35	28	22	THOMAS RHETT	Angels	Valory Music Co.
13	14	17	25	42	35	23	PARMALEE	Girl In Mine	Stoney Creek
25	22	9	45	23	21	24	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow
30	28	32	13	17	33	25	MORGAN WALLEN	Everything I Love	Big Loud/Mercury/Republic
15	17	23	28	40	37	26	CHRIS YOUNG	Looking For You	RCA Nashville
43	32	12	16	33	34	27	NATE SMITH	World On Fire	RCA Nashville
47	46	Χ	27	3	13	28	JELLY ROLL	Save Me (with Lainey Wilson)	Stoney Creek/BMG
26	24	14	34	39	43	29	DUSTIN LYNCH	Stars Like Confetti	Broken Bow
22	23	11	36	45	41	30	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
39	34	45	17	24	26	31	PARKER MCCOLLUM	Burn It Down	MCA Nashville
40	37	41	32	29	16	32	CARLY PEARCE	We Don't Fightf/C.Stapleton	Big Machine
24	29	38	43	38	27	33	ASHLEY MCBRYDE	Light On In The Kitchen	Warner Nashville/WMN
50	42	Χ	20	15	25	34	WARREN ZEIDERS	Pretty Little Poison	Warner/WMN/WEA
33	39	42	35	25	29	35	GABBY BARRETT	Glory Days	Warner/WAR
27	33	35	40	34	39	36	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
38	35	20	38	36	42	37	RILEY GREEN	Different Round Here f/L.Combs	BMLG
32	38	30	46	31	31	38	JACKSON DEAN	Fearless	Big Machine
34	30	44	21	43	40	39	CARRIE UNDERWOOD	Out Of That Truck	Capitol Nashville
23	27	21	44	48	46	40	CHRIS JANSON	All I Need Is You	BMLG
36	50	39	29	13	38	41	CHAYCE BECKHAM	23	Wheelhouse
28	36	43	41	46	36	42	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville
44	45	36	47	44	20	43	JAKE OWEN	On The Boat Again	Big Loud
49	49	Х	23	32	32	44	JOSH ROSS	Trouble	Mercury Nashville
35	43	28	49	37	48	45	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
31	41	40	42	47	47	46	CONNER SMITH	Creek Will Rise	Valory Music Co.
48	47	χ 10	33	27	44	47	CHASE MATTHEW	Love You Again	Warner/WAR
37	44	13	50	49	50	48	GEORGE BIRGE	Mind On You	RECORDS Nashville
45	48	34	39	41	49	49	MORGAN EVANS	Over For You	Warner Nashville/WEA
42	40	31	48	50	45	50	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville

TW Rank	TW RK AIRPLAY	TWMMI COMPOSITE	ACTION FACTOR	ARTIST	TITLE	LABEL/IMPRINT
1	46	15	31	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic
2	41	20	21	HARDY	TRUCK BED	Big Loud Rock/Big Loud
3	47	28	19	JELLY ROLL	Save Me (with Lainey Wilson)	Stoney Creek/BMG
4	29	13	16	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR
5	50	34	16	WARREN ZEIDERS	Pretty Little Poison	Warner/WMN/WEA
6	43	27	16	NATE SMITH	World On Fire	RCA Nashville
7	39	31	8	PARKER MCCOLLUM	Burn It Down	MCA Nashville
8	20	12	8	LAINEY WILSON	Watermelon Moonshine	Broken Bow
9	40	32	8	CARLY PEARCE	We Don't Fightf/C.Stapleton	Big Machine

Country

MMI-RECURRENTS

7.17.23

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	SCOTTY MCCREERY	It Matters To Her	Triple Tigers
6	JORDAN DAVIS	What My World Spins Around	MCA Nashville
7	CODY JOHNSON	Til You Can't	CoJo/Warner/WMN
8	MORGAN WALLEN	You Proof	Big Loud/Mercury/Republic
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	TYLER HUBBARD	5 Foot 9	EMI Nashville
13	DIERKS BENTLEY	Gold	Capitol Nashville
14	DUSTIN LYNCH	Thinking 'Bout You f/M. Porter	Broken Bow
15	DAN + SHAY	You	Warner/WAR
16	PARMALEE	Take My Name	Stoney Creek/BMG
17	MEGAN MORONEY	Tennessee Orange	Columbia/Columbia Nash
18	JASON ALDEAN	Trouble With A Heartbreak	Macon Music/Broken Bow
19	JELLY ROLL	Son Of A Sinner	Stoney Creek/BMG
20	THOMAS RHETT	Half Of Me f/Riley Green	Valory Music Co./BMLG
21	MITCHELL TENPENNY	Truth About You	Riser House/Columbia
22	COREY KENT	Wild As Her	Combustion/RCA Nashville
23	LUKE COMBS	Going, Going, Gone	River House/Columbia Nash
24	PARKER MCCOLLUM	Handle On You	MCA Nashville
25	MORGAN WALLEN	Wasted On You	Big Loud/Republic
26	BAILEY ZIMMERMAN	Fall In Love	Warner/WEA/Elektra
27	JON PARDI	Last Night Lonely	Capitol Nashville
28	MORGAN WALLEN	One Thing At A Time	Big Loud/Mercury/Republic
29	JUSTIN MOORE	With A Woman You Love	Valory Music Co.
30	ZAC BROWN BAND	Same Boat	Home Grown/Warner/WAR



IMPACT DATE

JULY 24

18.2M+
TOTAL STREAMS

86K+

USER GENERATED TIKTOK VIDEOS

77M+
VIEWS ON TIKTOK



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"DYLAN SCHNEIDER HAS A VIRAL HIT ON HIS HANDS WITH HIS LATEST RELEASE, 'AIN'T MISSIN' YOU'."

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billboard











	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
HOTZONE	DUSTIN LYNCH	Stars Like Confetti	Broken Bow
HOTZONE	MORGAN WALLEN	Everything I Love	Big Loud/Mercury/Republic
HOTZONE	PARKER MCCOLLUM	Burn It Down	MCA Nashville
HOTZONE	CARLY PEARCE	We Don't Fightf/C.Stapleton	Big Machine
HOTZONE	NATE SMITH	World On Fire	RCA Nashville
HOTZONE	DALTON DOVER	Giving Up On That	Mercury Nashville

Country

MMI-DEVELOPING

7.17.23

	ARTIST	TITLE	LABEL/IMPRINT
DEVELOPING	COLE SWINDELL	Drinkaby	Warner/WMN
DEVELOPING	PARMALEE	Girl In Mine	Stoney Creek
DEVELOPING	CHRIS YOUNG	Looking For You	RCA Nashville
DEVELOPING	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud
DEVELOPING	LUKE BRYAN	But I Got A Beer In My Hand	Capitol Nashville
DEVELOPING	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment
DEVELOPING	LAINEY WILSON	Watermelon Moonshine	Broken Bow
DEVELOPING	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb
DEVELOPING	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
DEVELOPING	CHRIS JANSON	All I Need Is You	BMLG
DEVELOPING	ASHLEY MCBRYDE	Light On In The Kitchen	Warner Nashville/WMN
DEVELOPING	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow
DEVELOPING	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash
DEVELOPING	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville
DEVELOPING	CONNER SMITH	Creek Will Rise	Valory Music Co.
DEVELOPING	JACKSON DEAN	Fearless	Big Machine
DEVELOPING	GABBY BARRETT	Glory Days	Warner/WAR
DEVELOPING	CARRIE UNDERWOOD	Out Of That Truck	Capitol Nashville
DEVELOPING	CHAYCE BECKHAM	23	Wheelhouse
DEVELOPING	GEORGE BIRGE	Mind On You	RECORDS Nashville
DEVELOPING	BRIAN KELLEY	See You Next Summer	Big Machine
DEVELOPING	RILEY GREEN	Different Round Here f/L.Combs	BMLG
DEVELOPING	HARDY	TRUCK BED	Big Loud Rock/Big Loud
DEVELOPING	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville
DEVELOPING	FRANK RAY	Somebody Else's Whiskey	Stoney Creek
DEVELOPING	KASSI ASHTON	Drive You Out Of My Mind	MCA Nashville/Interscope



MMI WEEK AT A GLANCE

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

Morgan Wallen and Luke Combs with five songs between them in the top 25 is one of several reasons why country is doing so well right now. Morgan has three of those songs with his new single, the throwback-sounding "Everything I Love" moving up three spots from 28 to 25 this week. 17th in video streams and 13th in audio streaming, the song is not moving as quickly as some of his others but it's still getting enough attention to rise from 35 to 30 in airplay. The album cut "Thinkin' 'Bout Me" remains at 15th with very little airplay (46th) but outstanding sales and streaming numbers – 4th in sales and audio streaming and 5th in video streaming. The song has not gone to callout yet and probably won't for a while. Finally, the huge smash "Last Night" keeps growing, moving back up to the top spot this week from number two last week. Number two in sales but still number one in streaming and callout, the song has plenty of radio time left in it.

Luke Combs' two songs both happen to be in the top 10 again. The single "Love You Anyway" sits at number 6 with good numbers across the board including 9th in airplay but the album cut "Fast Car", even though it dropped from one to two this week, remains the number one seller and most-played song by the panel along with top 5 in streaming. Another heavy for a while longer, for sure.

A couple of tunes to really focus on for more airplay should be Kelsea Ballerini's "If You Go Down (I'm Going Down, Too)" and Dylan Scott's "Can't Have Mine". Kelsea goes from 20 to 17 this week hovering in the high 20's in sales, streaming and callout. Airplay sits at 19th, but the song is slowly growing. No downward moves yet.

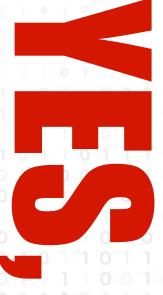
Dylan Scott enters the top 20 for the first time going 22 to 18 with top 20 callout and, like Kelsea, low 20's in sales and streaming. Airplay is at 21 so most of the panel is on it. If you're not, I'd say sooner rather than later.

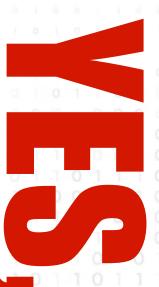
Lainey Wilson's "Watermelon Moonshine" is in gradual growth mode moving up another two spots from 14th to 12th. The song is top 5 in sales, top 15 in streaming and a respectable 16th in callout. Airplay ranks at 20th which tells me that there are lots of believers but only with a medium rotation in mind. Meanwhile, very quietly, Kane Brown's "Bury Me in Georgia" is a solid top 10 on the power chart rising 10th to 8th. Callout is fair at 24th but he's 6th in sales, 12th in video streams and 10th in audio streaming. With the airplay rank at 10th, the panel sees this one as another hit for the young man. Jellyroll's "Need a Favor" stays at 3rd but the song gets stronger with top 5 numbers across the board. He may be the 4th this year to cross over as I hear that HOT AC may be the next destination for this song.

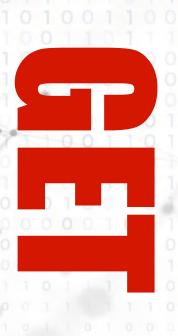
I'm happy to see that stations are sticking with Tyler Hubbard's "Dancin' In The Country" which moves back into the top 5 this week from 6th last week. He's top 10 in streaming and 3rd in callout and, with airplay still hanging at number 7, the panel sees the value in keeping this in a faster rotation despite the Mediabase chart position.













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New Country Mornings Host

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MONDAY INTEL



AV Rank	ARTIST	TITLE	LABEL/IMPRINT	LISTEN! LINKS
1	MORGAN WALLEN	Last Night	Big Loud/Mercury/Republic	PLAY VIDEO ▶
2	LUKE COMBS	Fast Car	River House/Columbia Nash	PLAY VIDEO ▶
3	JELLY ROLL	Save Me (with Lainey Wilson)	Stoney Creek/BMG	PLAY VIDEO ▶
4	ZACH BRYAN	Something In The Orange	Belting Bronco/Warner/WAR	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	LUKE COMBS	Love You Anyway	River House/Columbia Nash	PLAY VIDEO ▶
9	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra	PLAY VIDEO ▶
10	TYLER HUBBARD	Dancin' In The Country	EMI Nashville	PLAY VIDEO ▶
11	HARDY	TRUCK BED	Big Loud Rock/Big Loud	PLAY VIDEO ▶
12	KANE BROWN	Bury Me In Georgia	RCA Nashville	PLAY VIDEO ▶
13	CHAYCE BECKHAM	23	Wheelhouse	PLAY VIDEO ▶
14	LAINEY WILSON	Watermelon Moonshine	Broken Bow	PLAY VIDEO ▶
15	WARREN ZEIDERS	Pretty Little Poison	Warner/WMN/WEA	PLAY VIDEO ▶
16	JON PARDI	Your Heart Or Mine	Capitol Nashville	PLAY VIDEO ▶
17	MORGAN WALLEN	Everything I Love	Big Loud/Mercury/Republic	PLAY VIDEO ▶
18	JUSTIN MOORE & PRISCILLA BLOCK	You, Me, And Whiskey	Valory/InDent/Mercury	PLAY VIDEO ▶
19	OLD DOMINION	Memory Lane	Columbia Nashville	PLAY VIDEO ▶
20	TIM MCGRAW	Standing Room Only	Big Machine	PLAY VIDEO ▶
21	HAILEY WHITTERS	Everything She Ain't	Pigasus/S&D/Big Loud	PLAY VIDEO ▶
22	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment	PLAY VIDEO ▶
23	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow	PLAY VIDEO ►
24	PARKER MCCOLLUM	Burn It Down	MCA Nashville	PLAY VIDEO ►
25	GABBY BARRETT	Glory Days	Warner/WAR	PLAY VIDEO ►
26	DYLAN SCOTT	Can't Have Mine (Find You A)	Curb	PLAY VIDEO ▶
27	CHASE MATTHEW	Love You Again	Warner/WAR	PLAY VIDEO ►
28	LUKE BRYAN	But I Got A Beer In My Hand	Capitol Nashville	PLAY VIDEO ►
29	CARLY PEARCE	We Don't Fightf/C.Stapleton	Big Machine	PLAY VIDEO ►
30	COLE SWINDELL	Drinkaby	Warner/WMN	PLAY VIDEO ►
31	JACKSON DEAN	Fearless	Big Machine	PLAY VIDEO ►
32	JOSH ROSS	Trouble	Mercury Nashville	PLAY VIDEO ►
33	NATE SMITH	World On Fire	RCA Nashville	PLAY VIDEO ►
34 25	MITCHELL TENPENNY	We Got History	Riser House/Columbia Nash	PLAY VIDEO ►
35 30	THOMAS RHETT	Angels Different Round Here f/L.Combs	Valory Music Co.	PLAY VIDEO ►
36 37	RILEY GREEN Brantley Gilbert/Blake Shelton		BMLG Valory Music Co.	PLAY VIDEO ►
37 38	ASHLEY MCBRYDE	Heaven By Then f/Vince Gill Light On In The Kitchen	Warner Nashville/WMN	PLAY VIDEO ►
39	DUSTIN LYNCH	Stars Like Confetti	Broken Bow	PLAY VIDEO ►
39 40	CHRIS YOUNG	Looking For You	RCA Nashville	PLAY VIDEO ► PLAY VIDEO ►
41	MORGAN EVANS	Over For You	Warner Nashville/WEA	PLAY VIDEO >
42	PARMALEE	Girl In Mine	Stoney Creek	PLAY VIDEO >
43	CARRIE UNDERWOOD	Out Of That Truck	Capitol Nashville	PLAY VIDEO >
44	JAKE OWEN	On The Boat Again	Big Loud	PLAY VIDEO >
45	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers	PLAY VIDEO >
46	BROTHERS OSBORNE	Nobody's Nobody	EMI Nashville	PLAY VIDEO >
47	CONNER SMITH	Creek Will Rise	Valory Music Co.	PLAY VIDEO >
48	CHRIS JANSON	All I Need Is You	BMLG	PLAY VIDEO >
49	GEORGE BIRGE	Mind On You	RECORDS Nashville	PLAY VIDEO >
5 0	DARIUS RUCKER	Fires Don't Start Themselves	Capitol Nashville	PLAY VIDEO >
		Start momorito	oup.commo	. LAI TIDEO

Country MMI-COUNTRY CALLOLT 7.17.23

RANK	ARTIST	TITLE	N'EAST	MIDWEST	SOUTH	WEST
1	WALLEN, MORGAN	LAST NIGHT	3	1	2	1
2	JELLY ROLL	NEED A FAVOR	2	5	1	5
3	HUBBARD, TYLER	DANCIN' IN THE COUNTRY	1	3	4	7
4	COMBS, LUKE	FAST CAR	6	2	6	3
5	DAVIS, JORDAN	NEXT THING YOU KNOW	18	4	5	2
6	COMBS, LUKE	LOVE YOU ANYWAY	5	8	3	14
7	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	YOU, ME, & WHISKEY	7	7	13	6
8	PARDI, JON	YOUR HEART OR MINE	10	6	10	9
9	ALDEAN, JASON	TRY THAT IN A SMALL TOWN	4	10	12	10
10	OLD DOMINION	MEMORY LANE	13	13	7	4
11	DICKERSON, RUSSELL	GOD GAVE ME A GIRL	17	12	11	8
12	SMITH, NATE	WORLD ON FIRE	14	16	8	19
13	BIRGE, GEORGE	MIND ON YOU	8	20	16	11
14	LYNCH, DUSTIN	STARS LIKE CONFETTI	19	14	9	20
15	HAILEY WHITTERS	EVERYTHING SHE AIN'T	16	9	22	18
16	WILSON, LAINEY	WATERMELON MOONSHINE	21	17	14	13
17	PARMALEE	GIRL IN MINE	15	11	17	23
18	SCOTT, DYLAN	CAN'T HAVE MINE	11	25	15	22
19	RHETT, THOMAS	ANGELS (DON'T ALWAYS HAVE WINGS)	20	18	19	15
20	GREEN, RILEY FEAT. LUKE COMBS	DIFFERENT 'ROUND HERE	9	27	18	21
21	JANSON, CHRIS	ALL I NEED IS YOU	26	22	21	12
22	BALLERINI, KELSEA	IF YOU GO DOWN (I'M GOIN' DOWN TOO)	12	19	28	17
23	YOUNG, CHRIS	LOOKING FOR YOU	23	23	23	16
24	BROWN, KANE	BURY ME IN GEORGIA	28	21	20	31
25	BRYAN, LUKE	BUT I GOT A BEER IN MY HAND	24	30	25	24
26	HARDY	TRUCK BED	38	26	32	26
27	SWINDELL, COLE	DRINKABY	42	15	36	39
28	GILBERT, BRANTLEY & BLAKE SHELTON FEAT. VINCE GILL	HEAVEN BY THEN	33	28	35	28
29	MCGRAW, TIM	STANDING ROOM ONLY	31	34	24	35
30	DEAN, JACKSON	FEARLESS	22	29	45	34

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

Cheryl Broz 615.293.9867 cheryl@airplayintel.com AIRPLAY

3.0





CURRENT POSITION:

PROGRAM DIRECTOR THE BIG 615

I know you've done this a few times but, please, indulge us and walk us through the process of you coming on as PD of the Big 615.

The day after Easter of this year, I received a text out of the blue from Garth saying "Hi Bob, Garth here. I got your number from Monta Vaden and would love to talk with you about something. Please call me at your convenience." I paused to let that sink in then and responded with "well this is a cool surprise! Can I call you in 15 min?" He responded with "of course, looking forward to it." During our conversation he described his vision for The BIG 615. It was a very compelling vision! He also said that he heard about me from multiple people, Monta being one of them, and they felt I would be a great fit for the position. After that conversation I met with the leaders at TuneIn (CEO Rich Stern and CCO Kevin Straley) and after that meeting It didn't take long for me to say "YES!" Things moved very quickly from there.

Another question we're sure you've been asked — What's it like working for Garth Brooks? Secondly, give us an idea of your typical day in the life of the Big 615 PD.

Working for Garth is amazing. While Garth is known as one of the world's top entertainers, singers, songwriters, I have come to learn that he's also one of the smartest, hardest working people I now know. There is a positive, contagious energy that comes from Garth that inspires the SEVENS Radio team and the entire TuneIn team. It's also very collaborative. Every idea is considered and discussed to see how it would add to a better listening experience. Add to that the very talented SEVENS Radio team of Monta Vaden, Storme Warren, Maurice Miner, Jonny Jazzno and Blake Carter and it's a great recipe for success.

You've gone from radio programmer to general manager to where you are now. How has the transition from radio to streaming been?

Since The BIG 615 is a not an "on demand" station but a linear radio experience, there are a lot of similarities to this station and what I've done throughout my career. However, there

many differences that give us a opportunity to do things differently. Add those opportunities to Garth's vision for the station and it creates a unique but familiar and very cool experience for listeners.

Speaking of transitions, you've spent most of your entire life in the Indianapolis area. How are you feeling about becoming a Tennessean?

I'm one of the most blessed people in radio because I've been able to spend nearly all of my career in my hometown on Indy. TuneIn is a work from home company so I will still be based in Indy and commuting to Nashville on a regular basis. Country Radio has always been a part of radio career so Nashville has been my home away from home during that time. But, 3 years ago, it really became my home away from home when my son and his family moved there from Chicago. So, I have a home base in Nashville and a home base in Indy. It's more than I could ask for!

Garth has given you the go-ahead to hire any three country music stars to be on the air at the Big 615? Who would they be and why?

Great question! It's hard to trim the list to just 3 but I would say Trisha Yearwood (she is smarter and funnier than Garth :)) Blake Shelton & George Strait.

You've been given just three Thank-You notes to send out to the three most influential people in your career. Who would they be and what might you say to each?

My mom and dad, Charlie Morgan, and Sister Marie Alexis, my principal at Immaculate Heart of Mary grade school in Indy.

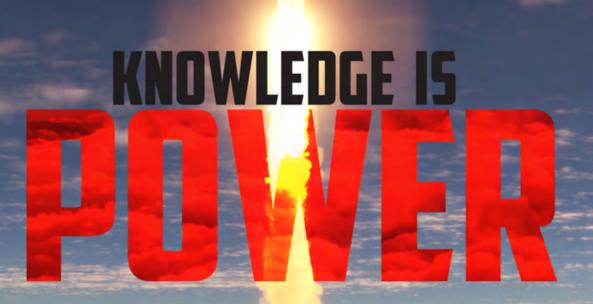
Bonus question: Indy Auto Racing or Colts Football?

It's so close but I would say Colts football by a slim margin.

I love the Indy 500, it's a bucket list event that you have to attend at least once in your life. And, when you grow up in Indy, it becomes part of your DNA. Race day in Indy brings back so many wonderful memories. Plus, I have a lot of friends who work for Indy Car and the Indianapolis Motor Speedway. Earlier this year I produced the audio book of 2x Indy 500 winner Al Unser Jr's autobiography "A Checkered Past" and had the chance to get to know one of my Indy 500 heroes very well.

But that said, not only am I a huge Colts fan but so is my family. If we're not at the stadium on game day we organize our day around kick off. Plus, during my time at Emmis, we were not only the flagship station, we also produced and distributed the Colts Radio Network. Like the Indy Car, it's just a great organization where I have lots of friends. Fun story, I broke my finger catching a pass from Payton Manning. I'll tell you about it when I see you next.





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DAN-- SHAY HIGHWAY SMALL GROUP THERAPY SESSION

This is like the ultimate Road-Buddy-Mini-Film and a great way to talk/hug and drive it allll out. Dan + Shay, with fresh haircuts and a vintage Bronco put it all out there and examine their lives, their dreams, their relationships and their music while loving life on the open road. Besides looking like fun, this appears to be an excellent personal therapy technique so go ahead a steal a classic car, grab a videographer and let's rock. Click on video.





In March of 2022, after not speaking for four months, Dan and Shay met to discuss the future of the band.



Check out these videos hand-picked by our staff!



DAN + SHAY - "SAVE ME THE TROUBLE"

What is way cool about this video concept is we never really get to see the muse and creator of all this passion and anguish. "Save Me The Trouble" is an ode to not picking up the hot pan on the stove, keeping the liquor in the cabinet, and walking away from heartbreak. The performance (both visually and vocally) is powerful. And we are left curious about the glimpse of the red-dressed beautiful devil in disguise. Click here:





IAN FLANIGAN - "UNDER A SOUTHERN SKY"

CMT in their awesome quest to bring us the best of emerging artists, has wrapped their lovin' Southern arms around Ian Flanigan. The former Voice finalist is buzzing the streets of Nashville as a rising superstar and on a path forged by Chris Stapleton, Kacey Musgraves, and Morgan Wallen: fellow mega-uber gifted singer-songwriters. The aforementioned and beloved CMT has adorned Ian with their "CMT Next Up Now" category. For a look at brilliance (co-starring MMI/ Studio2Bee Goddess Kylee Laynee Higgins) click here:



ASHLEY COOKE - "ENOUGH TO LEAVE"

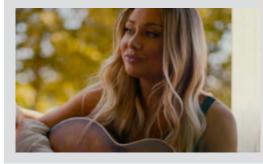
The Big Loud family has an amazing formula for breaking artists. They grow immensely talented songwriters into stars. It starts with the music and lyrics and they build on that unquestionably artistic, grounded foundation. Morgan? Check. Hardy? Check. Hailey? Check. Ernest? Check. And Ashley? Way check. In this video, you can take a short walk down a dirt road with a great song and a long career in the making. Click here:





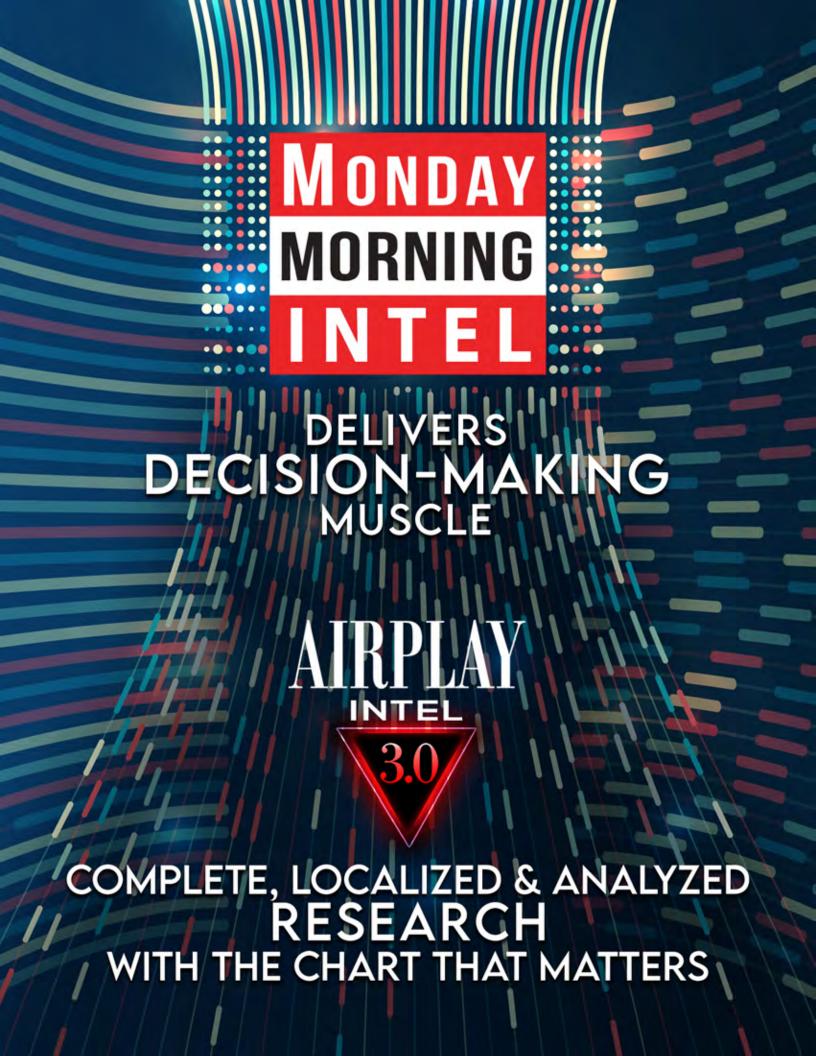
CAROLINE JONES WITH ZAC BROWN BAND - "A MILLION LITTLE BANDAIDS"

One of the coolest career left turns recently is the exceptionally talented Caroline Jones becoming a full-time member of the Zac Brown Band. Her initial entry into the extremely crowded lane of "Female Solo Country" was met with some turbulence but the quality of her work and talent have always been undeniable. She's a gifted multi-string performer and has the vocal and writing chops to back it all up. For an example of just that, click here:



MADELINE MERLO - "SAME CAR"

Beautiful Canadian Songstress Madeline Merlo's career seems to be accelerating. Her coffeehouse and theater gigs around Vancouver have maneuvered her to shift gears automatically into an award-winning driver's seat by garnering multiple trophies on the musical Canadian Highways. Now, she's driving South to the US and Nashville to navigate the Country stages. "Same Car" is fueled up and ready for radio road. 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

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