

DYLAN SCHNEIDER AIN'T MISSIN' YOU

IMPACTING NOV!







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JULY 24, 2023

PROFILE FLETCHER BROWN

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MONDAY MORNING

JULY 24, 2023 INTEL TABLE OF

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MINI – A MODERN DAY MUSIC RESEARCH SYSTEM



MONDAY

MORNING

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SONGS THIS WEEK

Monday MorningIntel.com

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

BIG LQUD

48 ON DEMAND VIDEO STREAMS. ON DEMAND ANDIO STREAMS SALES AND CONSUMPTION



MMI-POWERS

7.24.23

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





TW Rank	TW RK AIRPLAY	twmmi Composite	ACTION Factor	ARTIST	TITLE	LABEL/IMPRINT		
1	44	12	32	MORGAN WALLEN	Thinkin' Bout Me	Big Loud/Mercury/Republic		
2	39	15	24	HARDY	TRUCK BED	Big Loud Rock/Big Loud		
3	46	27	19	WARREN ZEIDERS	Pretty Little Poison	Warner/WMN/WEA		
4	45	26	19	JELLY ROLL	Save Me (with Lainey Wilson)	Stoney Creek/BMG		
5	41	24	17	NATE SMITH	World On Fire	RCA Nashville		
6	50	41	9	SAM HUNT	Outskirts	MCA Nashville		
7	18	9	9	LAINEY WILSON	Watermelon Moonshine	Broken Bow		
8	37	30	7	PARKER MCCOLLUM	Burn It Down	MCA Nashville		
9	38	31	7	CARLY PEARCE	We Don't Fightf/C.Stapleton	Big Machine		
10	23	17	6	MORGAN WALLEN	Everything I Love	Big Loud/Mercury/Republic		



30

JUSTIN MOORE



RANK LABEL/IMPRINT ARTIST TITLE 1 **TYLER HUBBARD** Dancin' In The Country **EMI Nashville** 2 **BAILEY ZIMMERMAN** Rock And A Hard Place Warner/WEA/Elektra 3 COLE SWINDELL She Had Me At Heads Carolina Warner/WMN 4 MORGAN WALLEN Thought You Should Know **Big Loud/Mercury/Republic** 5 **KANE BROWN & KATELYN BROWN** Thank God RCA Nashville/RCA 6 **JORDAN DAVIS** What My World Spins Around MCA Nashville 7 CODY JOHNSON Til You Can't CoJo/Warner/WMN 8 SCOTTY MCCREERY It Matters To Her **Triple Tigers** 9 MORGAN WALLEN You Proof Big Loud/Mercury/Republic 10 The Kind Of Love We Make River House/Columbia Nash LUKE COMBS TYLER HUBBARD 5 Foot 9 **FMI Nashville** 11 12 LAINFY WILSON Heart Like A Truck Broken Bow 13 Whiskey On You Arista Nashville NATE SMITH 14 DUSTIN LYNCH Thinking 'Bout You f/M. Porter Broken Bow 15 DIERKS BENTLEY Gold Capitol Nashville 16 PARMAI FF Take My Name Stoney Creek/BMG 17 THOMAS RHETT Half Of Me f/Riley Green Valory Music Co./BMLG 18 MITCHELL TENPENNY Truth About You Riser House/Columbia 19 JASON ALDEAN Trouble With A Heartbreak Macon Music/Broken Bow 20 JELLY ROLL Son Of A Sinner Stoney Creek/BMG 21 MORGAN WALLEN Wasted On You **Big Loud/Republic** 22 **7ACH BRYAN** Something In The Orange Belting Bronco/Warner/WAR 23 DAN + SHAYYou Warner/WAR 24 Handle On You MCA Nashville PARKER MCCOLLUM 25 COREY KENT Wild As Her Combustion/RCA Nashville 26 River House/Columbia Nash LUKE COMBS Going, Going, Gone 27 **BAILEY ZIMMERMAN** Fall In Love Warner/WEA/Elektra 28 MEGAN MORONEY Tennessee Orange Columbia/Columbia Nash 29 JON PARDI Last Night Lonely **Capitol Nashville**

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MB 30* BB 29*

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Country

MMI-HOTZONE

	ARTIST	TITLE	LABEL/IMPRINT
HOTZONE	BAILEY ZIMMERMAN	Religiously	Warner/WEA/Elektra
HOTZONE	MORGAN WALLEN	Everything I Love	Big Loud/Mercury/Republic
HOTZONE	DAN + SHAY	Save Me The Trouble	Warner/WAR
HOTZONE	RILEY GREEN	Different Round Here f/L.Combs	BMLG
HOTZONE	NATE SMITH	World On Fire	RCA Nashville
HOTZONE	DALTON DOVER	Giving Up On That	Mercury Nashville
HOTZONE	DIERKS BENTLEY	Something Real	Capitol Nashville



7.24.23

	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	TIM MCGRAW	Standing Room Only	Big Machine
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	LAINEY WILSON	Watermelon Moonshine	Broken Bow
DEVELOPING	KELSEA BALLERINI	If You Go Down (I'm Going)	Black River Entertainment
DEVELOPING	RUSSELL DICKERSON	God Gave Me A Girl	Triple Tigers
DEVELOPING	CHRIS JANSON	All I Need Is You	BMLG
DEVELOPING	JASON ALDEAN	Try That In A Small Town	Macon Music/Broken Bow
DEVELOPING	ASHLEY MCBRYDE	Light On In The Kitchen	Warner Nashville/WMN
DEVELOPING	DUSTIN LYNCH	Stars Like Confetti	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	GEORGE BIRGE	Mind On You	RECORDS Nashville
DEVELOPING	BRANTLEY GILBERT/BLAKE SHELTON	Heaven By Then f/Vince Gill	Valory Music Co.
DEVELOPING	CHAYCE BECKHAM	23	Wheelhouse
DEVELOPING	BRIAN KELLEY	See You Next Summer	Big Machine
DEVELOPING	PARKER MCCOLLUM	Burn It Down	MCA Nashville
DEVELOPING	CARLY PEARCE	We Don't Fightf/C.Stapleton	Big Machine
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	JAKE OWEN	On The Boat Again	Big Loud
DEVELOPING	KASSI ASHTON	Drive You Out Of My Mind	MCA Nashville/Interscope
DEVELOPING	MORGAN EVANS	Over For You	Warner Nashville/WEA

Country MONDAY MORNING INTEL 7.24.23



THURSDAY MAN



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

This is a great week to be Luke Combs who now has TWO songs on the Power chart top 5. His single "Love You Anyway" moves up one spot from 6th to 5th ranking top 10 in sales, streaming and airplay and 4th in callout. This is not the big one, though. The album cut "Fast Car" is dominating the chart this week and country radio right now ranking number one across the board including being the most played song of the 50 surveyed. Two Lukes in heavy for sure.

Meanwhile, as Morgan Wallen's "Last Night" slips into recurrent mode, he now boasts of two songs in the top 20, still. His newest release, the throwback-sounding "Everything I Love" jumps from 25 to 17 overall powered by top 15 streaming numbers. Callout is just starting to happen as it makes into the top 25 and airplay has definitely picked up, with the bulk of the panel playing it, going from 30 to 23 this week. His "other" album cut "Thinkin' Bout Me" rises from 15th to 12th overall with top 5 numbers in sales and streaming. Callout is not in the mix yet and airplay is minimal at best moving up two from 46 to 44. Regardless, Morgan and Luke are running the show right now.

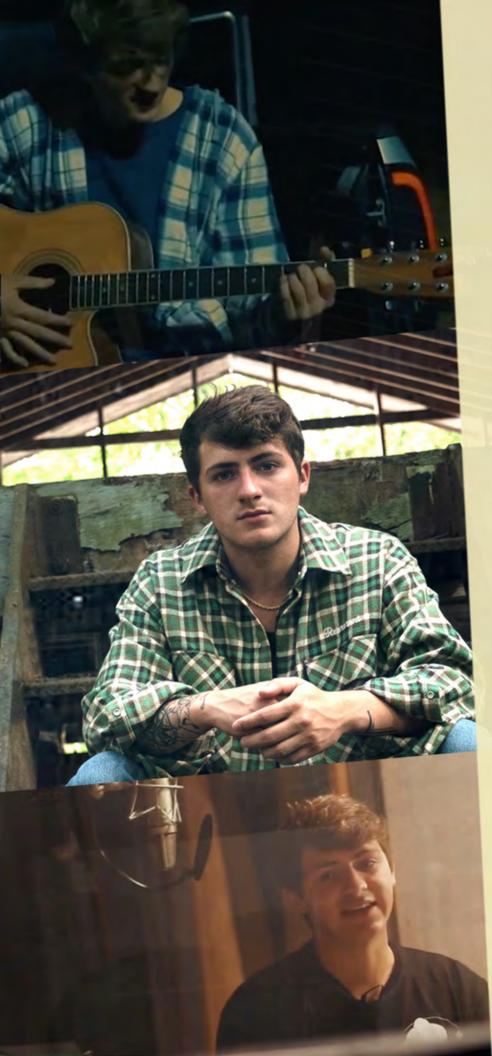
Another new entrant into the top 20 is the other Luke – Bryan – with "But I Got a Beer in My hand" moving from 21 to 16 overall. Sales are really good at this point ranked 13th and, with him touring the country now, the panel is behind it ranking 17th in airplay. We'll see if Luke gets another summer "beer" hit under his belt.

Hardy's country-metal "Truck Bed" enters the top 15 at number 15, up 5 spots. The strength of the tune comes from the top 10 rank in both sales and streaming. The sound may be keeping some stations away from it at this point as airplay sits at a very slow 39th right now. Meanwhile making a big jump into the top 15 is Thomas Rhett's "Angels" going 22 to 14 overall. The panel loves him and the song as it ranks 10th in airplay and, with callout at 16th, the song has a lot more growth potential ahead.

One song to watch that was a "most added" two weeks ago is Warren Zeiders' "Pretty Little Poison". It breaks into the top 30 after only two weeks making it to 27th from 34 last week. No question, the song is in a very light rotation for most at 46th in airplay but his streaming numbers (12th and 13th, respectively) should raise a few eyebrows.

Lainey Wilson's "Watermelon Moonshine" is a new top 10 arrival rising three spots to number 9. She's top 5 in sales, top 10 in streaming and, with callout still in the top 20 at 17th, there are not a lot of negatives for the song. Airplay is slowly rising (20 to 18) so the panel, for the most part, is spinning it in medium. Her music has a history of taking some time to develop and this one appears to be on the same track.

Finally, Jellyroll's "Need a Favor" may be staying at number 3 this week, but his numbers have improved to the point of being top 5 in every category. With a headlining tour coming and now crossing over to Hot AC, watch this stick around for a long time.





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If you need to know more, ask 100s of thousands of the cool kids. They found him first. Ask the millions who stream him and the passionate young fans glued to the front of the stage of his sold out shows. Kidd G is happening. Just ask the music fans who follow his tour from show to show in packed vans blasting his tracks. Don't sit and wait for this Kidd to break..... he's already here! Wanna know more? Click "The Story".

CLICK TO PLAY THE STORY





Country MMI-VIDED STREAMING 7.24.23

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

Country MMI-COUNTRY CALLOUT 7.24.23

RANK	ARTIST	IIILE	N'EAST	MIDWEST	SOUTH	WEST
1	COMBS, LUKE	FAST CAR	3	1	2	1
2	JELLY ROLL	NEED A FAVOR	1	3	1	4
3	DAVIS, JORDAN	NEXT THING YOU KNOW	6	5	4	3
4	COMBS, LUKE	LOVE YOU ANYWAY	2	6	3	10
5	MOORE, JUSTIN FEAT. PRISCILLA BLOCK	YOU, ME, & WHISKEY	5	2	6	9
6	DAN + SHAY	SAVE ME THE TROUBLE	4	24	5	2
7	OLD DOMINION	MEMORY LANE	9	12	10	6
8	ALDEAN, JASON	TRY THAT IN A SMALL TOWN	13	8	8	12
9	DICKERSON, RUSSELL	GOD GAVE ME A GIRL	18	13	9	5
10	LYNCH, DUSTIN	STARS LIKE CONFETTI	11	9	7	20
11	PARDI, JON	YOUR HEART OR MINE	19	7	21	8
12	SMITH, NATE	WORLD ON FIRE	7	20	11	7
13	HAILEY WHITTERS	EVERYTHING SHE AIN'T	24	4	19	26
14	SCOTT, DYLAN	CAN'T HAVE MINE	10	22	15	17
15	GREEN, RILEY FEAT. LUKE COMBS	DIFFERENT 'ROUND HERE	14	23	13	11
16	PARMALEE	GIRL IN MINE	12	14	12	30
17	RHETT, THOMAS	ANGELS (DON'T ALWAYS HAVE WINGS)	15	18	18	16
18	RAY, FRANK	SOMEBODY ELSE'S WHISKEY	35	10	17	13
19	WILSON, LAINEY	WATERMELON MOONSHINE	33	11	14	18
20	BIRGE, GEORGE	MIND ON YOU	8	19	22	15
21	BROWN, KANE	BURY ME IN GEORGIA	20	16	16	31
22	BALLERINI, KELSEA	IF YOU GO DOWN (I'M GOIN' DOWN TOO)	16	17	28	23
23	YOUNG, CHRIS	LOOKING FOR YOU	30	27	20	14
24	JANSON, CHRIS	ALL I NEED IS YOU	27	26	23	21
25	SWINDELL, COLE	DRINKABY	40	15	34	24
26	WALLEN, MORGAN	EVERYTHING I LOVE	26	21	39	29
27	BRYAN, LUKE	BUT I GOT A BEER IN MY HAND	22	28	38	22
28	HARDY	TRUCK BED	21	25	41	36
29	ZIMMERMAN, BAILEY	RELIGIOUSLY	32	33	31	32
30	GILBERT, BRANTLEY & BLAKE SHELTON FEAT. VINCE GILL	HEAVEN BY THEN	28	35	40	28

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

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AIRPLAY INTEL 3.0

MONDAY Morning Intel

WLEDGE IS

MMI IS Rocket for Modern Radio Decision Makers

Country





FLETCHER BROWN INTEL

CURRENT POSITION: OM/PD WXFL/WLVS FLORENCE-MUSCLE SHOALS

We know it's been a very eventful past couple of years for you. Please walk us through what's been going on and where you are now.

In April of 2022 I was diagnosed with Synovial Sarcoma, a cancerous tumor found in my left shoulder. I spent the next 8 months travelling back and forth to Houston, TX for treatment, underwent chemo and radiation, and finally surgery in December on my 50th birthday. I have been Cancer free since, and looking back on the that journey I can honestly say I have never been more blessed a day in my life! The support system I had, from the Country Music community to my company, family, and friends was truly humbling.

You've been in the same market for 26 years – almost unheard of these days. Did you work your way up to PD? What's the main reason for this amazing longevity?

I was in college majoring in Communications and Theatre in 1997 when I started as a part-time weekend board-op, then full-time overnights, then after three years into PM Drive, and I have been here ever since. I took over as PD in 2005, then OM in 2013. I don't believe my climbs were intentional, I worked really hard to be good, and when an opportunity came up, I took it. If you had asked me at any point was that my plan, I would have said no. My plan was to become an actor and director. Radio just worked for me. I love the job and the company I work for, so it always just felt right. I found something I was good it, I enjoyed it, and it gave me a sense of fulfillment.

Has streaming becoming a factor for you in your market? If so, why? If not, why not?

I don't believe so, not yet. Streaming is very much a part of our community, especially with the younger demographic. However, we are still able to provide things on a local level that streaming just can't do, and our community really responds to that. Be it live weather coverage during severe weather anytime of the day or night, or showing up at every community event possible, people look to us. And we don't ignore streaming services either. We have our own downloadable app, Amazon skill, and we stream on our website. My Country station has a Spotify account, and each personality has their own playlist for it that our listeners can subscribe to. I believe that streaming is real, it's here, and it's not leaving. People are using it. Join them there, or they will leave you behind. Join them everywhere you possibly can. They should expect to see you there.

You work for a locally owned operation. What have you seen as the advantages and disadvantages?

The advantages for me as a programmer is everyone I answer to is in the same building as me, and they trust me to do my job. The GM and I will agree or disagree on certain programming choices, but largely I am allowed to steer this ship without anyone seconding guessing every decision. As OM I grant my PD's the same courtesy. The focus is results. The biggest disadvantage is access. In an industry that is largely built on where you can gain access, we are in a constant battle to stand tall enough on the playing field to be seen as worthy. It's not enough to just be in the business of playing the music, you have to bring as much as you can to the table. That's why every year we submit for industry awards and recognitions and be on reporting chart panels. Even with the success I have had as a Programmer there are invites I still don't get, whether due to marker size or company size. I have to knock on doors, make calls, wave my arms and scream to be heard. Nothing is just given to us, and what we do get is never taken for granted.

Living in a town with all sorts of music history, tell us about any of the most recent "visitors" in for sessions? Who was the most famous since you've been there?

Muscle Shoals has several truly iconic recording studios, and they are still recording today. I don't typically know when big names come through until after they have come and gone, but in the last few years I have personally taken Phil Vassar, Lindsay Ell, and Neal McCoy on tours of the 2 most iconic studios. Steven Tyler recorded for the first time ever at FAME a few years back. Ann Wilson of Heart recorded at FAME in 2022. Chris Stapelton recorded the Grammy winning song "Cold" at Muscle Shoals Sound Studios in 2021. I am told that in the last year Robert Plant and Wynonna have visited to the studios.

I'm sure with your most recent health issues, you had some time to reflect. If you had to choose three people to thank for getting you this point, who would they be and why?

Nick Martin first. My GM. He and Jerry Phillips told me "whatever you need", and Nick made it happen. I expected an amount of support from my company, but for 8 months Nick went above and beyond my highest expectations. It is unbelievable to the lengths to which and this company went on my behalf.

Halley Phillips is Jerry's daughter, our company VP, and one of my best friends on Earth. From the moment I said, "I have Cancer", she drew her sword and shield and stood vigilant by my side. I would never have set up that GoFundMe page that literally saved my life had it not been for her insistence. She stayed on top my treatment and was at my door regularly making sure I had whatever I needed during chemotherapy. She made sure I was taken care of whether I was in the office or not.

Kamara Davis is the wife of one of my best friends, and she is the reason I got into M.D. Anderson in Houston. Having lived through multiple Cancer treatments in her family, she was going to walk with me every step of the way. She called on old friends with ties to the hospital, she held my hand and guided me through my treatment, kept my spirits up, and she and her husband drove the 11 hours to Houston to be there with me the day I went in for surgery.

The fact is the list of names is far too long, and I will never be able to repay all the people who were there for me, but I am certain I would not have made it through without these three.

Bonus question - living in Alabama, you are either one or the other. Roll Tide or War Eagle?

My family moved to Alabama in 1986. In 1989 I had my first job at 16 working as a bag boy for Krogers. A man in the dairy department named Rick Creasy asked me, "Who do you go for, Alabama or Auburn?" I replied, "I'm sorry. I don't know what that means." He said, "Football. Alabama or Auburn?" To which I said, "Oh. I don't know. Neither, I guess." Rick put his arm around my shoulder and said, "Come with me. You're an Auburn fan."

I have shouted War Eagle ever since.



Printing Street

MMI-INTELESCOPE

7.24.23

MARGOT ROBBIE AND RYAN GOSLING ARE REAL PEOPLE

And so Barbie and Ken has arrived in the Barbie Mobile across America. What a media build up this has been. Both Margot and Ryan sat down and spilled about the experience and there are some classic moments worth seeing in the clip. What we found is that both stars are real people and if your try to bend their arms and legs to fit into the chairs they get really mad. So don't...and click below:



Country

MMI-INTELEVISION

Check out these videos hand-picked by our staff!



CHRIS YOUNG - "YOUNG LOVE & SATURDAY NIGHTS"

Damn, this is friggin awesome. Always the rebel, Chris Young rocks with pure Southern fire on this David Bowie-inspired moon rocket of a summertime smash. This tackle-box-full-of-hooks single grabs you instantly and never lets go. The video is laced with southern summer passion and captures the beauty of being young and in love. Written by hit spinners Ashley Corley, Josh Thompson, and Jesse Frasure, ya gotta love that Bowie deservedly is listed as a contributor. Click here:





TIERA KENNEDY - "JESUS, MY MAMA, MY THERAPIST"

Tiera can sure keep a secret...until it comes to the Modern Holy Trinity of all things sacred. If your heart's been smashed, your mind all heavy with trouble, and ya got something going on that you need to not spew about, you can always go to the big three for love and support. Alabama Girl Ms.

Kennedy delivers the news but only on three channels. "Jesus, My Momma, My Therapist" may be a potential chart topper but we ain't telling. Click here:





HARDY - "TRUCK BED"

Let's see, how can we say this: let's try...MMI friggin loves the heck out of Hardy. There. Done. Hardy is an amazing unlikely edge-riddled superstar and The Mockingbird and The Crow is a staff fave album of the year. "Wait in the Truck" is one of the best Country songs..like ever. And now "Truck Bed" is pure Hardy brand rock and Country truth-telling madness deluxe. Top shelf backyard beautiful trouble ahead by clicking here:

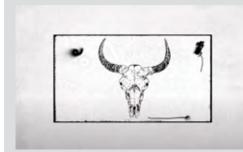




HAILEY WHITTERS - "I'M IN LOVE"

You can't take the wit out of Whitters. Hailey has hung her hat on tongue and cheek Country charm and is the princess of hillbilly yarn spinning. Like the film, "Astroid City" this video is painted in pastels and captures that sometimes silly seductive sensation of being in love, ya know...when you see faces in flowers? True to the Big Loud model, Whitters is a master songwriter who's on the way to artistic stardom. Click here:





ELLE KING - "JERSEY GIANT"

Elle King is the queen of way cool. She straddles formatic definition and is one of those rare singer/songwriters that drives you to dig deeper into her treasure trove of songs. This track "Jersey Giant" is a spot-on example of the way Elle paints pictures with music. Plus, you have to love the animated graphic that keeps your attention without distracting you from the poetic Country lyric. Click away:



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.

THE BACK PAGE

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

Country

MONDAY Morning Intel

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