

Issue	Program/Segment	Date	Time	Duration	# Spots	Description of Program/Segment
Various Public Awareness - Local & Regional Issues (see below)	Music Business Radio - Long form interview					Music Business Radio is production of WRLT and is an award winning specialty program spotlighting the inside workings of the music business featuring interviews with industry professionals; Grammy Award winning producers, artists, musicians, and songwriters, record executives, promoters and artist managers sharing their insight and expertise into the ever changing world of the music and entertainment business. Because a large part of the Nashville economy and job market is made up of the music industry, this show helps shed light on industry movements, career development opportunities, promotes the artform of music, while promoting the industry that made the city famous.
Business/Career Development, DIY strategies, Peripheral businesses	Music Business Radio - long form interview	10/4/20	7pm-8pm	60 mins	1x	Guest: Olivia Lane: MBR welcomes Olivia Lane, a singer-songwriter based out of Nashville. She was recently featured in the hit NBC show "Songland." We'll talk about her journey to Nashville, finding vulnerability and self-love, and how making it in the music industry is still possible even if it's not in the way you imagined.
Business/Career Development, DIY strategies, Peripheral businesses	Music Business Radio - long form interview	10/5/20	10p-11pm	60 mins	1x	Guest: Olivia Lane: MBR welcomes Olivia Lane, a singer-songwriter based out of Nashville. She was recently featured in the hit NBC show "Songland." We'll talk about her journey to Nashville, finding vulnerability and self-love, and how making it in the music industry is still possible even if it's not in the way you imagined.
Business/Career Development, Career Longevity, Navigating industry changes	Music Business Radio - long form interview	10/11/20	7pm-8pm	60 mins	1x	Guest: Tyson Leslie. Musician, Tyson Leslie, has played with acts like Vixen, Giant, Dave Ellison from Megadeth and more. We'll talk about the unexpected nationwide reaction to a photo he took from the stage in Kid Rock's bar on Broadway, how to set up your own live stream for \$500 or less, and things you can do to make a living from your own home.
Business/Career Development, Career Longevity, Navigating industry changes	Music Business Radio - long form interview	10/12/20	10p-11pm	60 mins	1x	Guest: Tyson Leslie. Musician, Tyson Leslie, has played with acts like Vixen, Giant, Dave Ellison from Megadeth and more. We'll talk about the unexpected nationwide reaction to a photo he took from the stage in Kid Rock's bar on Broadway, how to set up your own live stream for \$500 or less, and things you can do to make a living from your own home.
Business/Career Development, Career Longevity, Navigating industry changes	Music Business Radio - long form interview	10/18/20	7pm-8pm	60 mins	1x	Guest: Nashville band ,Them Vibes. We'll talk about podcasting, how to survive as rock 'n roll band in the 21st century and making music videos on a budget.
Business/Career Development, Career Longevity, Navigating industry changes	Music Business Radio - long form interview	10/19/20	10p-11pm	60 mins	1x	Guest: Nashville band ,Them Vibes. We'll talk about podcasting, how to survive as rock 'n roll band in the 21st century and making music videos on a budget.
Business/Career Development, Career Longevity, Music History & Songwriting	Music Business Radio - Long form interview	10/25/2020	7pm-8pm	60 mins	1x	Guest: Del Bryant, former president and CEO of BMI and son of Nashville's first professional songwriters Boudleaux and Felice Bryant. We'll talk about their careers, their new exhibition at the Country Music Hall of Fame and celebration show at The Schermerhorn. He will share stories about his famous parents' love for each other, their struggles as songwriters, and their pathway to being the most famous and successful songwriting duos in country music.
Business/Career Development, Career Longevity, Music History & Songwriting	Music Business Radio - Long form interview	10/26/2020	10p-11pm	60 mins	1x	Guest: Del Bryant, former president and CEO of BMI and son of Nashville's first professional songwriters Boudleaux and Felice Bryant. We'll talk about their careers, their new exhibition at the Country Music Hall of Fame and celebration show at The Schermerhorn. He will share stories about his famous parents' love for each other, their struggles as songwriters, and their pathway to being the most famous and successful songwriting duos in country music.

Business/Career Development, Peripheral Careers in Music	Music Business Radio - form interview	long	11/1/2020	7pm-8pm	60 mins	1x	Guest: Grammy award-winning graphic designer Lawrence Azzerad, illustrator Perry Shall and Julie Muncy, Warner Bros. VP of radio promotions. They discuss the importance and power of album art & design. They critique in round-table format the history of album art, how it has powerful & meaningful connections to the music & artist, their favorite album covers, and the process they go through in creating visuals for the artist. They also give advice and info on organizations that support, educate, and advocate for art & graphic design.
Business/Career Development, Peripheral Careers in Music	Music Business Radio - form interview	long	11/2/2020	10p-11pm	60 mins	1x	Guest: Grammy award-winning graphic designer Lawrence Azzerad, illustrator Perry Shall and Julie Muncy, Warner Bros. VP of radio promotions. They discuss the importance and power of album art & design. They critique in round-table format the history of album art, how it has powerful & meaningful connections to the music & artist, their favorite album covers, and the process they go through in creating visuals for the artist. They also give advice and info on organizations that support, educate, and advocate for art & graphic design.
Business/Career Development, Peripheral Business, Studio Management /Production	Music Business Radio - form interview	long	11/8/2020	7pm-8pm	60 mins	1x	Guest: Nick Autry: This week, in a special remotely recorded episode, MBR welcomes producer, engineer, songwriter and general manager of Nashville's legendary Sound Stage Studios at Black River Entertainment, Nick Autry. He'll talk about the coronavirus' effect on recording studios, his work with Carolina Story and Willie Jones, and how he chooses the artists and songs he works with.
Business/Career Development, Peripheral Business, Studio Management /Production	Music Business Radio - form interview	long	11/9/2020	10p-11pm	60 mins	1x	Guest: Nick Autry: This week, in a special remotely recorded episode, MBR welcomes producer, engineer, songwriter and general manager of Nashville's legendary Sound Stage Studios at Black River Entertainment, Nick Autry. He'll talk about the coronavirus' effect on recording studios, his work with Carolina Story and Willie Jones, and how he chooses the artists and songs he works with.
Business/Career Development, Career Longevity, Songwriting, Festivals	Music Business Radio - form interview	long	11/15/2020	7pm-8pm	60 mins	1x	Guest: John Oates, half of the best-selling duo in the world Hall & Oates. John will discuss his album, "7908," The Aspen Songwriters Festival, how he has continued to find his way in the music business after the success of Hall & Oates, the stories behind the Hall & Oates legend.
Business/Career Development, Career Longevity, Songwriting, Festivals	Music Business Radio - form interview	long	11/16/2020	10p-11pm	60 mins	1x	Guest: John Oates, half of the best-selling duo in the world Hall & Oates. John will discuss his album, "7908," The Aspen Songwriters Festival, how he has continued to find his way in the music business after the success of Hall & Oates, the stories behind the Hall & Oates legend.
Business/Career Development, Strategic Processes for Songwriting & Creative Business Development	Music Business Radio - form interview	long	11/22/20	7pm-8pm	60 mins	1x	Guest: Recording artist ZZ Ward. She'll talk about her move from Oregon to LA, how she got her record deal and the creation of her latest album The Storm. She'll also discuss her musical family and how they set the foundation for her career goals--she played in her father's band for years before striking out on her own. She'll discuss what it took to finally pick up and move from a small town in Oregon to Los Angeles and the small steps she took weekly to gain her footing in the LA music scene.
Business/Career Development, Strategic Processes for Songwriting & Creative Business Development	Music Business Radio - form interview	long	11/23/20	10p-11pm	60 mins	1x	Guest: Recording artist ZZ Ward. She'll talk about her move from Oregon to LA, how she got her record deal and the creation of her latest album The Storm. She'll also discuss her musical family and how they set the foundation for her career goals--she played in her father's band for years before striking out on her own. She'll discuss what it took to finally pick up and move from a small town in Oregon to Los Angeles and the small steps she took weekly to gain her footing in the LA music scene.
Career Development through collaboration, incubator setting for creators	Music Business Radio - form interview	long	11/29/2020	7pm-8pm	60 mins	1x	Guests: Logan Crowell and Nathan Adam of Helping Our Music Evolve (H.O.M.E.), a coworking space just for musicians. We'll talk about building a community of music creators, different ways for musicians to collaborate and ways you can get involved.
Career Development through collaboration, incubator setting for creators	Music Business Radio - form interview	long	11/30/2020	10p-11pm	60 mins	1x	Guests: Logan Crowell and Nathan Adam of Helping Our Music Evolve (H.O.M.E.), a coworking space just for musicians. We'll talk about building a community of music creators, different ways for musicians to collaborate and ways you can get involved.

Business/Career Development, Career Longevity	Music Business Radio - form interview	long	12/6/2020	7pm-8pm	60 mins	1x	Guest: Terri Clark, award winning, platinum selling, singer, songwriter, and radio personality. We take a walk back with Terri and celebrate her extraordinary career and also talk about how she continues to touch people with her artistry and her effervescent personality. Her young tenacity paid off after her 2,200 mile car drive from Canada to Nashville with her mother and a family friend at 18 with the proverbial no money but a whole lot of dreams: Singing for tips at the legendary Tootsies, signing with Mercury Records, releasing 14 albums, 20 charting singles, 6 #1s, Grand Ole Opry inductee, Canadian Music Hall of Fame inductee, and more. She will give encouraging tips to those starting off in the business as well as those who are currently try to survive the industry during the pandemic. Terri will also share some special live songs as well as some new ones from her current album, "It's Christmas...Cheers!" Her story will inspire anyone with a dream. www.terriclark.com
Business/Career Development, Career Longevity	Music Business Radio - form interview	long	12/7/2020	10p-11pm	60 mins	1x	Guest: Terri Clark, award winning, platinum selling, singer, songwriter, and radio personality. We take a walk back with Terri and celebrate her extraordinary career and also talk about how she continues to touch people with her artistry and her effervescent personality. Her young tenacity paid off after her 2,200 mile car drive from Canada to Nashville with her mother and a family friend at 18 with the proverbial no money but a whole lot of dreams: Singing for tips at the legendary Tootsies, signing with Mercury Records, releasing 14 albums, 20 charting singles, 6 #1s, Grand Ole Opry inductee, Canadian Music Hall of Fame inductee, and more. She will give encouraging tips to those starting off in the business as well as those who are currently try to survive the industry during the pandemic. Terri will also share some special live songs as well as some new ones from her current album, "It's Christmas...Cheers!" Her story will inspire anyone with a dream. www.terriclark.com
Business/Career Development - Education & Peripheral Business	Music Business Radio - form interview	long	12/13/2020	7pm-8pm	60 mins	1x	This week we welcome Josh Collum and Perrin Lamb, founding members of the creative team, Sorted Noise. For over 10 years the company has been at the forefront of curated and created music for tv, film, and the internet. They'll discuss this very lucrative part of the music industry, their 12 immutable laws of "sync," and how you can be a part of their Sync Bootcamp. www.sortednoise.com
Business/Career Development - Education & Peripheral Business	Music Business Radio - form interview	long	12/14/2020	10p-11pm	60 mins	1x	This week we welcome Josh Collum and Perrin Lamb, founding members of the creative team, Sorted Noise. For over 10 years the company has been at the forefront of curated and created music for tv, film, and the internet. They'll discuss this very lucrative part of the music industry, their 12 immutable laws of "sync," and how you can be a part of their Sync Bootcamp. www.sortednoise.com
Business/Career Development, Career Longevity	Music Business Radio - form interview	long	12/21/2020	10p-11pm	60 mins	1x	Guest: Terri Clark, award winning, platinum selling, singer, songwriter, and radio personality. We take a walk back with Terri and celebrate her extraordinary career and also talk about how she continues to touch people with her artistry and her effervescent personality. Her young tenacity paid off after her 2,200 mile car drive from Canada to Nashville with her mother and a family friend at 18 with the proverbial no money but a whole lot of dreams: Singing for tips at the legendary Tootsies, signing with Mercury Records, releasing 14 albums, 20 charting singles, 6 #1s, Grand Ole Opry inductee, Canadian Music Hall of Fame inductee, and more. She will give encouraging tips to those starting off in the business as well as those who are currently try to survive the industry during the pandemic. Terri will also share some special live songs as well as some new ones from her current album, "It's Christmas...Cheers!" Her story will inspire anyone with a dream. www.terriclark.com
Business/Career Development, Career Longevity, Songwriting	Music Business Radio - form interview	long	12/27/2020	7pm-8pm	60 mins	1x	Guest: Derek Trucks, guitarist, songwriter and founder of the Grammy Award-winner. Derek will talk about keeping a 12-piece band together, working with your spouse, band therapy and their new album Let Me Get By.

Business/Career Development, Career Longevity, Songwriting	Music Business Radio - long form interview	12/28/2020	10p-11pm	60 mins	1x	Guest: Derek Trucks, guitarist, songwriter and founder of the Grammy Award-winner. Derek will talk about keeping a 12-piece band together, working with your spouse, band therapy and their new album Let Me Get By.
Giving Voice and Support to Non-profits serving Middle Tennessee	Nashville By Nicole - Long form Interview					Nashville by Nicole hosted by Nicole Cowan Buckley--public affairs program that spotlights non-profits and introduces Lightning 100 listeners to local organizations in the greater Nashville area that are impacting the community and challenging individuals to get engaged and see lives changed including their own.
Promote literacy in Science & Tech; Educational Outreach connected University Scientist with K-12 Teachers & Students.	Nashville By Nicole - Long form Interview	10/3/2020	7am	~20 min	1x	Vanderbilt Collaborative for STEM Education and Outreach - Guests: Jennifer Ufnar, Executive Director, and Angela Eeds, Assistant Director. The Vanderbilt CSEO is dedicated to enhancing literacy in science, technology, engineering, and mathematics (STEM) through the establishment of unique partnerships between University scientists, K-12 educators and students, and the local and global science community.
Awareness of issues facing previously incarcerated people moving back into the community & support of the programs to help this journey	Nashville By Nicole - Long form Interview	10/10/2020	7am	~20 min	1x	Dismas House - Guest: Kay Kretsch, CEO. Dismas House of Nashville is a transitional re-entry program for individuals recently released from incarceration. They focus on health and well-being, life skills, legal support, and providing for the basic needs of those recently released from incarceration.
Awareness of non-profits fund raising event to help Nashville's Music community in times of need	Nashville By Nicole - Long form Interview	10/17/2020	7am	~20 min	1x	Guest: Debbie Carroll -Senior Executive Director. MusiCares provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community.
Awareness & support of Public Library Programs & Resources to promote reading, advanced learning, and community connection & engagement	Nashville By Nicole - Long form Interview	10/24/2020	7am	~20 min	1x	Nashville Public Library Foundation - Guest: Shawn Bakker, President. The Nashville Public Library Foundation (NPLF) is a committed community of leaders, learners and innovative achievers dedicated to supporting and empowering one of our city's greatest resources – the Nashville Public Library. The library makes it easy to challenge the mind, experience the delight of discovery and gain and share new knowledge at any age.
Awareness of Human Trafficking in TN and the laws against it	Nashville By Nicole - Long form Interview	10/31/2020	7am	~20 min	1x	Thistle Farms - Guest: Becca Stevens, Founder. Through safe housing, healthcare, counseling, and employment, Thistle Farms provides the tools for physical, mental, and economic healing and freedom. All housing and clinical services are provided free of charge.
Awareness of Human Trafficking in TN and the laws against it	Nashville By Nicole - Long form Interview	11/7/2020	7am	~20 min	1x	Thistle Farms - Guest: Becca Stevens, Founder. Through safe housing, healthcare, counseling, and employment, Thistle Farms provides the tools for physical, mental, and economic healing and freedom. All housing and clinical services are provided free of charge.
Empowering victims of poverty	Nashville By Nicole - Long form Interview	11/14/2020	7am	~20 min	1x	Humanity - Guest: Brian Thomas, Co-Founder. Humanity seeks to emancipate and empower victims of poverty and children at risk through compassionate care and sustainable economic and educational development.
Awareness of Human Trafficking in TN and the laws against it	Nashville By Nicole - Long form Interview	11/21/2020	7am	~20 min	1x	Thistle Farms - Guest: Becca Stevens, Founder. Through safe housing, healthcare, counseling, and employment, Thistle Farms provides the tools for physical, mental, and economic healing and freedom. All housing and clinical services are provided free of charge.

Awareness of issues facing previously incarcerated people moving back into the community & support of the programs to help this journey	Nashville By Nicole - Long form Interview	12/5/2020	7am	~20 min	1x	Dismas House - Guest: Kay Kretsch, CEO. Dismas House of Nashville is a transitional re-entry program for individuals recently released from incarceration. They focus on health and well-being, life skills, legal support, and providing for the basic needs of those recently released from incarceration.
Awareness & support of organization's mission and programs to assist families of fallen soldiers	Nashville By Nicole - Long form Interview	12/12/2020	7am	~20 min	1x	Guest: Dylan Mackin, Founder. <u>A Soldiers Child Foundation's</u> mission is to give back to families of our fallen heroes. They do that by giving special customized birthday gifts every year to children until their 18th birthday that have lost a parent/guardian in active duty. You can sponsor a child and donate through their website www.asoldierschild.org Coming up this Christmas you can also participate in Family to Family Christmas supporting Ft. Campbell families.
Awareness of the needs of children throughout the world & the support of programs to aid in the organization's mission	Nashville By Nicole - Long form Interview	12/19/2020	7am	~20 min	1x	Guests: Austin Atteberry, Exec. Dir. & Co-Founder, and Tom Chester, Program Director. The mission of <u>Sing Me A Story Foundation</u> is to bring the voices of children in need to the world through music. The imagination of children who have fallen victim to circumstance has the power to capture what is common and pure in us all. In conjunction with music, which has the ability to carry those messages across borders, stigmas and stereotypes, we hope to further an understanding that we're ultimately all the same. Such an understanding could foster greater compassion, healing and peace throughout the world.
Awareness of issues facing previously incarcerated people moving back into the community & support of the programs to help this journey	Nashville By Nicole - Long form Interview	12/26/2020	7am	~20 min	1x	Dismas House - Guest: Kay Kretsch, CEO. Dismas House of Nashville is a transitional re-entry program for individuals recently released from incarceration. They focus on health and well-being, life skills, legal support, and providing for the basic needs of those recently released from incarceration.
Various Public Awareness (see below)	Weekly Community Features			various lengths (see below)		Various Issues -- see following list
Promotion of Local Music, Career Development, Support of Local Musicians	Two hour weekly show: Local Artist - The615	10/1--12/31/20	6:15p--8p	:105m	13x	2 hour show devoted exclusively to local music. Aired every Monday. All music is from local artists. Interviews of local artists. Each show features approximately 20 songs by local artists promoting further Middle Tennessee artistry and creativity (13 weeks X 20 artists = approx 260 local artists' featured). Each week there are interviews with at least one local artist discussing their craft, the Nashville music scene, etc.
Promotion of Local Music, Career Development, Support of Local Musicians	Local Lightning Spins & Local Artist of the Week Feature	10/1--12/31/20	ROS	~:03m	~2100X	1) "Local Lightning" features a rotation of local artists getting approx one spin per hour throughout the day of reg programming: ~20 local artists per day (1800 approx spins= 92 days X 20 artists), 2) "Local Artist of the Week"--features one specific local artist getting played in heavy rotation throughout the week of reg programming (approx 300 local artist featured spins/songs = 12 wks @ 25 spins per wk). Spins are often accompanied by liners regarding the Nashville music scene including info on where and how to develop careers.
Public Safety	EAS	10/1--12/31/20	ROS		13X	WRLT is a Participating Station in the middle Tennessee Area Emergency Alert System. We forward the Required Monthly Test, generate a weekly test and forward selected Watches & Warnings issued by NOAA. During this period several warnings and watches were forwarded & aired.
Support of Non Profit / Public Awareness of Local Issues	PSA - total runs for Quarter, Lightning Bolts & other		ROS	:30s	~351x	Various Issues -- see following list (generally 3-4 PSA's run per day) (4 X 92 days= 368) ROS except where noted. Lightning 100 Bolts are 30 second recorded public service announcements, written and produced in-house. Lightning 100. Actual count from contract & run sched 355
LIGHTNING 100 BOLTS and LIVE ON AIR PSA MENTIONS. Lightning 100 Bolts are thirty second recorded public service announcements, written and produced in-house. Lightning 100 Bolts focuses mostly on local non profits and events, with national awareness campaigns/events included as well.						

Awareness of Breast Milk Bank and Donations	Recorded PSA	6/12/20 - 12/31/20	ROS	:30s		The donation of breast milk can save a child's life right here in Tennessee. The Mother's Milk Bank of Tennessee has the mission to see the lives of children saved by pasteurizing donations of mothers' milk and supplying it to NICUs throughout the state. More information at milkbanktn.org .
Flu Vaccines	Recorded PSA	11/4/20 - 11/14/20	ROS	:30s		With this year's flu season overlapping with the COVID-19 pandemic, it's more important than ever for everyone to get a flu vaccine. Saint Thomas Health and the Blue Cross Blue Shield of Tennessee Foundation have partnered together for Free Flu Shot Saturdays: free drive-thru flu shot clinics for the community in Antioch on Nov. 7 and Murfreesboro on Nov. 14. Flu shots are free for all, while supplies last. You don't need to be a BlueCross member to participate. More information at bettertennessee.com/events .
Gun Safety	Recorded PSA	9/11/20 - 12/31/20	ROS	:30s		In Tennessee, guns are the leading cause of death for children and teens with 105 young people killed every year by gun homicides, unintentional shootings, and gun suicides. But we have the power to prevent these tragedies by practicing secure gun storage. The Be SMART program outlines how to protect our children - starting with securing guns in homes and vehicles. More information at besmart.org . Brought to you by the Tennessee Chapter of Moms Demand Action for Gun Sense in America.
Nashville Public Library	Recorded PSA	6/12/20 - 10/31/20	ROS	:30s		The Nashville Public Library is now reopened with eight locations offering curbside pickup. Visit library.nashville.org to put books on hold and receive notifications when they are ready for pickup.
Nashville's Refugee and Immigrant Community	Recorded PSA	9/11/20 - 10/29/20	ROS	:30s		The Nashville International Center for Empowerment is celebrating its 15th anniversary with the annual One World, One Dream benefit October 29th. Learn about the triumphs and challenges of Nashville's refugee and immigrant community with music, a silent auction, guest speakers, and more.
Recruiting Volunteers for Literacy Tutoring	Recorded PSA	6/12/20 - 12/31/20	ROS	:30s		The Literacy Council of Middle Tennessee is in need of volunteer tutors. The Literacy Council has helped thousands of local residents improve their reading and math skills, earn their high school diplomas and ultimately have more career opportunities. Volunteer tutors can make an impact in the community and help students of all ages, from kindergartners to senior adults, by serving just an hour or two per week. More information at literacymidtn.org .
Recruiting Volunteers to Help Seniors Navigate the Community	Recorded PSA	6/29/20 - 12/31/20	ROS	:30s		Our older neighbors who can no longer drive need our help to get to places like their doctor and the grocery store. Become a volunteer with Senior Ride Nashville and provide transportation in Davidson County. Senior Ride Nashville provides drivers with flexible schedules Monday through Friday. Our seniors need to stay connected to the community, and you can make it happen. Learn how at seniorridenashville.org .
US Veterans	Recorded PSA	11/15/20 - 12/18/20	ROS	:30s		Wreaths Across America is a 501(c)(3) national organization that co-ordinates wreath-laying ceremonies at more than 2200 Veterans cemeteries in all 50 states, at sea and abroad to honor our deceased veterans. Last year over 2.3 million wreaths were purchased nationwide to ensure that the legacy of duty, service, and the sacrifice of each veteran is never forgotten. Our local group's focus is the Middle Tennessee State Veterans Cemetery, located in Nashville, TN on McCrory Lane. Our goal for 2020 is 12,250 wreaths. To help us reach this goal, please sponsor a veteran's wreath or volunteer for unloading and distribution December 18th and 19th.
US Veterans	Recorded PSA	12/1/20 - 12/31/20	ROS	:30s		For most of us the holidays are a time of celebration and coming together with our family. However this isn't always the case for those who lost a loved one in military service to our country. Please join Memories of Honor in sending love and remembrance to our Gold Star Families not just on Memorial Day but throughout the year. For more information on how you can make a direct impact, and help us to make every day Memorial Day, please visit MemoriesofHonor.org

Voter Education	Recorded PSA	10/19/20 - 10/27/20	ROS	:30s		"Ballots & Ballads," is a 100% virtual fundraiser, featuring artists like Jason Isbell and Adia Victoria, on Tuesday, October 27 to support the "Vote Like Your Rights Depend On It" campaign, which seeks to empower and educate voters throughout the state on ways to vote safely during the pandemic. The goal is to spread educational resources and information to Tennesseans so that every voter feels both educated and empowered at the polls – whether voting safely in person or via absentee ballot, focusing primarily on communities of color throughout the state – which have been disproportionately impacted by both voter suppression and the COVID-19 pandemic.
Various Public Awareness - National & Regional Issues (see below)	PSA - total runs for Quarter	10/1--12/31/20	ROS	:30s	545x	Ad Council (AC) & Other Sources PSA's, National & Local/Regional Topics/Issues (specific segment descriptions below) (approx. 6 per day for 92 days, 4th Qtr 2020) actual count 545 per PSA contract/sched confirmation.
(Date, Cart #, "Title") Description						
Cancer Awareness and Community Support	Recorded PSA	7/26/19 - 2/9/21	ROS	:30s		(7/26/19 - 2/9/21, 26145, "MLB") The most important moments happen when we all stand together – that's why Stand Up To Cancer (SU2C), has teamed up with Major League Baseball to create a moving new PSA that embodies the the spirit and sense of community synonymous with baseball, the campaign — titled "For All The Moments We Stand Up" — culminates with the now iconic SU2C placard moment when tens of thousands of fans, players, managers and other on-field personnel stand for a moment of silence to support a loved one affected by cancer. The new broadcast PSA will center on iconic moments in baseball that bring us to our feet — standing to catch a foul ball, catching a bag of peanuts from a vendor, being featured on the jumbotron— before building up to the moving placard finale, which underscores the remarkable impact of standing together as one powerful, united force against cancer.
Child Car Safety	Recorded PSA	1/1/20 - 3/19/21	ROS	:30s		(1/1/20 - 3/19/21, 26143, "Night Shift") Make sure kids are safely secured in the car. Motor vehicle crashes are a leading cause of death for children under 13. PSAs tell parents how their love for their children extends to car safety. This means knowing the right seat for their child's age and size - from rear-facing car seats, forward-facing car seats, boosters, all the way to seat belts - and that they are correctly buckled for every ride.
COVID-19	Recorded PSA	5/4/20 - Ongoing as needed	ROS	:30s		(5/4/20 - Ongoing, 26142, "Coronavirus") A reminder from the National Association of Broadcasters of the everyday things listeners can do to help prevent the spread of respiratory diseases.
COVID-19	Recorded PSA	5/4/20 - Ongoing as needed	ROS	:30s		(5/4/20 - Ongoing, 26163, "Hope") A reminder from the National Association of Broadcasters to reach out to someone during these stressful times because none of us is alone.
COVID-19	Recorded PSA	8/13/20 - 12/2/20	ROS	:30s		(8/13/20 - 12/2/20, 26150, "Masks On") As cases of Coronavirus continue to rise across the country, it is critical to wear a mask to protect yourself, your loved ones and your community. This PSA encourages all Americans to wear a mask to help save lives.
COVID-19	Recorded PSA	8/3/20 - Ongoing as needed	ROS	:30s		(8/3/20 - Ongoing as needed, 26147, "3 Simple Steps") United, the nation's physicians, nurses, hospital and health system leaders, are urging the American public to take three simple steps we know will help stop the spread of COVID-19: wear a face mask, maintain physical distancing, and wash hands. The toll of this pandemic is already staggering, and these simple steps are critical. COVID-19 is not behind us and we must resist becoming complacent. Doing so will escalate this crisis and result in more suffering and death. We are not powerless in this public health crisis, and we can defeat it in the same way we defeated previous threats to public health—by allowing science and evidence to shape our decisions and inform our actions.

COVID-19	Recorded PSA	8/13/20 - Ongoing as needed	ROS	:30s		(8/13/20 - Ongoing as needed, 26151, "You Have My Respect") As cases of Coronavirus continue to rise across the country, it is critical to wear a mask to protect yourself, your loved ones and your community. This Coronavirus Response PSA encourages all Americans to wear a mask to help save lives.
COVID-19 Awareness for Seniors	Recorded PSA	3/12/20 - Ongoing as needed	ROS	:30s		(3/12/20 - Ongoing as needed, 26164, "NCOA Coronavirus") For the past seventy years, the National Council on Aging (NCOA) has been a trusted partner and advocate for older Americans. The novel COVID-19 corona virus disproportionately affects adults over the age of 60 and NCOA is committed to keeping older adults informed and empowered about how to keep themselves and their loved ones safe and healthy during this viral epidemic. The potentially deadly effect of the coronavirus on older Americans gives urgency to this PSA campaign to educate the community on best practices to protect themselves and loved ones from this virus. These PSAs link to the latest information from NCOA and other experts pertaining to seniors and COVID-19.
COVID-19/Mental Health	Recorded PSA	12/15/20 - 11/23/21	ROS	:30s		(12/15/20 - 11/23/21, 26162, "Coping 19 - Loneliness") It's okay to not be okay. The emotional effects of COVID-19 vary, but there are resources to help us all. This new PSA promotes the many resources and tools available to help viewers cope with their mental health during these challenging times.
First Responders	Recorded PSA	12/16/20 - 12/31/20	ROS	:30s		(12/16/20 - 12/31/20, 26160, "Light Up Your Holiday") First Responders Children's Foundation makes it their mission to help the ones who help us. Since March, they have given immediate financial relief to over 9,000 first responders on the front lines, paid for over 13,000 hotel room nights with food stipends so first responders don't have to go home and worry about infecting their family with a deadly virus, and much more. All this emergency relief, as they continue their mission to provide scholarships to children of fallen first responders and begin to distribute 250,000 toys to children of first responders all over the country with our holiday Toy Express. So, this holiday, let's remember our first responders have been working nonstop since March helping the rest of us. They're exhausted and depleted, and financially are in dire straits.
Flu Vaccination	Recorded PSA	11/17/20 - 4/5/21	ROS	:30s		(11/17/20 - 4/5/21, 26165, "Missing Out") No one has time for the flu. Up to 45 million Americans get sick with the flu each year. A flu shot protects you and those around you and helps save medical resources for COVID-19 patients. This PSA encourages Americans to get a flu shot this year.
Opioid Prescription Awareness	Recorded PSA	8/3/20 - 7/31/21	ROS	:30s		(8/3/20 - 7/31/21, 26144, "CDCRX0430R") CDC developed the Rx Awareness campaign to tell the stories of people whose lives were impacted by prescription opioids. Rx Awareness focuses on reaching adults ages 25-54 who have taken opioids for medical use or have misused opioids at least once, with a particular emphasis on audiences heavily impacted by the opioid overdose epidemic, including pregnant women, veterans, younger adults, older adults, and American Indians/Alaska Natives. The campaign seeks to increase awareness that prescription opioids can be addictive and dangerous, to reinforce that help is available for those suffering from opioid use disorder, and to encourage those struggling with prescription opioids to find treatment and recovery resources.
Racial Justice	Recorded PSA	12/15/20 - 12/14/21	ROS	:30s		(12/15/20 - 12/14/21, 26162, "Louder") Support racial justice. We all must confront our history of racial injustice and uncover our biases before we can repair our legacy of racism. This PSA supports organizations dedicated to dismantling systemic racism and injustice to spark more dialogue and action. Together we can commit to building a better future.
Texting and Driving Prevention	Recorded PSA	10/22/18 - 10/8/20	ROS	:30s		(10/22/18 - 10/8/20, 26146, "Text and Whatever") A lot of us spend our entire day looking at our phones. New PSAs remind drivers that it may be fine to text over dinner, with friends, or at work but when drivers get behind the wheel, their phones should be out of their hands, in the glovebox or with a passenger.

Texting and Driving Prevention	Recorded PSA	10/8/20 - 7/14/23	ROS	:30s		(10/8/20 - 7/14/23, 26168, "You Can Wait") Stop Texts. Stop Wrecks. From 2012-2018, nearly 23,000 people died in crashes involving a distracted driver. This PSA created by high school and college students reminds drivers 16-34 that you should never drive distracted.
Wildlife Conservancy	Recorded PSA	1/1/20 - 12/31/20	ROS	:30s		(1/1/20 - 12/31/20, 26008, "Rhinoceros") Habitat is disappearing, and endangered wildlife is disappearing with it. Wild giraffe populations have plummeted by nearly 40% over the last 30 years. San Diego Zoo Global Wildlife Conservancy is committed to saving these and other threatened species, and ensuring that they have a home for years to come. San Diego Zoo Global is leading the fight against extinction. The Wildlife Conservancy program empowers people from around the world to help save species from extinction in a variety of ways. There are over 200 scientists working on more than 130 projects to help ensure a future for wildlife, which have bred more than 165 endangered species and reintroduced over 35 species back into the wild.
Various Public Awareness (see below)	PSA - total runs for Quarter	10/1--12/31/20	ROS	:30s	~430x	Tennessee Association of Broadcasters - Public Education Program (PEP)-PSA's, Local/State Topics/Issues (specific segment descriptions below) (approx. 5 per day for 91 days, 4rd qtr 2020)
Public Education, Wear A Mask During Covid	Recorded Commercials	10/1--12/31/20	ROS	:30s		Recorded spots regarding the need and effectiveness of masks during the Covid-19 pandemic.
Public Education, Call Before You Dig	Recorded Commercials	10/1--12/31/20	ROS	:30s		Recorded spots highlighting the 811 program, where Tennesseans can have underground gas lines identified and marked before digging
Public Education, Drive Insured	Recorded Commercials	10/1--12/31/20	ROS	:30s		Recorded spots reminding listeners that it is illegal to drive without car insurance in TN.
Public Education, Flu Shots	Recorded Commercials	10/6--12/31/20	ROS	:30s		Recorded spots to highlight the availability and importance of flu shots.
Public Education, Disability Coalition	Recorded Commercials	10/6--11/30/20	ROS	:30s		Recorded spots about services and information provided by TN Disability Coalition.
Support of Non Profit/Community Issues	Recorded Commercials / Live Liners / Short, Med- Form Interview					Various Issues -- see following list
Promote Local Economic Growth by Promoting Small businesses	Recorded Commercials	10/5-10/30	6am-12mid	:30s	52x	"Local Business Spotlight." To help the promotion of small business owners as well as economic development within our local community, we created the Local Business of the Week feature which includes free radio and on-line advertising.
Awareness & support of organization's mission to maintain historical site	PSA - Cheekwood Botanical Gardens	10/6--10/24/20	6am--7pm	:30s	60x	"Fall at Cheekwood" - To Promote the preservation of Cheekwood as an historical landmark where beauty and excellence in art and horticulture stimulate the mind and nurture the spirit. Promote visitation to the site to enhance ones life through cultural experiences of art and architectural viewing.
Support of Non Profit, local music association promoting Jazz Music.	Recorded Commercials	10/14-10/23	12am-10pm	:60s	60x	Promotion of Jazzfest 2020, raising funds to support the Nashville Jazz Workshop.
Promote awareness and funds for Non-profit's mission to support design arts in Nashville	Recorded Commercials	10/23--10/29/20	6a--12mid	:30s	35x	Promote Arts & Business Council's Nashville Design Week. Promote the creative community and to make aware that Nashville Design has the power to reshape communities, solve problems, and support equity. Now more than ever, NDW must serve as a platform for all design voices. We invited our design community to challenge the current standard for what "good design" is and to share: How are you reshaping design?

Promoted & Celebrated Country Music's History as well as fundraising event for the beloved American Artform's Museum	Recorded Commercials	10/26--10/28/20	6am--12mid	:30s	25x	Recorded commercials to promote listener to watch and donate; promoted Country Music Hall of Fame and Museum's Fundraiser Digital Event: Wednesday night, the Country Music Hall of Fame and Museum debuted "BIG NIGHT (At the Museum)," the most ambitious digital program in the venue's history (and a much-needed fundraiser), on its YouTube channel. During "BIG NIGHT (At the Museum)," the audience learned about the museum's work as chroniclers of country music history. Viewers also witnessed performances by today's music masters who got the rare opportunity to play historic instruments from the museum
Awareness & support of organization's mission to maintain historical site	PSA - Cheekwood Botanical Gardens	10/27--11/14/20	6am--7pm	:30s	60x	"Chihuly at Cheekwood" - To Promote the preservation of Cheekwood as an historical landmark where beauty and excellence in art and horticulture stimulate the mind and nurture the spirit. Promote visitation to the site to enhance ones life through cultural experiences of art and architectual viewing.
Promoting local entrepreneurship to create new industries and enhance the local economy (business incubation)	Recorded Commercials	10/29--11/14/20	6am--7pm	:30s	60X	Recorded commercials to promote the "Entrepreneurial Center Can Help" campaign. Supporting local startups and those interested in local business and long-term economic growth. L100 has been a strong supporter of their mission to "Help local businesses turn from dream to reality." The EC's mission is to promote business incubation focusing on local entrepreneurship to create new industries and enhance the local economy.
Fundraiser for Nashville Music Venues	Recorded Commercials	11/5-11/15	6am-12mid	:15s	31x	Recorded commercials in support of "Drive The Music" fundraiser for Venues affected by Covid.
Fundraiser for Nashville Music Venues	Recorded Commercials	11/16-11/22	6am-12mid	:15s	15x	Recorded commercials in support of "Drive The Music" fundraiser for Venues affected by Covid.
Suicide Prevention in TN	Recorded Commercials	11/4-11/14	6am-12mid	:60s	70x	Recorded spots to promote the AFSP (American Foundation for Suicide Prevention) event, helping to promote the discussion of mental illness in hopes of preventing suicides. The annual "Out of the Darkness" walk to prevent suicide. This year's walk is in October but because of covid would be a virtual event. This event was to raise money as well as start and continue discussions to help eliminate the stigma associated with talking about suicide or mental illness.
Awareness & support of organization's mission to maintain historical site	PSA - Cheekwood Botanical Gardens	11/20--12/31/20	6am--7pm	:30s	124x	"Holiday Lights" - To Promote the preservation of Cheekwood as an historical landmark where beauty and excellence in art and horticulture stimulate the mind and nurture the spirit. Promote visitation to the site to enhance ones life through cultural experiences of art and architect'ual viewing.
Hunger Issues in Middle TN	Recorded Commercials	11/24-12/31	6am-9pm	:30s	88x	Commercials supporting Second Harvest Food Bank and the Giving Tuesday event. Providing listeners with tools and information to fight hunger in our community.
Promote Local Economic Growth by Promoting Small businesses	Recorded Commercials	12/10-12/31	6am-12mid	:30s	51x	"Local Business Spotlight." To help the promotion of small business owners as well as economic development within our local community, we created the Local Business of the Week feature which includes free radio and on-line advertising.
Public Access to the Arts & Promotion of Metro Parks	Live Liners	10/1--10/29/20	ROS	:30sec		Live Liners to promote local music, outdoors, public access to parks and specially to raise awareness and funds through their Virtual September & October Sundown series with local independent and unsigned artists performing.
Promote Awareness of Mid TN Live Music Venues' Operating Hardship from Covid Panademic Ramifications	Long Form Interview	10/13/2020	9:00am	60mins	1x	Guest: Chris Cobb, Venue owner. Hour long takeover promoting the Music Venue Alliance Nashville - helping Independent Music Venues not go out of business because of Covid. Make the listening public aware that the live music in Music City is struggling during the pandemic and what can be done to prevent that from happening.
Promoting local entrepreneurship to create new industries and enhance the local economy (business incubation)	Interview: John Murdock	11/11/2020	9:30am	10mins	1x	Guest: John Murdock. Interview with the head of the Entrepreneur Center in Nashville - Helping local businesses turn from dream to reality. The EC's mission is to promote business incubation focusing on local entrepreneurship to create new industries and enhance the local economy.

Promote Awareness of Mid TN Live Music Venues' Operating Hardship from Covid Pandemic Ramifications	Long Form Interview	11/12/2020	1:00pm	60mins	1x	Guest: Todd Ohlhauser. Hour long takeover promoting the Music Venue Alliance Nashville - helping Independent Music Venues not go out of business because of Covid. Make the listening public aware that the live music in Music City is struggling during the pandemic and what can be done to prevent that from happening.
Promote Awareness of Mid TN Live Music Venues' Operating Hardship from Covid Pandemic Ramifications	Long Form Interview	11/20/2020	9:00am	60mins	1x	Guest: Santo Pulella, Venue Booker & Promoter. Hour long takeover promoting the Music Venue Alliance Nashville - helping Independent Music Venues not go out of business because of Covid. Make the listening public aware that the live music in Music City is struggling during the pandemic and what can be done to prevent that from happening.
Hunger Issues in Middle TN	Live Liners	12/1--12/31/20	ROS	:30sec		Live liners read throughout the day during the entire month of December promoting giving to Second Harvest and to raise awareness of hunger issues facing families of Middle Tennessee. Eventually \$1 million was raised and matched
Hunger Issues in Middle TN	Interview: Bill Ramsey	12/1/2020	7:30am	8mins	1x	Guest: Bill Ramsey. Promoted Giving Tuesday, all day programming dedicated to raising funds and awarness for Second Harvest Food Bank of Middle Tennessee including live & recorded interviews with Second Harvest representatives updating the progress of the fundraising drive and to talk about hunger issues in our community. Giving Food Day - We helped Second Harvest Food Bank Raise of \$250,000 for Hungry Seniors, Families, and Children.
Hunger Issues in Middle TN	Interview: Lucia Folk	12/1/2020	9:30am	7mins	1x	Guest: Lucia Folk. Promoted Giving Tuesday, all day programming dedicated to raising funds and awarness for Second Harvest Food Bank of Middle Tennessee including live & recorded interviews with Second Harvest representatives updating the progress of the fundraising drive and to talk about hunger issues in our community. Giving Food Day - We helped Second Harvest Food Bank Raise of \$250,000 for Hungry Seniors, Families, and Children
Hunger Issues in Middle TN	Interview: Jason Isbell	12/1/2020	12:30pm	10mins	1x	Guest: Jason Isbell. Promoted Giving Tuesday, all day programming dedicated to raising funds and awarness for Second Harvest Food Bank of Middle Tennessee including live & recorded interviews with Second Harvest representatives updating the progress of the fundraising drive and to talk about hunger issues in our community. Giving Food Day - We helped Second Harvest Food Bank Raise of \$250,000 for Hungry Seniors, Families, and Children
Hunger Issues in Middle TN	Interview: Jason Eskridge	12/1/2020	2:30pm	8mins	1x	Guest: Jason Eskridge. Promoted Giving Tuesday, all day programming dedicated to raising funds and awarness for Second Harvest Food Bank of Middle Tennessee including live & recorded interviews with Second Harvest representatives updating the progress of the fundraising drive and to talk about hunger issues in our community. Giving Food Day - We helped Second Harvest Food Bank Raise of \$250,000 for Hungry Seniors, Families, and Children
Hunger Issues in Middle TN	Interview: Nancy Keil	12/1/2020	5:30pm	7mins	1x	Guest: Nancy Keil. Promoted Giving Tuesday, all day programming dedicated to raising funds and awarness for Second Harvest Food Bank of Middle Tennessee including live & recorded interviews with Second Harvest representatives updating the progress of the fundraising drive and to talk about hunger issues in our community. Giving Food Day - We helped Second Harvest Food Bank Raise of \$250,000 for Hungry Seniors, Families, and Children
Promote Awareness - Traffic & Events in Nashville	Interview/feature - Traffic & Weekly Events	12/10/2020	8:42am	7mins	1x	Sergeant John Borque with the Metro Nashville Police Department joins the Lightning Morning team weekly to provide updates on traffic issues and special event programming affecting weekend road closures. Also discussed any other issues for public safety.
Support of Non Profit, local music association promoting Americana Music	Special Hour-Long Live & Recorded Feature	12/15/2020	12noon	60mins	1x	Promotion of Americana Music Association, working to support and build infrastructure for the Americana music community. This hour long show discussed AMA challenges during covid; celebrated the organization and artists/music; and announcing and featuring the Americana Honors and Awards Winners, nominees, and their music.

Promote Awareness - Traffic & Events in Nashville	Interview/feature - Traffic & Weekly Events	12/17/2020	8:41am	8mins	1x	Sergeant John Borque with the Metro Nashville Police Department joins the Lightning Morning team weekly to provide updates on traffic issues and special event programming affecting weekend road closures. Also discussed any other issues for public safety.
Promote awareness of needs & issues of Mid TN Foster Care Children	Live Liner	12/21/2020	7:53am	30secs	1x	Foster Care - Frontsell Interview Coming Up. To promote Mid TN Foster Care - Live on air interview with 615 Sings contestant for TN Alliance for Kids. Tennessee Alliance for Kids (TAK) engages the community to meet the emergent and ongoing needs of children in foster care, those at risk of coming into foster care, and those aging out.
Promote awareness of needs & issues of Mid TN Foster Care Children	Interview: Slade Robertson	12/21/2020	8am	7mins	1x	Guest: Slade Robertson. To promote Mid TN Foster Care - Live on air interview with 615 Sings contestant for TN Alliance for Kids. OUR MISSION Tennessee Alliance for Kids (TAK) engages the community to meet the emergent and ongoing needs of children in foster care, those at risk of coming into foster care, and those aging out.
Promote awareness of needs & issues of Mid TN Foster Care Children	Interview: Charly Reynolds	12/21/2020	12:15pm	7mins	1x	Guest: Charly Reynolds. To promote Mid TN Foster Care - Live on air interview with 615 Sings contestant for TN Alliance for Kids. OUR MISSION Tennessee Alliance for Kids (TAK) engages the community to meet the emergent and ongoing needs of children in foster care, those at risk of coming into foster care, and those aging out.
Support & Promote Awareness of Fund Relief Affected by the Nashville Christmas Bombing	Live Liners	12/28/2020	7:20am	:30s	1x	Live Liners (Dan Buckley) to make aware and promote The Community Foundation of Middle Tennessee Neighbors Fund. Grants from the Fund will be made to nonprofits providing services for both the immediate and long-term needs arising from the explosion
Support & Promote Awareness of Fund Relief Affected by the Nashville Christmas Bombing	Live Liners	12/28/2020	7:40am	:30s	1x	Live Liners (Dan Buckley) to make aware and promote The Community Foundation of Middle Tennessee Neighbors Fund. Grants from the Fund will be made to nonprofits providing services for both the immediate and long-term needs arising from the Christmas morning bombing in downtown Nashville.
Promotion of Local Music, Career Development, Support of Local Musicians	Special 48 Hour Live & Recorded Feature	12/29--12/30/20	ROS	48 hours		48 hour special programming celebrating and playing music from Nashville local artists. Promoted local music industry and career enhancement by giving voice to the local community of artists. Twice 615 Day Played 48 hours straight of local Nashville bands. A mix of major label local acts side by side with independent and unsigned artists
Support & Promote Awareness of Fund Relief Affected by the Nashville Christmas Bombing	Live Liners	12/30/2020	7:45am	:60s	1x	Live Liners (Jayson Chalfant) to make aware and promote The Community Foundation of Middle Tennessee Neighbors Fund. Grants from the Fund will be made to nonprofits providing services for both the immediate and long-term needs arising from the Christmas morning bombing in downtown Nashville.
Promotion tourism as well of covid-safety protocol for alternative New Year's Eve Celebratory Eventssaf	Special 3 1/2 Hour Live & Recorded Feature (into 2021)	12/31/20--1/1/21	10:30p--2:00am	3.5 hours	1x	Recorded & Live presentation of "Nashville New Year's Eve Celebration" to support of local economy via tourism promotion highlighting of Nashville Events with National attention. Also supported local artists who participated in the event. Offered stay-at-home alternative to traditional New Year's Event celebratory in-person events to follow National guidelines to prevent covid spread.