

**2021 – Annual EEO Public File Report**

The purpose of this EEO Public File Report (“Annual EEO Report”) is to comply with Section 73.2080(c)(6) of the FCC’s Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by the following station, which forms the Station Employment Unit for purposes of the EEO Rules:

Call Sign	Community	FIN
<b>WRLT(FM)</b>	<b>Franklin, Tennessee</b>	<b>24427</b>

The information contained in this Report covers the Period from April 1, 2020 to, and including, March 31, 2021 (the “Applicable Period”). Consistent with the FCC’s Rules, this Annual EEO Report contains the following information:

1. No full-time vacancies occurred or were filled by the Station during the Applicable Period;
2. No recruitment source(s) were utilized as there were no full-time vacancies. However, WRLT continued to review and update sources if asked to receive information from the Station about any new job openings. It should be noted that no parties or organizations have requested notification of job openings pursuant to Section 73.2080(c)(1)(ii);
3. A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the Station during the Applicable Period.

The following sections (Appendices A, B and C) provide the required information, and summarize the Station’s EEO efforts during the Applicable Period. This Annual Report was placed in the Station’s public inspection file on April 1, 2021 and posted on the Station’s website, in accordance with the FCC’s EEO Rules.

Appendix A

**Section 1: Full-Time Job Opening Filled During This Period**

Time Period Covered: **April 1, 2020 to March 31, 2021**

Station Comprising Employment Unit: **WRLT(FM)**

<b>Full-time Positions Filled By Job Title and Date Filled</b>	<b>Recruitment Source of Hire<sup>2</sup></b>	<b>Total Number of Interviewees from All Sources for This Position</b>	
A	<b>(NONE FOR THIS PERIOD)</b>	N/A	N/A

Appendix B

**Section 2: Recruitment Source Information [1]**

Time Period Covered: **April 1, 2020 to March 31, 2021**

Station Comprising Employment Unit: **WRLT(FM)**

<b>Recruitment Source and Contact Information</b>		<b>Total Number of Interviewees This Source Has Provided During This Period<sup>1</sup></b>	<b>Full-time Positions for Which This Source Was Utilized</b>
1.	Internal Station Postings	0	NA
2.	Station Web Site <b>WRLT.com</b>	0	NA
3.	Industry and/or Client Referrals	0	NA
4.	Tennessee Association of Broadcasters, P.O. Box 101015, Nashville, TN 37224 615-365-1840, tabtn.org/careers/job-listings/  Provided position info & received posted proof	0	NA
5.	American Advertising Federation of Nashville, P.O. Box 293327, Nashville, TN 37229  (615) 469-4040, Mark Farrar info@aafnashville.com Provided position info	0	NA

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6.	<p>Five Chairs Recruitment, 230 Franklin Road, Suite 12-I, Franklin, TN 37064, marknewsom@fivechairs.com, 615-504-8534</p> <p>Provided position info</p>	0	NA
7.	<p>NAACP, 1308 Jefferson Street, Nashville, TN 37208, 615-329-0999 info@naacpnashville.org</p> <p>Provided position info</p>	0	NA
8.	<p>Urban League of Middle Tennessee, 2214 Rosa L Parks Blvd, #100 Nashville, TN 37228, Shawn Sanders, 615-254-0525, ext 5 ssanders@urbanleagueofmidtn.org</p> <p>Provided position info</p>	0	NA
9.	<p>Fisk University <u><a href="#">Via PurpleBriefcase.com</a></u> 1000 17<sup>th</sup> Avenue North, Nashville, TN 37208, 615-329-8894, Latreace Sankey-Wells, Director of Career Services lwells@fisk.edu</p> <p>Provided position info &amp; received posted proof</p>	0	NA
10.	<p>Tennessee State University, Career Center, 3500 John A. Merritt Boulevard, Nashville, TN 37209, 615-963-5981, career@tnstate.edu</p> <p>Provided position info</p>	0	NA

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11.	<p>Vanderbilt University, Via <a href="http://www.joinhandshake.com">www.joinhandshake.com</a> Nashville, TN 37240, 615-322-2750, recruiting@vanderbilt.edu <a href="https://vanderbilt-csm.symplicity.com/employers">https://vanderbilt-csm.symplicity.com/employers</a></p>	0	NA
12.	<p>Middle Tennessee State University, P.O. Box 2, Murfreesboro, TN 37132 615-898-2500, patstamps@mtsu.edu, career@mtsu.edu Provided info on job</p>	0	NA
13.	<p><a href="http://www.allaccess.com">www.allaccess.com</a> On-line industry Journal Job Openings Forum 1222 16th Avenue South, #25 Nashville, TN 37212 (615) 252-6400 phone (615) 252-4838 fax <a href="http://www.allaccess.com/forum/">http://www.allaccess.com/forum/</a> Provided position info &amp; received posted proof</p>	0	NA
14.	<p>Nashville State Community College, Sarah Grenier, Career Services, 120 White Bridge Road, Nashville, TN 37205 615-353-3248 careerservices@nsccl.edu <a href="http://www.collegecentral.com/nashvillestate/Employer.cfm">http://www.collegecentral.com/ nashvillestate/Employer.cfm</a> Provided position info &amp; received posted proof</p>	0	NA

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15.	<p>Lipscomb University, Career Development Center,</p> <p style="text-align: center;">Via <a href="http://www.joinhandshake.com">www.joinhandshake.com</a>  Nashville, TN 37204, 615-966-1792,  <a href="mailto:careerdevelopment@lipscomb.edu">careerdevelopment@lipscomb.edu</a>  <a href="http://www.myinterfase.com/lipscomb/employer">www.myinterfase.com/lipscomb/employer</a></p>	0	NA
16.	<p style="text-align: center;">Handshake.com  On-line university recruitment platform.  Distributed to the Colleges &amp; Universities listed below:  Georgia Gwinnett College Career Development &amp; Advising  Center  Lipscomb University  Michigan State University  U of Alabama at Birmingham  Johns Hopkins University  University of TN – Knoxville  Aquinas College  U of Alabama in Huntsville  Belmont University  Vanderbilt University</p>	0	NA
17.	<p style="text-align: center;">Women’s Music Business Association  Melanie Boukass  <a href="mailto:secretary@wmbanashville.org">secretary@wmbanashville.org</a>  <a href="http://www.wmbanashville.org">www.wmbanashville.org</a></p> <p style="text-align: center;">NEW RECRUITMENT SOURCE ADDED 2020/2021</p>	0	NA

[1] No parties or organizations have requested notification of job openings pursuant to Section 73.2080(c)(1)(ii).

Appendix C

**Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken**  
Time Period Covered: **April 1, 2020, to March 31, 2021**  
Station Comprising Employment Unit: **WRLT(FM)**

Tuned In Broadcasting, Inc., licensee of WRLT(FM), has and will continue to be an Equal Employment Opportunity Employer. As required by Section 73.2080 of the Commission's Rules, the station has participated in several different recruitment activities to ensure broad outreach, including the following:

1. On-Going Internship Program for Area College Students (§73.2080(c)(2)(v)). This on-going semester internship program has been in place at the station for over twenty-three (23) years. The station welcomes students from area universities and colleges as well as students who reside in Tennessee but attend colleges outside the area who are excited about expanding their knowledge and hands-on experience in a broadcasting environment. Students must be enrolled in a program related to the broadcasting industry, and their internship must be endorsed, supported, and monitored by the sponsoring university. Students are rewarded with course credit hours upon completion of the semester-long program. During the period covered by this report, WRLT's internship program was modified to create a virtual experience for students and had four (4) virtual internship program/periods including Spring 2020 (also reported on 2020 EEO filing), Summer 2020, Fall 2020, and Spring 2021. During the period covered by this report, WRLT had twelve (12) student interns involved in this program – three (3) in the Spring session of 2020, three (3) in the Summer session of 2020, three (3) in the Fall session of 2020, and three (3) in the Spring session of 2021. Six (6) Colleges and Universities represented during this reporting period and included: Belmont University, Georgetown University, Lipscomb University, Middle Tennessee State University, University of Tennessee, and Vanderbilt University.
2. Pearl Cohn Entertainment High School Advisory Board (§73.2080(c)(2)(x)). Gary Kraen, VP of Operations and Programming, and other WRLT staff members serve in an advisory capacity for the area high school that is an Academy High School focused on a broadcasting curriculum with a purpose of preparing student for technical and professional careers in broadcasting. Pearl Cohn High School is an urban school with a predominantly racial and ethnic minority student body. The advisory board provides strategic direction, student mentorship, teacher mentorship, resources and stewardship to assist Pearl-Cohn High School to achieve success in its academic goals for their broadcast and entertainment curriculum pathways. WRLT provides guidance with curriculum creation, student internship opportunities, teacher externship opportunities, broadcast facility tours, and coordination for broadcast expert on-site speaker program

specifically aimed at students with an eye on a career in broadcasting. WRLT will continue this partnership throughout the academic school year and will include more on-site guidance and hands-on experiences for the High School students. Because the Covid-19 pandemic created constraints on in-person/on-site activities with the school, the WRLT out-reach was done virtually.

- a. Friday, April 30, 2020: Virtual Advisory board meeting attended by Gary Kraen, VP of Programming/Operations. Discussion included planning for fall session with guidance on virtual radio station tours, curriculum planning with emphasis on project-based learning module involving broadcast operations.
  - b. Thursday, February 4, 2021: Virtual Advisory board meeting attended by both Gary Kraen, VP of Programming/Operations and Nadine Barbour, Business Manager. Discussion including hosting Teacher Externships either virtually or on-site; Project Based Learning and instruction opportunities; and WRLT staff providing learning opportunities for the broadcast students via virtual class speakers, virtual station tours, & virtual or on-site student job shadow days.
3. Amethyst Creative Digital Panel Series - How the Music Industry Can Support Racial Justice (§73.2080(c)(2)(xiv)). On June 10, 2020, WRLT social media associate, Delaney Fanning attended this live-video series promoted by Girls Behind The Rock Show, a non-profit with the mission to empower women in the music/media industries, to level the playing field, and to advance females and marginalized genders through community discussions, industry experts sessions, and social/racial justice awareness education all to create more opportunities for career advancement. Delaney gained more professional and personal skills that would be transferred to her day-to-day work responsibilities that could impact social and racial justice and continued non-discriminatory practices in the workplace. In addition, this training was designed to help the WRLT staff member excel as a broadcasting professional which could lead to career advancement within and outside of WRLT.
4. RAB Open For Business Live Video Series – With Purpose (§73.2080(c)(2)(viii)). On Wednesday, July 22, 2020, WRLT VP of Sales and Marketing, Tom Hansen, participated in this professional development activity sponsored by the Radio Advertising Bureau (RAB). The purpose was to help the WRLT manager expand his radio marketing & sales knowledge with focus on “partnerships built for the greater good including nonprofits, brand marketers, and broadcast leaders.” Emphasis tips on how to bond brands to radio audiences in pursuit of making lives better. This training was designed to help the manager excel as a broadcasting professional leader which could lead to career advancement within and outside of WRLT.
5. FMQB AAA Radio Virtual Summit (§73.2080(c)(2)(iv)). From Wednesday, August 5, through Friday, August 7, 2020, Gary Kraen, VP of Programming & Operations, and

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Keith Coes, Music Director/Assistant Program Director, and Dan Buckley, Program Director, all participated in the annual radio & music conference for the purpose of furthering (as well as sharing) their knowledge in broadcasting operations/management, the continued changing landscape of radio, its importance in music discovery, programming strategies, and more. Expert guest speakers included celebrated radio programmer, Norm Winer and legendary artist, Jackson Brown. WRLT programming staff participates in the recognized annual conference to help them acquire additional knowledge and skills to promote their career development.

6. Nashville Area Chamber of Commerce State of the Music Industry Study (§73.2080(c)(2)(iv)). On Friday, August 14, 2020, Gary Kraen, VP of Programming & Operations, participated in an interview sponsored by the Chamber of Commerce Exploration to discuss the impact on Covid on WRLT, radio, and the music industry. He discussed how the workflow changed because of the pandemic and how it would potentially affect WRLT's workflow in the future and what the outlook for the future radio in general including employment and career opportunities. The results of Gary's interview and other industry members were released to the public on December 10, 2020, in The Chamber Of Commerce State of the Music Industry Study 2020.
7. Tennessee Association of Broadcasters (TAB) Board of Directors, Nashville, TN (§73.2080(c)(2)(iv)). For the reporting period, President/GM, Lester Turner, Jr., continued to participate as a TAB board member with other Tennessee broadcasters to advise on strategies, community issues, industry advancement, and state and federal policy issues to help advance the broadcast industry and to better serve our community. In addition, the TAB and its board provides opportunities for industry professionals, students, and the general public to learn about careers in broadcasting. Virtual board meeting attended was held August 20, 2020.
8. RAB Open For Business Live Video Series – Elections 2020 (§73.2080(c)(2)(viii)). On Monday, August 24, 2020, WRLT VP of Sales and Marketing, Tom Hansen, participated in this professional development activity sponsored by the Radio Advertising Bureau (RAB). The purpose was to help the WRLT manager expand his radio marketing & sales knowledge with focus on best practices in using radio to support candidates and election issues for 2020. This training was designed to help the manager excel as a broadcasting professional leader which could lead to career advancement within and outside of WRLT.
9. National Association of Broadcasters/RAB Virtual Radio Live Presentation 2020 (§73.2080(c)(2)(iv)). On Thursday, September 17, 2020, Tom Hansen, VP of Sales & Marketing, was an expert on a panel entitled, "Pinch Hitting, Replacing Lost Sports Revenue." Other experts included Erica Farber, Dennis Gwiazdon, and Beth Mann. He added to the conversation from an event and music perspective. WRLT staff members participating in the live-video event included President/GM, Lester Turner, VP of Programming/Operations, Gary Kraen, Marketing Rep, Tich McWilliams, and Social

Media Associate, Delaney Fanning. This series helped WRLT attendees gain more knowledge and skills for career advancement opportunities in the broadcast industry.

10. Pearl Cohn Entertainment High School Project-Based Learning Creation Guidance (§73.2080(c)(2)(xvi)). WRLT staff member Gary Kraen, VP of Operations & Programming, virtually met with teachers and other entertainment industry experts to help create a project-based learning (PBL) module. This module was to help broadcast students learn by bringing real-world broadcast programming procedures and workflow into the classroom. This specific learning module involved broadcast on-air programming decision making based on music chart analysis. Three planning creation meetings occurred in which the WRLT Executive participated in as well as virtually attending the class when student presentations occurred from the PBL. Gary also reviewed and spoke during the class to provide further knowledge of broadcast operations with emphasis on broadcasting career opportunities that focused on music programming and the relationship with music formatted stations and record labels.
  - a. Tuesday, July 14, 2020. Partner & Teacher Planning Virtual Meeting with the focus on “data research in the broadcast & entertainment industries. Discussed the skills necessary to be taught in the Math and English classes that are necessary in broadcasting.
  - b. Tuesday, October 20, 2020. Partner & Teacher Planning Virtual Meeting to further develop the curriculum to better serve students interested in the broadcast & entertainment industries; Introduced data sheets and provide week one data for streaming and radio spins for the students to begin to analyze.
  - c. Monday, November 2, 2020. Math & English block class presentation of work and review of using “Data research in the broadcasting & entertainment industries.
11. National Association of Broadcasters/RAB Virtual Radio Show 2020 (§73.2080(c)(2)(iv)). This annual radio conference was held virtually from Monday, October 5, through Friday, October 9, 2020. Several WRLT staff members attending the various sessions during the week. Sessions attended included “What Business Are you in Now,” “Broadcast Finance in a Pandemic,” “CEO of Allen Media Group Keynote,” “Sales Driving Digital,” “How to Drive Revenue,” and “Diversity and Inclusion in Broadcast.” In addition to staff virtually attending these sessions, VP of Sales & Marketing, Tom Hansen, moderated a panel focusing on “Sale Exchange- Driving Digital.” He spoke on WRLT’s transition from a very successful radio driven live concert event to two radio driven on-air and on-line concert series (*Live on the Green to Live on My Screen* as well as *Live on My Green*). Other WRLT staff members attended this on-line panel to sales strategies; new media changes & operational strategies; sales team management; sales team development; and sessions that focused on the challenges for the radio industry caused by the pandemic. WRLT staff members from every

department attended included Delaney Fanning, Tich McWilliams, Brian Waters, Gary Kraen, Lester Turner, Delany Willson, Stephanie Leshar, Melissa Summitt, Nadnie Barbour, Lesli Bills, and Lester Turner. This session enabled our staff to gain more knowledge and skills for career advancement opportunities in the broadcast industry.

12. Fisk University Fall Virtual Career Fair, Nashville, TN, (§73.2080(c)(2)(i)). On Thursday, October 22, 2020, Tom Hansen, VP of Sales & Marketing, and Delaney Willson, Promotions Manager, participated in this virtual job fair. Fisk University is one of the nation's oldest private historically black universities. WRLT participated in this event by setting up and manning a virtual booth to greet candidates, answer questions about the radio station, recruit interns, and discuss career opportunities with those interested in radio broadcasting and intern opportunities with the station.
13. Marketron Digital Seller On-line Series (§73.2080(c)(2)(viii)). For eight weeks during October through November 2020, VP of Sales & Marketing, Tom Hansen, and other WRLT staff participated in the Digital Seller Series of educational emails "designed to empower radio sales professionals with proven digital advertising tactics." A variety of successful digital sales tactics were highlighted including geofencing, targeted display ads, and mobile messaging. Each week during the professional development series identified and described digital sales tactics, tips for successful implementation, and presented "real-world case studies in which the strategy delivered measurable results." for a station. The series enabled WRLT participants to learn additional skills for career advancement and earn higher level positions at WRLT and in the broadcast industry.
14. TAB Broadcast Virtual Job Fair (§73.2080(c)(2)(i)). This broadcast job fair was held virtually from December 7 – 11, 2020, and was sponsored by the Tennessee Association of Broadcasters as well as TV and radio stations across the state of Tennessee. WRLT participated in this event by promoting the event on-air and on-line with the message of sending those interested in careers in broadcasting to [www.BroadcastersVirtualJobFair.com](http://www.BroadcastersVirtualJobFair.com). During the week of the virtual job fair, VP of Sales & Marketing, Tom Hansen was available via email to receive applications from visitors to the site. In addition, he was also able to be contacted directly by visitors requesting more information about WRLT, internships, and the industry in general via an online comment form.
15. Pearl Cohn High School Cognia Accreditation Review, Nashville, TN, (§73.2080(c)(2)(x)). On Tuesday, January 26, 2021; Gary Kraen participated in the review with educators, business professionals and the **Cognia** board which accredits US primary and secondary "schools to help gain recognition for the school as well as validate school quality efforts." Gary discussed the partnership between WRLT and the high school's broadcasting academy including curriculum advisory and the various programs WRLT provides the school to advance broadcasting careers for students of the HS academy. Included conversations on the importance of programs that facilitate entries into the broadcast industry through student internships, teacher externships, and

curriculum advisory groups. By participating in this review as a broadcast professional helped the school attain accreditation and brought attention to educational pathways to broadcasting careers

16. Leadership Music Program Days (§73.2080(c)(2)(xvi)). Leadership Music (LM) exposes the selected participants to the different facets of Nashville’s media and music industry over a nine (9) month program. Attendees of these presentations were from the Leadership Music organization and comprised of a select group of local community leaders, executives and professionals chosen for this unique program. WRLT President, Lester Turner, Jr, and VP of Programming & Operations, Gary Kraen, are members and were both selected to Leadership Music to represent the broadcasting industry and to bring that perspective to each LM activity and program day.
  - a. Production Day, On Friday, February 12, 2021, WRLT VP of Operations & Programming, Gary Kraen, participated in this day long virtual event representing as a member of the broadcast industry to hear expert panelists speak on the world of audio production and its relationship media, music, and the entertainment industry.
  - b. Record Company Day, On Tuesday, March 9, 2021, WRLT VP of Operations & Programming, Gary Kraen, participated in this day long virtual event representing as a member of the broadcast industry to hear panelists speak on relationship between media, record labels, and artists.
  
17. Belmont University, Nashville, TN, Music in Broadcasting Presentation (§73.2080(c)(2)(xvi)). On February 18, 2021, WRLT’s VP of Programming & Operations, Gary Kraen, was a virtual guest speaker at the University’s class entitled “Commercial Voice Styles.” Gary spoke from a radio programming perspective on the processes of choosing music for airing, relationships between radio, record labels, and artists as well as various opportunities for those interested in combining music and broadcasting careers. Gary discussed what it takes to get on the radio as well as what careers in radio could be followed with a music education background including what technical and academic skills are needed to be considered for such jobs. The presentation included question and answer segment where Gary was able to discuss how WRLT operated within a AAA Music format, how music is received, reviewed, and added to programming. The class was made up of 12 students and professor, Ellen Goebel.
  
18. RAB Professional Development Business Accelerated Series - Marketing With A Purpose Webinar (§73.2080(c)(2)(viii)). On Wednesday, March 10, 2021, WRLT VP of Sales and Marketing, Tom Hansen, participated in this professional development activity sponsored by the Radio Advertising Bureau (RAB). The purpose was to help the WRLT manager expand his radio marketing & sales knowledge with focus on growth using “trusted brand experiences” and, in turn, passing this knowledge on to his staff.

This training was designed to help the manager excel as a broadcasting professional leader which could lead to career advance within and outside of WRLT.

19. RAB Professional Development Business Accelerated Series - Radio Works: Home Improvement Webinar, (§73.2080(c)(2)(viii)). On Tuesday, March 16, 2021, WRLT VP of Sales and Marketing, Tom Hansen, participated in this professional development activity sponsored by the Radio Advertising Bureau (RAB). The purpose was to help the WRLT manager expand his radio marketing & sales knowledge with focus the home improvement industry, and, in turn, passing new sales strategies and “tip” on to his staff. This training was designed to help the manager excel as a broadcasting professional leader which could lead to career advancement within and outside of WRLT.
  
20. Professional Development – Sales & Marketing, Various Webinars/On-Line Training (§73.2080(c)(2)(viii)). During the covered period of this report WRLT facilitated staff to take part in various programs to develop more skills in radio sales & marketing with focus on how to navigate economic issues being faced by broadcast stations and advertisers caused by the Covid-19 pandemic. These webinars sponsored by the Radio Advertising Bureau (RAB), National Association of Broadcasters (NAB), LinkedIn, and other organizations designed to help professional development in sales and marketing. In addition, this training was designed to help the WRLT staff members learn additional skills enabling them to further excel as broadcasting professionals leading to career advancement within and outside of WRLT.
  - a. RAB, Solutions Selling Even in A Crisis Webinar: On Monday, April 6, 2020, Marketing Executive, Tich McWilliams, participated in this event.
  
  - b. JumpCrew, Selling During Times of Crisis Webinar: On Thursday, April 16, 2020 Marketing Executive, Tich McWilliams, participated in this event.
  
  - c. RAB, Crisis Marketing, Are you Ready for the Grand Reopening Webinar: On Wednesday, May 6, 2020, Marketing Executive, Tich McWilliams, participated in this event.
  
  - d. JumpCrew, How to Develop, Target & Reach the Right Audience Webinar: On Wednesday, May 13, 2020 Marketing Executive, Tich McWilliams, participated in this event.
  
  - e. NAB, Small and Medium Market Radio Forum Webinar: On Thursday, May 14, 2020, Tich McWilliams, participated in this event which focused on market-specific topics that help the sales and marketing efforts offered to clients.

- f. JumpCrew, LinkedIn Live – B2B Sales Strategy with JumpCrew CEO Live Video Conference: On Friday, September 25, 2020, Marketing Executive, Tich McWilliams, participated in this event.
  - g. GoToWebinar – Local Broadcast Sales – COVID Christmas, Hanukkah, and New Year – Your Chance to Shine Webinar: On Tuesday, October 13, 2020, Marketing Executive, Tich McWilliams, participated in this event.
  - h. WSI Marketing Internet, 7 Steps to Attracting More Qualified Leads Online Webinar: On Wednesday, March 24, 2021, Marketing Executive, Tich McWilliams, participated in this event where attendees learned essentials and practical tips for generating qualified leads on-line.
  - i. GOODCon Europe 2021 Live Streaming Event. On Thursday, March 26, 2021, Marketing Executive, Tich McWilliams, participated in this live stream event which featured several hours of “inspiring talks, immersive experiences, and connection with a warm, inclusive community of people looking to market, lead and work with purpose.” This installment highlighted successful work coming from people and brands across Europe whose stories helped the WRLT sales staff member implement creative strategies and actions for more meaningful and long-lasting client partnerships in their own work environment.
  - j. Nashville Area Chamber of Commerce State of the Music Industry Study 2020 Virtual Release Event: On Thursday, December 10, 2020, Social Media & Sales Assistant, Delaney Fanning, attended this event representing WRLT. The event shared the report findings that discussed the current status and outlook of Nashville, the Music Industry and all associated industries. Attendees were shared data and information from industry experts on strategic findings that would help business navigate during and after the Covid pandemic.
- 21. Professional Development – Employment Issues, Various Webinars/Training (§73.2080(c)(2)(viii)).** During the covered period of this report WRLT encouraged and helped facilitate management staff to take part in various programs to help navigate WRLT employment issues being faced by broadcast stations caused by the Covid-19 pandemic. These webinars sponsored by law firms, accounting firms, as well as government departments provided education for key WRLT staff to successfully file for government grants as well as the knowledge to navigate FCC issues facing the broadcast industry during the pandemic in order to keep current staff employed in the industry. In addition, this training was designed to help the managers excel as broadcasting professional leaders which could lead to career advance within and outside of WRLT.
- a. Cherry Bekaert - SBA Paycheck Protection Program Under the CARES Act: On Tuesday, March 31, 2020, Gary Kraen, VP of Programming & Operations,

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participated in this webinar to learn about the CARES Act and the resources and programs available to WRLT to help maintain current staff employed in the broadcast industry.

- b. Wilkinson, Barker, Knauer, LLP – FCC Issues for Broadcaster During the Pandemic Webinar: On Tuesday, April 21, 2020, Gary Kraen, VP of Programming & Operations, participated in this webinar which highlighted FCC rulings, FCC filing deadlines, public file obligations, and other FCC actions taken since the start of the pandemic crises that are of importance to broadcasters. Gary gained additional knowledge to keep the station operational and current staff employed during the pandemic.
- c. Cherry Bekaert - SBA Paycheck Protection Program Loan Application Requirements & Forgiveness Guidance Webinar: On Tuesday, May 19, 2020, Gary Kraen, VP of Programming & Operations, participated in this webinar to learn more about PPP forgiveness guidelines and the nuances of the SBA document requirements as well as updates on the new pronouncements regarding the CARES Act. All to help WRLT maintain current staff employed in the broadcast industry.
- d. Latimore, Black, Morgan, & Cain – Paycheck Protection Program (PPP) Funds Webinar: On Tuesday, August 4, 2020, Gary Kraen, VP of Programming and Operations, participated in this in this webinar where tax, legal, and SBA financial experts guide PPP fund recipients on forgiveness as well as planning for 2020/2021 from a cash flow & tax perspective. Gary gained additional knowledge to keep the station operational and current staff employed during the pandemic.
- e. Reliant Bank Paycheck Protection Program Webinar: On Thursday, December 17, 2020, Gary Kraen, VP Programming & Operations, participated in this webinar to guide through WRLT application for forgiveness process of best practices to assure most beneficial PPP loan forgiveness. Gary gained additional knowledge to keep the station operational and current staff employed during the pandemic. Guidelines for which proper forms and documents necessary for correct submission were also covered.
- f. Cherry Bekaert Paycheck Protection Program-Draw 2 Webinar: On Thursday, February 9, 2021, Gary Kraen, VP Programming & Operations, participated in this webinar to guide WRLT through the new PPP-2 application process. Topics discussed were the various criteria needed as proof to ascertain WRLT's eligibility for obtaining the 2<sup>nd</sup> loan/grant through the Cares Act. The presentation detailed PPP and Employee Retention Credit program changes, qualifying employers, and new provisions that would benefit WRLT. Gary gained additional knowledge to keep the station operational and current staff employed during the pandemic.

- g. Cherry Bekaert How to Qualify for and Secure the Employee Retention Credit Webinar: On Wednesday, March 24, 2021; VP Programming & Operations participated in this webinar to guide WRLT through the new application process. Topics discussed were the various criteria needed as proof to ascertain WRLT's eligibility for the Employee Retention Credit (ERC), a program as part of the Cares Act.
  
- h. SBA – Shuttered Venue Operators Grant (SVOG) Applicational Information Webinar. On Tuesday, March 30, 2021, Gary Kraen, VP Programming & Operations, participated in this webinar to guide WRLT through the new application process. Topics discussed were the various criteria needed as proof to ascertain WRLT's eligibility for the Shuttered Venue Operators Grant using WRLT's Live on the Green Music Festival as the basis for qualification. Gary gained additional knowledge to keep the station operational and current staff employed during the pandemic.

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