

# LIGHTNING 100

NASHVILLE, TN • 100.1 FM

## 2019 ANNUAL COMMUNITY REPORT



**TUNED IN BROADCASTING, INC.**  
**WRLT - 100.1 FM**

## SECTION I: STATION OVERVIEW



WRLT-Lightning 100, Nashville's legacy independent station, has been proud to serve our community for 29 years. We overcame the limitations of a small staff and 3kw signal to effect lasting change in our city.

Thankfully, 2018 passed without a natural disaster impacting Nashville. We took a breath, counted our blessings, and continued to work on the issues gripping our rapidly growing city: disadvantaged neighborhoods, displaced residents, hunger, homelessness, pollution, child and domestic abuse, addiction, and more.

In 2018, we dedicated over 90,000 minutes (17% of our airwaves), organized over 200 events and opportunities, and contributed 7,000+ staff and volunteer hours to better our community. We collected, sorted, and shared meals with the homeless, donated toys and essentials, gave a voice to local artists, cleaned waterways, planted trees, gave blood, mentored educators and students, and assisted in vital programs for local veterans. Our efforts helped provide 740,000 meals for food-insecure families and raise \$7 million dollars for 900 Nashville organizations to fulfill their missions. We also celebrated our city and gave back by entertaining over 100,000 people at our annual free *Live on the Green* music festival.

We are not just a music station. We are WRLT-Lightning 100. We are Nashville!



# SECTION II: CONSISTENT LOCAL PROGRAMMING AND COMMUNITY COVERAGE

## WRLT: A VOICE FOR OUR NASHVILLE COMMUNITY

**85,088**  
DONATED MINUTES  
+ 1,034 PAID  
**86,122**  
MINUTES FOR  
COMMUNITY  
INITIATIVES

Our market has experienced unprecedented growth over the past year, as more and more companies (like Amazon and Lyft) flock to Nashville creating new job opportunities and economic stimulus. While it's a very exciting time, the sudden boom has also created new issues, as the city continues to grow at a rate it cannot keep up with and more and more citizens are left behind. Rising housing costs and infrastructure issues have displaced residents, increased homelessness and hunger, overcrowded schools, and skyrocketed our crime rates.

As Nashville's locally owned and operated station, WRLT has always been committed to a deep sense of community and in 2018 we have amped up our efforts to shine a light on these issues and work to create opportunities for our staff and listeners to make positive change. This year we focused our efforts on helping non-profits with local impact, local artists & musicians and their career development, local small businesses, and Nashville's future—our children. In 2018, we gave our airways, our money, our hearts and hands, to help make Nashville even stronger – 86,122 minutes to be exact!

## LIGHTNING BOLTS & PSA PROGRAMMING

To support and give a voice to non-profits and other organizations with local impact, we continued our Lightning Bolts & PSA programming by running an average of 17 public service announcements per day, during all day parts. 100% of these were donated by WRLT and totaled 2,688 minutes. Close to 1,700 PSA minutes were produced in-house by our staff. To complement our Lightning Bolts feature, an additional 2,634 minutes (1,668 donated and 966 paid) of airtime were devoted to the promotion of non-profit organizations, their messaging, and their events. 100% of this content was produced in-house by WRLT staff members and included long-form on-air interviews, specialty recorded commercials, and live on-air mentions.

**5,321**  
MINUTES  
**4,356 UNPAID**  
**966 PAID**

## EARLY BIRDS WITH MR. STEVE – CHILDREN & FAMILY PROGRAMMING

Since 2015, WRLT has produced and aired this very special weekly 60-minute show for kids and the kids at heart. Every Thursday at 7am Mr. Steve, children's singer-songwriter, joins our morning team to sing, laugh, educate, and bring joy to the morning routine with children call-ins and engaging kid-friendly conversation. In 2018 we aired 52 shows & 652 featurettes for a total of 3,509 minutes. Parents and children have welcomed & applauded this programming--a radio experience they could share together. We often take the show on the road so the children can personally interact with their favorite DJ—Mr. Steve "The Music Man".

**3,509**  
MINUTES  
**ALL UNPAID**

## NASHVILLE BY NICOLE – PUBLIC AFFAIRS PROGRAM

The heartbeat of Music City is the people, and Nashville is the heart of the Volunteer State. Nashville by Nicole, our weekly community affairs show, airs Saturdays from 7am to 7:20am. This show is produced in-house and aired 52 times totaling 1,040 minutes (100% unpaid). Our host, Nicole Buckley, spotlights non-profits by interviewing the key players and their volunteers discussing how each are impacting our community while challenging individuals to get engaged and help change lives—including their own.

**1,040**  
MINUTES  
**ALL UNPAID**

*In 2018, Nashville By Nicole featured organizations including Project C.U.R.E, CORE, New Beginnings, Sweet Sleep, Homework Hotline, Senior Ride, Nashville Children's Alliance, Prevent Child Abuse TN, Big Brothers Big Sisters, Habitat for Humanity, Healing Art Project, Hope Women's Clinic, Shower the People, Impact Nashville, Foundation for Suicide Prevention, and Ride for Reading.*

## LOCAL BUSINESS OF THE WEEK

We identify with the challenges facing small businesses. It can be especially daunting to navigate marketing strategies with financial limitations. We help alleviate these struggles and continued our Local Business of the Week feature which includes a free week of radio and online advertising. This is our second year and in 2018 we featured 29 locally owned businesses.



**295 MINUTES**  
**ALL UNPAID**

## THE 615, LOCAL ARTIST OF THE WEEK, & LOCAL LIGHTNING

Music is the life-blood of our city. Serving our unique local artist community, these on-going programming elements celebrate the dreamer and give them a constant voice on our airways. This initiative totaled **over 66,346 unpaid minutes and 21,000 spins** devoted to local artists in 2018. An impressive **24% of our current music programming** was devoted to local artists, making us the only station in our market and one of the few across the US with such dedicated programming. Beyond our airwaves, our web-site prominently features local artist interviews, music, and videos (**826 local artists featured on our YouTube channel with 5.2 million views**), and we welcomed **over 500 local artists to 50 plus music meetings** & mixers to pitch their music to WRLT staff and record industry professionals.



**95-MINUTE WEEKLY SHOW**  
**AIRS MONDAYS AT 6:15 PM**

Through the airing of 50 episodes we shared over 1,000 songs with Nashville and the world from 500 local, yet to be discovered artists.

**4,750 MINUTES**  
**ALL UNPAID**



**WEEKLY FEATURE**

Every week WRLT selects a Local Artist to feature in heavy rotation.

**4,680 MINUTES**  
**ALL UNPAID**



**LOCAL LIGHTNING**

WRLT spins at 2.5 local artists every hour of the day. This "local artist" initiative also included three "full days of local artist only" spins and interviews (615 Day on 6/15 and Twice 615 Day on 12/30 & 12/31)

**56,496 MINUTES**  
**ALL UNPAID**



**ANNUAL MUSIC COMPETITION**

Our annual Music City Mayhem gives local artists the opportunity to compete for a slot at our coveted **LIVE ON THE GREEN** Music Festival. Our listeners vote for their favorites and the final four (plus a wild card chosen by our staff) compete before a live audience.

**420 MINUTES**  
**ALL UNPAID**

## MUSIC BUSINESS RADIO

The Nashville Chamber of Commerce reports that the music and entertainment industry has a \$5.5 billion local labor impact helping to "create and sustain more than 56,000 jobs." The economic, social, and emotional realities of the industry impact our community daily. For 13 years WRLT has produced in-house and aired this community affairs program aimed at Nashville's unique industry and labor pool. This award-winning 60-minute show aired 102 times during 2018, twice weekly (Sunday, 7pm & Monday, 10pm) for a total of 6,120 minutes and featured 51 interviews with industry professionals including Grammy Award winners, artists, musicians, songwriters, executives, and more sharing their industry insight and expertise with our audience.

**MUSIC BUSINESS RADIO**



**6,120 MINUTES**  
**ALL UNPAID**

## NASHVILLE SUNDAY NIGHT



To further support and showcase local artists, WRLT continued to produce in-house and air **Nashville Sunday Night**, a weekly two-hour live concert from a local venue. In 2018 we celebrated our 23rd year of airing this show with a long-term commitment to feature local artists for one of the two sets aired live. In 2018, we featured 40 local acts totaling 2,400 minutes of airplay and exposure. In addition to airing on the radio, the show is streamed live on the web giving artists the chance to be heard not only in Nashville, but worldwide!

**2,400 MINUTES**



**ALL PAID**



## WRLT/LIGHTNING 100'S ANNUAL RADIO-A-THONS

(1,090 MINUTES – 1,022 UNPAID, 68 PAID)

In addition to our regular year-round local and community affairs programming, we also created and produced unique programming to further serve our community of listeners, charitable organizations, and local small businesses.



**the BIG PAYBACK**  
MAY 2, 2018

#BigPayback

24 hours to payback our nonprofits! Live here. Give here. [TheBigPayback.org](http://TheBigPayback.org)

WRLT has partnered with the Community Foundation for over 9 years, the 5th for **The Big Payback**—a 24-hour citywide fundraising event to inspire our community to come together, show our pride, and contribute to the life-changing work of hundreds of local nonprofits. Our annual live broadcast is our opportunity to interview & feature various nonprofits on-air and on our socials to encourage donations and raise awareness for each organization's unique mission and tote board updates are scheduled at the top and bottom of every hour during the 24-hour event.

**\$3,163,463**  
TOTAL DOLLARS RAISED IN 2018

**22,071** TOTAL GIFTS      **902** LOCAL NONPROFITS



## HELP US *Harvest* FOOD DRIVE

In honor of Hunger Action Month, WRLT partnered up with Pilgrimage Music Festival and 2nd Harvest for the Help Us Harvest Food Drive. Listeners made food donations all day for an opportunity to win VIP tickets to Pilgrimage Music Festival & every ten pounds donated was an additional entry.

**4,000 LBS.**  
OF FOOD COLLECTED!  
= 3,333 MEALS



SEPTEMBER 12, 2018 | BENEFITING SECOND HARVEST OF MID TN



**#GIVING TUESDAY**  
*Food Day*  
NOVEMBER 27, 2018



BENEFITING SECOND HARVEST OF MID TN

EVERY YEAR ON GIVING TUESDAY WRLT PARTNERS UP WITH OUR FAVORITE FOOD BANK, SECOND HARVEST OF MIDDLE TENNESSEE AND PUTS THE CALL TO ACTION ON OUR LISTNERS TO HELP DOUBLE THEIR IMPACT BY MAKING A CHARITABLE DONATION. THE DAY FEATURES INTERVIEWS, FACTS AND STATS AND HOURLY TOTE BOARD UPDATES TO HELP OUR LISTENERS MAKE AN INFORMED DECISION ON HOW THEIR DONATIONS HELP FEED THE FOOD-INSECURE POPULATION OF MIDDLE TENNESSEE.

**\$180,000**  
TOTAL RAISED IN 2018  
= 720,000 MEALS

## LIGHTNING 100'S ANNUAL BLOOD DRIVE

DECEMBER 12, 2018 | BENEFITING THE AMERICAN RED CROSS

EVERY YEAR WRLT PARTNERS UP WITH THE AMERICAN RED CROSS FOR AN ALL DAY DONATION DRIVE & LIVE BROADCAST FROM THE BLOOD DONATION CENTER. WE FEATURE STAFF MEMBER, DONOR, AND ARTIST INTERVIEWS, & PROVIDE AN EXCLUSIVE PRIZE ENTRY FOR EVERYONE WHO DONATES.




**147 PINTS**  
OF LIFE-SAVING BLOOD DONATED!





## SECTION III: STATION INVOLVED COMMUNITY EVENTS

 **4,434 MINUTES DONATED TO COMMUNITY EVENTS**


### SECOND HARVEST FOOD SORTING & COMMUNITY GARDENING

<b>DATE(S):</b>	<b>FOOD SORTING:</b> January 20th; April 28th; July 28th; October 27th <b>COMMUNITY GARDENING:</b> February 14th; March 7th; March 21st; March 29th; April 19th; May 24th; July 12th; August 9th; September 19th, October 3rd, October 18th, November 10th, December 7th	
<b>BENEFITING GROUP:</b>	Second Harvest Food Bank of Middle Tennessee	
<b>THE STATION WAS:</b>	Primary Organizer	
<b>DESCRIPTION:</b>	As part of their efforts, Second Harvest works to connect local farmers to those in need, helping to close the farm-to-table loop and create a more food-secure environment for all. Lightning 100 partnered with Second Harvest Food Bank to work in a local community garden to help care for and harvest a variety of locally-grown crops. Lightning 100 and the local band Roots of a Rebellion took ownership of our own plot and gave back to those in need in the Nashville community by helping plant, harvest, and also volunteering back at the Second Harvest warehouse to help sort through all donations that they receive.	
<b>ON-AIR SUPPORT:</b>	<b>PRIOR:</b> Two weeks of promotion prior to each event on our Tuesday Team Lightning segments (~102 :15 on-air mentions); Two weeks of on-air live DJ liners prior to each event/ about 20 a week (~680 :15 on-air mentions) = <b>196 minutes UNPAID</b> <b>AFTER:</b> N/A	
<b>ONLINE SUPPORT:</b>	WRLT Team Lightning Calendar Postings, Feature articles in Team Lightning & Lightning 100 Newsletters, social media promotion and photo album posted after that event.	
<b>TOTAL STAFF HOURS:</b>	<b>FOOD SORTING:</b> (4) Staff Hours per Event x (4) Events = (16) Staff Hours; (38) Non-Staff Volunteers x (4) Hours Per Event = (152) Volunteer Hours <b>COMMUNITY GARDENING:</b> (2) Staff Hours per Event x (13) Events = (26) Staff Hours; (30) Non-Staff Volunteers x (2) Hours Per Event = (60) Volunteer Hours	
<b>EVENT RESULT:</b>	<b>FOOD SORTING RESULTS:</b> Jan 20th- 3,304 bags for the Backpack program (3,304 meals for children)   April 28th- 5,907 lbs. (4,923 meals)   July 28th - 7,029 lbs. (5,858 meals)   October 27th- 6,365 lbs. (5,304 meals) / 2018 Totals = 19,301 lbs. of food sorted, 3,304 backpacks filled for children, & 19,389 meals for food insecure families throughout Middle Tennessee. <b>GARDENING RESULTS:</b> Over 2018 we planted and harvested tomatoes, carrots, strawberries, peaches, lettuce, potatoes, sunflowers, peanuts, beans, and various herbs in Lightning 100's private plot in the community garden.	

### WRLT/LIGHTNING 100'S ANNUAL CHOCOLATE AFFAIR


<b>DATE(S):</b>	February 4th, 2018 (3rd Annual)		
<b>BENEFITING GROUP:</b>	MusiCares Nashville		
<b>THE STATION WAS:</b>	Primary Organizer		
<b>DESCRIPTION:</b>	This event, created & promoted by WRLT, boasted the "ultimate chocolate & foodie experience." We brought together the best of Nashville's local flavors combined with live music & beverage pairings all for a cause that hits close to home. MusiCares, which provides financial assistance, addiction recovery, outreach and other services to the local music industry community.		
<b>ON-AIR SUPPORT:</b>	<b>PRIOR:</b> (140) :60 sec spots (60) :30 sec spots (20) :15 sec live mentions, (1) 15 minute interview with artist Rebecca Sayres = <b>190 minutes UNPAID</b>		
<b>ONLINE SUPPORT:</b>	WRLT/ Team Lightning Website Postings, WRLT/ Team Lightning eNewsletter feature articles, social media promotion		
<b>TOTAL STAFF HOURS:</b>	(260) Staff Hours		
<b>EVENT RESULT:</b>	The event sold out with 600 people attending. Awareness and \$1,500 was raised for the local arm of MusiCares while attendees enjoyed locally produced sweet & savory foods, local beer wine & spirits, music, dancing and community.		

**OUR KIDS ANNUAL SOUP SUNDAY**

<b>DATE(S):</b>	February 25th, 2018	
<b>BENEFITING GROUP:</b>	Our Kids	
<b>THE STATION WAS:</b>	Support Sponsor	
<b>DESCRIPTION:</b>	The 24th annual Our Kids Soup Sunday event held at Nissan Stadium featured 50 of Nashville's finest restaurants serving soup and bringing attention to the issue of child sexual abuse. For eight years WRLT has partnered with the Our Kids organization and provides media sponsorship and staff volunteers. Our Kids is a non-profit organization that provides medical evaluations and crisis counseling for children and families struggling with child sexual abuse.	
<b>ON-AIR SUPPORT:</b>	<b>PRIOR:</b> (75) :30 sec spots, 10 mins live on-air interview with Sue Fort White of Our Kids = <b>48 minutes UNPAID</b> <b>AFTER:</b> N/A	
<b>ONLINE SUPPORT:</b>	WRLT Website Postings, eNewsletter feature articles, social media promotion	
<b>TOTAL STAFF HOURS:</b>	(15) staff hours (included Dan Buckley, mid-day host, as a celebrity judge for the event)	
<b>EVENT RESULT:</b>	WRLT helped bring 1,500 attendees that raised \$135,000+ from ticket sales & silent auction. We provided on-air promotion, silent auction items, staff volunteers, a celebrity judge, all to raise awareness to help stop child sexual abuse.	



**COMMUNITY RESOURCE CENTER'S ANNUAL OYSTER EASTER**

<b>DATE(S):</b>	March 31st, 2018	
<b>BENEFITING GROUP:</b>	Community Resource Center	
<b>THE STATION WAS:</b>	Primary Organizer of Fundraising Events & Support Sponsor of Main Event	
<b>DESCRIPTION:</b>	In 2018, WRLT renewed our year-long awareness & fundraising campaign in partnership with the (CRC) Community Resource Center. Their mission is to help provide supplies and basic household necessities to non-profits in Mid TN by distributing "unimagined luxuries" like school supplies, hygiene products and clothing to at-risk youth, elderly, refugees, and the homeless. WRLT proudly became their major media sponsor & support organizer for their 56th Oyster Easter Party, their largest and longest running event—a paid oyster eating celebration & silent auction. In addition, WRLT solely created two additional fundraising opportunities: King Candidate Kick-off Party - business professional mixer and a Radio Sponsorship Package for Donors. Attendees paid to participate in both and 100% of proceeds went to the CRC.	
<b>ON-AIR SUPPORT:</b>	<b>PRIOR:</b> (80) :30 sec spots; (2) 7 mins on-air interviews = <b>34 minutes UNPAID/ 20 minutes PAID</b> <b>AFTER:</b> N/A	
<b>ONLINE SUPPORT:</b>	WRLT Website Postings, eNewsletter feature articles, social media promotion	
<b>TOTAL STAFF HOURS:</b>	(40) Staff Hours for King Candidate Kick-off Party, (80) Staff Hours for Oyster Easter = (120) Total Staff Hours	
<b>EVENT RESULT:</b>	WRLT helped raise over \$86,182 for the CRC's mission and raised \$11,832 of that total from our fundraising efforts alone.	



**WRLT/LIGHTNING 100'S ANNUAL STAYCATION**

<b>DATE(S):</b>	March 31st, 2018	<b>LIGHTNING 100's STAYCATION</b>
<b>BENEFITING GROUP:</b>	Community Resource Center	
<b>THE STATION WAS:</b>	Primary Organizer	
<b>DESCRIPTION:</b>	Our 4th annual five day event, "Staycation with Mr. Steve," took our weekly Thursday morning "The Early Birds" show on the road to five different locations across the city during Metro Nashville Public School's Spring Break. Each day, WRLT hosted free, hour-long live events that included kid-friendly activities, prize giveaways and performances by Mr. Steve. Our goal was to provide children and parents with free and fun activities they could share during the break, a time when many other opportunities aren't available because schools are closed.	
<b>ON-AIR SUPPORT:</b>	<b>PRIOR:</b> (52) :30 sec spots; (2) 7 mins on-air interviews, (20) :15 sec Live Liners throughout the week of =	
<b>ONLINE SUPPORT:</b>	WRLT Website Postings, eNewsletter feature articles, social media promotion	
<b>TOTAL STAFF HOURS:</b>	(3) Staff Members x (2) Hours Each Day x (5) Days = (30) Total Staff Hours	
<b>EVENT RESULT:</b>	In total, more than 300 local children and parents attended our free event during spring break week, providing fun, music, and educational activities. A great alternative to what can often be very costly spring break pastimes. This event series helped us to truly fulfill our mission of being the radio station and a resource for Nashvillians of all ages.	




**NASHVILLE EARTH DAY FESTIVAL**

<b>DATE(S):</b>	April 21st, 2018	
<b>BENEFITING GROUP:</b>	Nashville Earth Day	
<b>THE STATION WAS:</b>	Support Sponsor	
<b>DESCRIPTION:</b>	Nashville Earth Day Festival is an annual free event in Centennial Park, featuring sustainability activities, learning opportunities, nonprofits, vendors, music, family fun and more. Team Lightning assisted with recruiting volunteers ("Rubbish Wranglers") through the website and newsletter. We promoted the festival and hosted a booth.	
<b>ON-AIR SUPPORT:</b>	<b>PRIOR:</b> (100) :30 second promo spots, (6) :30 sec live on-air mentions; (30) :30 sec live on-air DJ liners = <b>68 minutes UNPAID</b> <b>AFTER:</b> N/A	
<b>ONLINE SUPPORT:</b>	WRLT Website Postings, eNewsletter feature articles, social media promotion	
<b>TOTAL STAFF HOURS:</b>	32 Staff Hours	
<b>EVENT RESULT:</b>	The station helped recruit a full team of volunteers and promote the event to our listeners and followers. Lightning 100 was one the founding organizations to bring this annual celebration to Nashville and we remain active on the planning committee. This year we helped promote finding a solution to climate change, ending plastic pollution, protecting endangered species and educated our listeners on small changes they can make to help protect mother Earth. The event drew over 5,000 people and Lightning 100's own Mr. Steve performed for the children and their families.	




**WRLT/LIGHTNING 100 & PROJECT 615'S ANNUAL 615 DAY**

<b>DATE(S):</b>	June 15th, 2018	
<b>BENEFITING GROUP:</b>	Nashville Community, Community Resource Center, Musicians on Call	
<b>THE STATION WAS:</b>	Primary Organizer (Co-creator, producer, & promoter)	
<b>DESCRIPTION:</b>	<p>For the last 7 years, WRLT has celebrated “the 615 Day” (Nashville’s area code) with special on-air programming. Local media has credited WRLT for creation of the 615 Day that now the entire city celebrates. This year we partnered with Project 615, a social cause enterprise, and took it to the streets for our second annual “615 Day” Block Party. We took over Richland Park and invited the city to come and celebrate with us all things Nashville. This year drew a little over 1,000 more attendees than the 2017 celebration, with just over 2,500 attendees. The family-friendly event included local artisan booths and activities from local business vendors, food, beverage, non-profit organizations, and more. WRLT broadcast live from the party from 3p to 6p and interviewed artists playing the event and who call Nashville home. From 6am to 12 midnight our on-air playlist was made up of all local artists.</p>	
<b>ON-AIR SUPPORT:</b>	<p><b>PRIOR:</b> (100) :60 sec spots, (20) :10 sec liners, (6) :30 sec live on-air mentions; (20) :30 sec live on-air DJ liners - <b>UNPAID</b>  <b>DURING/ AFTER:</b> (3) hour (180 minute) live remote from event (3pm to 6pm). Entire day was programmed with songs &amp; interviews from Nashville artists. Also included interviews from the various local businesses who participated in the celebration. = <b>297 minutes UNPAID</b></p>	
<b>ONLINE SUPPORT:</b>	WRLT & Team Lightning Website Postings, WRLT & Team Lightning eNewsletter feature articles, social media promotion	
<b>TOTAL STAFF HOURS:</b>	(300) Staff Hours	
<b>EVENT RESULT:</b>	Great fun for 2,500 attendees that included children, celebrated and promoted local businesses, artists, & charitable organizations. Donations were accepted for the Community Resource Center. All air-time donated.	



**PRIDE WEEK EVENTS - EQUALITY WALK & FESTIVAL**

<b>DATE(S):</b>	June 18th - 24th	
<b>BENEFITING GROUP:</b>	Nashville LGBT Community	
<b>THE STATION WAS:</b>	Support Sponsor (Primary Organizer of Equality Walk Sign Making Party)	
<b>DESCRIPTION:</b>	<p>Team Lightning hosted a sign-making party ahead of the Pride Festival Equality Walk. Our station provided all the supplies for attendees and collaborated with Fat Bottom Brewery for refreshments. During the rest of the festival, Lightning 100 supported and promoted the week of events. Team Lightning gathered a group for the Equality Walk.</p>	
<b>ON-AIR SUPPORT:</b>	<p><b>PRIOR:</b> (50) :60 second promo spots, (12) :30 second live on-air mentions; (40) :30 second live on-air DJ liners - <b>26 minutes UNPAID/ 50 minutes PAID</b>  <b>AFTER:</b> N/A</p>	
<b>ONLINE SUPPORT:</b>	WRLT Website Postings, eNewsletter feature articles, social media promotion	
<b>TOTAL STAFF HOURS:</b>	(48) Staff Hours	
<b>EVENT RESULT:</b>	This event celebrated the LGBTQ+ community and fostered support and awareness. Our team was proud to participate and stand with the LGBTQ+ community. The sign-making event was a success we plan to recreate. We also created Lightning 100 stickers with the lightning bolt logo in rainbow colors.	

**WRLT/LIGHTNING 100'S LIVE ON THE GREEN 2018**

<b>DATE(S):</b>	August 9th, 16th, 23rd, 30th, 31st and September 1st
<b>BENEFITING GROUP:</b>	The City of Nashville, Middle Tennessee, and the southeast region were able to attend our free, community-focused shows. Non-profit and community partners of the event include DonorsChoose.org, Walk Bike Nashville, Nashville, Mayor's Office, Nashville Public Library, Tennessee Highway Safety Office, TVA, Project 615, Community Foundation of Middle Tennessee.
<b>THE STATION WAS:</b>	Primary Organizer
<b>DESCRIPTION:</b>	Produced and presented by WRLT Lightning 100.1 FM, Live On The Green is a free outdoor music festival held at Public Square Park in Nashville, TN. The festival showcases the city's emerging musical talent and highlights well-known national acts. Since its inception in 2009, over 700,000 fans from all 50 states and 13 countries have attended the event. The festival has hosted more than 200 performing artists, including Sheryl Crow, Alabama Shakes, Cage The Elephant, Ben Harper & The Innocent Criminals, Ben Folds, The Head And The Heart, Passion Pit, Jimmy Eat World, Band of Horses, Cold War Kids, Young The Giant, City and Colour, and many more.
<b>ON-AIR SUPPORT:</b>	<b>PRIOR:</b> In 2018, the event was supported by (547) :60 sec promotional spots. More than (210) :15 sec live on-air mentions were made by DJs in the two months leading up to the event. Additionally, a 2-hour live broadcast event was held during the announcement of the artist lineup on June 21st. <b>DURING/AFTER:</b> 20 hours of live on-site broadcasts including 20 live interviews with artists & local non-profits.
<b>ONLINE SUPPORT:</b>	Dedicated Live On The Green website, WRLT/Lightning 100 and Team Lightning website postings, extensive e-newsletter and social media mentions, including dedicated Live On The Green social media accounts.
<b>TOTAL STAFF HOURS:</b>	One full-time, year-round staff member dedicated to this free event, dozens of part time contractors and volunteers, and over 300 total event and station staff all contributed a cumulative total of thousands of hours toward the successful production of the event. Total of over 4,000 full and part-time station staff hours .
<b>EVENT RESULT:</b>	2018 marked our 10 year anniversary of Live On The Green Music Festival. In 2018, more than 89,000 fans enjoyed free live music in one of our city's most unique parks. This large number in attendance is a drastic change from our inaugural year of 20,000 fans, and it's been amazing to watch the event grow over the last 9 years. The event benefited and supported local charities, non-profit community initiatives, and municipal community initiatives; organizations such as Turnip Green Creative Reuse, Operation Gratitude, HeadCount, DonorsChoose.org, TVA's eScore, Community Foundation of Middle Tennessee, Walk Bike Nashville, The Family Center, Centerstone, and more.



**SUSTAINABILITY MISSION**

WRLT/Lightning 100's Live OnThe Green is committed to being Nashville's premier environmentally-friendly music festival. Each year, LOTG works to further reduce the festival's carbon footprint, with an ultimate goal of operating as a completely waste free, carbon-neutral event. We strive to incorporate sustainable practices in all aspects of our operations - everything from requiring on-site food vendors to use environmentally-friendly products to extensive use of energy efficient LED lighting. In 2018 our comprehensive on-site recycling program succeeded in recycling more than 60% of all waste generated from the event. Over 13,000lbs of material!

**CHARITABLE GIVING AND COMMUNITY OUTREACH**

Each year, we donate a portion of the events revenue to a non-profit organization. Our beneficiary 2018 was DonorsChoose.org, a platform through which teachers from predominantly high-poverty schools can submit requests to fund specific educational projects in their classrooms. Since 2015 we have donated approximately \$15,000 to DonorsChoose.org, which fully funded 35 projects and impacted close to 5,000 students in the Nashville area, supplying everything from basic essentials to technologically advanced tools for STEM programs.



**WRLT/ LIGHTNING 100'S ANNUAL KIDS FEST**



<b>DATE(S):</b>	September 1, 2018
<b>BENEFITING GROUP:</b>	Nashville Children & Families
<b>THE STATION WAS:</b>	Primary Organizer
<b>DESCRIPTION:</b>	To enhance our engagement with Nashville young families, WRLT hosts our annual Kids Fest. The fest provides activities and entertainment for children and families including the Nashville Symphony instrument petty zoo, a balloon farm, pictures meet a princess, and much more. Hosted by our Early Bird's Mr. Steve the Music Man & morning team. Steve and guests performed music and family fun sketches that entertained over 3,000 children & adults. As usual, we enlisted other local musicians to help bring song, laughter, and joy to the families in attendance. This Kids Fest mission is education & discovery through the power of music.
<b>ON-AIR SUPPORT:</b>	<b>PRIOR:</b> (40) :60 sec spots <b>DURING/AFTER:</b> (5) :15 sec liners = <b>41.25 minutes UNPAID</b>
<b>ONLINE SUPPORT:</b>	WLRT website calendar posting, WRLT E-newsletter mentions, and social media promotion for all cleanups. Photos posted to social media after the event.
<b>TOTAL STAFF HOURS:</b>	(32) Staff Hours, (16) Volunteer Hours
<b>EVENT RESULT:</b>	Smiling faces on over 3,000 children and parents. This 6th year event had even more fun and excitement for the kiddos to get into then ever before and helped us build upon our mission to provide more family-friendly programming on-air ("Early Birds with Mr. Steve") and live events ("Staycation with Mr. Steve").




**LIGHTNING 100'S VETERAN BENEFIT CONCERT**




<b>DATE(S):</b>	November 23rd, 2018
<b>BENEFITING GROUP:</b>	Combat Recovery, Operation Song, CreatiVets
<b>THE STATION WAS:</b>	Primary Organizer
<b>DESCRIPTION:</b>	Our second annual benefit concert for local Veteran non-profit organizations.
<b>ON-AIR SUPPORT:</b>	<b>PRIOR:</b> (234) :60 sec spots, (20) :10 sec live liner flashes, (2) 30 minute live segments with artists playing the show = <b>297 minutes UNPAID</b> <b>DURING / AFTER:</b>
<b>ONLINE SUPPORT:</b>	WLRT/Team Lightning website calendar posting, WRLT/Team Lightning E-newsletter mentions, and social media promotion. Online Fundraising. Photos posted to social media during and after the event.
<b>TOTAL STAFF HOURS:</b>	(260) Staff Hours
<b>EVENT RESULT:</b>	The event sold out. Awareness and \$7,500 was raised for the Metro Nashville Police Department's Christmas Basket Program while attendees enjoyed locally produced sweet & savory foods, local beer wine & spirits, music, dancing and community.

**METRO NASHVILLE POLICE DEPARTMENT CHRISTMAS CHARITY BASKET PROGRAM**

<b>DATE(S):</b>	Toy Collection & Promotion from December 2nd - 21st, 2018; Deliveries on December 24th, 2018	
<b>BENEFITING GROUP:</b>	MNPD Christmas Charities	
<b>THE STATION WAS:</b>	Primary Organizer & Support Sponsor	
<b>DESCRIPTION:</b>	The Metro Police Christmas Charities is a 501(c)(3) non-profit charity that has been serving Davidson County since 1961. Every year toy and food donations are made by police employees, private citizens, small businesses and other charitable organizations to be delivered to families and individuals in need on Christmas Eve. Families are selected based on recommendations from Metro police officers who encounter numerous disadvantaged families on a daily basis and see the people in greatest need. Each family receives 4 bushel baskets of groceries and toys for those families with young children.	
<b>ON-AIR SUPPORT:</b>	<b>PRIOR:</b> (100) :60 sec live liner feature, (50) :30 sec recorded spots, (2) 3 hour (360 minutes) remote broadcasts from toy collection locations, (1) 10 minute live interview with Police Captain Hunsicker = <b>495 minutes UNPAID</b> <b>AFTER:</b> N/A	
<b>ONLINE SUPPORT:</b>	WLRT/Team Lightning website calendar posting, WRLT/Team Lightning E-newsletter mentions, and social media promotion. Online Fundraising. Photos posted to social media during and after the event.	
<b>TOTAL STAFF HOURS:</b>	Month long campaign = (40+) Staff Hours; Day of deliveries = (6) Staff Hours + (30) Volunteers Hours	
<b>EVENT RESULT:</b>	In 2018, Lightning 100 created a month long campaign with giveaways and other incentives for our listeners to donate to the Charity Basket program. We partnered up with Frothy Monkey and a hometown favorite band, Moon Taxi, and over the course of the month we were successfully able to collect enough toys for over 50 families. On Christmas Eve, our Community Engagement Director invited listeners to join in and help deliver the donated items to families assigned to us by MNPD.	



**LIGHTNING 100'S FESTIVUS CHARITY SHOW**

<b>DATE(S):</b>	December 7th, 2018	
<b>BENEFITING GROUP:</b>	MNPD Christmas Charities	
<b>THE STATION WAS:</b>	Primary Organizer	
<b>DESCRIPTION:</b>	Lightning 100's annual Charity show "Festivus" themed after Seinfeld's famous episode, "The Strike" is a benefit concert. In 2018 the charity we chose to partner with was the Metro Police Christmas Basket Program.	
<b>ON-AIR SUPPORT:</b>	<b>PRIOR:</b> (386) :60 sec spots, (20) :15 sec Live liners, (2) 30 min Live interviews with artists playing the charity concert = <b>451 minutes UNPAID</b>	
<b>ONLINE SUPPORT:</b>	WLRT/Team Lightning website calendar posting, WRLT/Team Lightning E-newsletter mentions, and social media promotion. Online Fundraising. Photos posted to social media during and after the event.	
<b>TOTAL STAFF HOURS:</b>	(260) Staff Hours	
<b>EVENT RESULT:</b>	Awareness and \$2,000 was raised for the Metro Nashville Police Department's Christmas Basket Program while attendees enjoyed locally produced sweet & savory foods, local beer wine & spirits, music, dancing and community.	



# SECTION IV: OTHER STATION ACCOMPLISHMENTS

## WRLT/ LIGHTNING 100 STAFF COMMUNITY INVOLVEMENT

	<p><b>LESTER TURNER - PRESIDENT &amp; CHIEF OPERATIONS OFFICER</b></p> <ul style="list-style-type: none"> <li>- Board Member, Tennessee Association of Broadcasters</li> <li>- Vice President of the Board, Friends of Radnor Lake</li> <li>- Aviary Committee Member, Friends of Radnor Lake</li> <li>- Aviary Construction Team Member, Friends of Radnor Lake</li> <li>- Over 100+ hours donated to Friends of Radnor Lake conservation projects</li> </ul>
	<p><b>GARY KRAEN - VICE PRESIDENT, PROGRAMMING &amp; OPERATIONS</b></p> <p>Advisory Board Member &amp; classroom guest speaker/mentor, Pearl Cohn High School (20 hours) * Curriculum Advisor &amp; classroom guest speaker, School of Audio Engineering (8 hours) * Advisor, Co-chair for Radio Day 2018, Leadership Music (40 hours) * Volunteer Speaker/Panelist, Belmont University, Curb School of Music Business (5 hours) * Volunteer Speaker/ Panelist, Belmont's Bonnaroo U; Volunteer Fundraiser, spokesperson, Community Resource Council's Oyster Easter Campaign * Conference Panelist/volunteer, Member, Americana Music Association * Volunteer, Second Harvest Food Sorting</p>
	<p><b>TOM HANSEN - VICE PRESIDENT, SALES &amp; MARKETING</b></p> <p>Board Member, TEDx * Marketing Committee Member, Community Resource Center/ Oyster Easter(40 hours) * Volunteer, Cumberland River Compact (10 hours) * Speaker/Panelist, Belmont University (5 hours) * Speaker/Panelist, Middle Tennessee State University (6 hours) * Volunteer, Beersheeba Springs Clinic * Volunteer/ Support Sponsor, Reboot Combat Recovery - Honor Week (40+ hours)</p>
	<p><b>KALEIGH IMBRIALE - DIRECTOR, COMMUNITY ENGAGEMENT</b></p> <p>Associate Board Member, STARS Nashville * Advisory Board Member, Pearl Cohn High School * Community Outreach Committee Member, Society of Leaders In Development (SOLID) * Mentor, SOLID's Mentorship Program * Volunteer, Farm in the City * Volunteer, Second Harvest Food Sorting * Volunteer, Project C.U.R.E * Volunteer, Poverty &amp; The Arts * Volunteer, MNPD Christmas Charities * Volunteer, Nashville Tree Foundation's Re-leaving Day * Volunteer, TN State Parks Weed Wrangle * Panelist, Middle Tennessee State University</p>
	<p><b>DAN BUCKLEY - DIRECTOR, PROGRAMMING &amp; ON-AIR TALENT</b></p> <p>Celebrity Judge, Our Kids Soup Sunday * Volunteer - Career Day, Browns Chapel Elementary School * Volunteer Emcee, Waves Charity Talent Show * Volunteer, One Goal Sports * Volunteer Emcee &amp; DJ, The Leukemia &amp; Lymphoma Society's (LLS) Light the Night * Panelist, Middle Tennessee State University * Volunteer, E.T.C. Gymnastics * Volunteer, Blackman High School Marching Band</p>
	<p><b>DELANEY WILLSON - COORDINATOR, TEAM LIGHTNING</b></p> <ul style="list-style-type: none"> <li>- Volunteer, Midtown Fellowship Kidtown</li> <li>- Volunteer, Farm in the City</li> <li>- Volunteer, Mill Creek Cleanups</li> <li>- Volunteer, Project C.U.R.E</li> </ul>
	<p><b>ANA LEE CANTO - ON-AIR TALENT</b></p> <ul style="list-style-type: none"> <li>- Board Member, Tiny But Mighty</li> <li>- Volunteer, Ride For Reading</li> <li>- Volunteer, Ferrell Hollow Senior Horse &amp; Cat Sanctuary</li> </ul>
	<p><b>DAINA GOODWIN - ON-AIR TALENT</b></p> <p>Board Member, Nashville Social Enterprise Alliance * Volunteer, Siloam Health * Volunteer, Thistle Farms * Volunteer, Trap Garden * Volunteer, The Nashville Entrepreneur Center * Volunteer, The Elephant Sanctuary * Volunteer, Christ the King church * Volunteer, The Kkumi Project</p>



# TEAM LIGHTNING

NASHVILLE, TN

Team Lightning is the Community Engagement initiative of Lightning 100. Through hands-on events, activities and workshops in 2018, Team Lightning provided over 100 unique opportunities for listeners to engage with the station and the community, with a focus on our five pillars:

-  SERVICE
-  ADVENTURE
-  SOCIAL
-  SUSTAINABILITY
-  WELLNESS



## JOB SHADOWING STUDENT INTERNSHIPS & TEACHER EXTERNSHIPS



- FIFTEEN INTERNS HOSTED IN 2018
- FIFTEEN EDUCATIONAL PANELS SERVED BY STAFF MEMBERS
- SIX GROUP SHADOWING DAYS FOR W.O. SMITH SCHOOL & PEARL COHN H.S.
- TWO STAFF MEMBERS ON THE ADVISORY BOARD FOR PEARL COHN HIGH SCHOOL
- FORTY HOURS MENTORING 2 MTSU STUDENTS

# LIGHTNING 100

NASHVILLE, TN 100.1 FM

## 2018 COMMUNITY IMPACT



-  SECOND HARVEST
-  ENVIRONMENTAL PROJECTS
-  FOR THE KIDS!
-  OTHER PROJECTS



## NET IMPACTS



20,547 LOCAL ARTIST SPINS



90,556 ON-AIR MINUTES DEDICATED TO CHARITY



\$7 MILLION + RAISED FOR 302 CHARITIES



744,189 MEALS SERVED TO THOSE IN NEED



100,000+ CAME TO FREE SHOWS WE HOSTED



300 TREES PLANTED IN NASHVILLE