

**2024 – 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, 2023, to, and including, March 31, 2024 (the “Applicable Period”). Consistent with the FCC’s Rules, this Annual EEO Report contains the following information:

1. A list of all full-time vacancies filled by the Station during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information from the Station about any new job openings, which are separately identified;
3. The recruitment source(s) that referred the Hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for all full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies. It should be noted that there were three (3) full-time vacancies during the reporting period. Furthermore, the vacancies were filled during the reporting period.
5. 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 March 31, 2024, and a link to the FCC on-line public file posted on the Station’s website, in accordance with the FCC’s EEO Rule.

Appendix A

**Section 1: Full-Time Job Opening Filled During This Period**  
 Time Period Covered: **April 1, 2023, to March 31, 2024**  
 Station Comprising Employment Unit: **WRLT(FM)**

<b>Full-time Positions Filled By Job Title and Date Filled</b>		<b>Recruitment Source of Hire</b>	<b>Total Number of Interviewees from All Sources for This Position</b>
A	<b>Account Executive 6/1/23</b>	4	21
B	<b>Account Executive 6/1/23</b>	4	21
B	<b>Account Executive 12/15/23</b>	5	21

\*Hire mentioned using more than one source to gain information regarding the open position.

Appendix B

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

Time Period Covered: **April 1, 2023 to March 31, 2024**  
Station Comprising Employment Unit: **WRLT(FM)**

Recruitment Source and Contact Information		Total Number of Interviewees This Source Has Provided During This Period <sup>1</sup>	Full-time Positions for Which This Source Was Utilized
1.	Internal Station Postings	-0-	-0-
2.	Station Web Site <b>WRLT.com</b>	5	-0-
3.	Industry and/or Client Referrals	2	-0-
4.	Linked In, <a href="https://www.linkedin.com/company/120785">Linkedin.com/company/120785</a> (Lightning 100 page) <a href="https://www.linkedin.com/in/thomashansen">Linkedin.com/thomashansen.com</a> (personal page) <a href="https://www.linkedin.com">www.linkedin.com</a>  Provided position info Provided position info	7	2
5.	Lightning 100 radio Radio Spots Provided position info	7	1

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, 2023, to March 31, 2024  
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, Nashville, TN (§73.2080(c)(2)(v)). This on-going semester internship program has been in place at the station for over twenty-four (24) 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 included both an on-site and virtual experience for students and had four (4) internship program/periods including Spring 2023 (also reported on 2023 EEO filing), Summer 2023, Fall 2023, and Spring 2024. During the period covered by this report, WRLT had sixteen (16) student interns involved in this program – four (4) interns in the Spring session of 2023, four (4) interns in the Summer session of 2023, four (4) interns in the Fall session of 2023, and four (4) interns in the Spring session of 2024. Two (2) Universities represented during this reporting period included Belmont University and American University.
  
2. Nashville's Top 30 Under 30, Nashville, TN (April 4th - August 19th, 2023) (§73.2080(c)(2)(xvi)). Delaney Fanning, Promotions Director, participated in this career development program specifically designed for young executives. Nashville's Top 30 Under 30 was started in 2009 by the Cystic Fibrosis Foundation's Tennessee Chapter to honor young professionals growing in their careers, engage them in community service, and train them to make the biggest impact possible for our community. Delaney represented WRLT and the Nashville broadcasting community. Her participation in this program brought attention to her work in the industry as a young professional and helped make aware the peripheral jobs within broadcasting that sometimes gets overlooked. In addition, the WRLT sponsorship for this program and Delaney's participation falls within WRLT's career development mission to further enhance staff members leadership skills enabling them to further excel as broadcasting professionals leading to career advancement within and outside of WRLT.

3. Non-Com Radio Convention, Philadelphia, Pennsylvania (§73.2080(c)(2)(iv)). From Tuesday, May 2, through Friday, May 5, 2023, Stephanie Leshar, Assistant Music Director, and Keith Coes, Music Director/Assistant Program Director, attended the annual conference in order to further their knowledge in broadcasting operations/management, programming, and promotions from a non-commercial perspective. The conference educates and introduces WRLT attendees to new broadcasting ideas, procedures, and strategies leading them to better meet the needs of their staff & listening community. WRLT staff members also attended artist showcases to make the aware of new artists as well as established artists seeking on-air support and partnerships with AAA stations like WRLT. WRLT sends staff to this recognized annual conference to help them acquire additional knowledge and skills to promote their career development.
  
4. Brown's Chappel Elementary School 2023 Career Day, (§73.2080(c)(2)(x)). On Monday, May 15, 2023, WRLT Program Director, Dan Buckley, participated as a guest speaker at this career day to educate and make aware to these students careers in the broadcasting industry. Speakers discussed their careers with students including responsibilities, duties, education required for your career, pros and cons of the job, and character traits necessary for success. Dan discussed the relationship between radio and the music that is a relatable part of these students' lives; how radio serves the public; Dan's personal career path into broadcasting; as well as the various employment opportunities that exist in the industry. A Q&A session followed.
  
5. JBE AAA Radio Summit, Boulder, Colorado (§73.2080(c)(2)(iv)). From Wednesday, August 2, through Friday, August 4, 2023, Gary Kraen, VP of Operations, Tom Hansen, VP of Sales & Marketing, Keith Coes, Music Director/Assistant Program Director, and Dan Buckley, Program Director, all attended the annual radio & music conference in order to further their knowledge in broadcasting operations/management, the changing landscape of music discovery (radio vs. internet streaming), local programming & sales strategies, and more. WRLT sends staff to this recognized annual conference to help them acquire additional knowledge and skills to promote their career development as well as answer questions about the radio station, recruitment outreach, and discuss career opportunities with those interested in radio broadcasting opportunities with the station.
  
6. JBE AAA Radio Summit, Boulder, Colorado (§73.2080(c)(2)(iv)). On Wednesday, August 2, 2023, Dan Buckley, Program Directed, moderated a keynote interview with AAA Radio and Americana artist, Lukas Nelson. Discussed were the changes in broadcasting brought on by the pandemic and the ramifications to the entertainment eco system through the eyes of a touring and recording artist.

7. Radio Ink's Radio Masters Summit, Cincinnati, OH (§73.2080(c)(2)(iv)): On Wednesday, September 13, and Thursday, September 14, 2023, Thomas Hansen, VP of Sales & Marketing, attended this conference focusing on radio, sales, marketing, industry issues, and broadcast management. 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.
  
8. Pearl Cohn Entertainment High School Advisory Board (§73.2080(c)(2)(x)). Gary Kraen, VP of Operations, 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 The Covid-19 pandemic aftermath as well as changing school security policies greatly reduced the participation opportunities in the advisory board and created constraints on in-person/on-site activities with the school, the WRLT out-reach was done virtually.

Thursday, May 18, 2023: Virtual Advisory Board Meeting: This meeting was attended by Gary Kraen, VP of Operations. Discussion included planning summer teacher externships, how WRLT provides opportunities for PCHS students in the virtual space, continued advisory on required skills for students entering the broadcasting industry. Also included recaps of student achievements within their broadcasting pathway for the school year 22-23 and goals for the 23-24 year. Gary offered ideas on work-based learning and shadow programs with broadcasters and entertainment companies as well as other potential WRLT experiences and opportunities that could engage students and broadcasting staff to promote students' interest in a career in broadcasting.

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**WRLT(FM), Franklin, Tennessee**

9. Americana Radio Summit, Nashville, TN (§73.2080(c)(2)(iv)). From Wednesday, September 20, through Saturday, September 23, 2023, Keith Coes, Music Director/Assistant Program Director, Dan Buckley, Program Director, and Gary Kraen, VP of Operations, all participated in the radio & music conference for the purpose of furthering (as well as sharing) their knowledge in broadcasting operations/management including discussions on change, adaptability, diversity in hiring and programming, and coping strategies during the pandemic in media specifically radio. WRLT programming staff participates in the recognized annual conference to help them acquire additional knowledge and skills to promote their career development.
10. Belmont University Internship Fair Day, Nashville, TN (§73.2080(c)(2)(x)). This event was sponsored by Belmont's Mike Curb College of Entertainment and Music Business, and held on Wednesday, October 25th, 2023, at the Beaman Student Life Center on the Belmont University Campus. WRLT participated in this event by setting up and manning a 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. Attendees included WRLT's Digital Promotions Manager and Community Engagement Manager, Delaney Fanning and former intern, Claire Jenkins. WRLT continues to utilize students from this nationally recognized program at Belmont.
11. Leadership Music Program Days, Nashville, TN (§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 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. During the reporting period Gary Kraen represented the radio industry on the committee responsible for the planning, implementation, and participating in the Record Company Day held Tuesday, March 5, 2024. Gary participated in planning and set up of sessions relating to and how the music industry interfaces with the radio industry. During these meetings there is always an exchange of ideas for career starting jobs and career advancement in the music industry as well as the diverse broadcasting careers available to attendees and those music industry communities they represent. Planning committee & program days:
- December 5, 2023: WRLT VP of Operations, Gary Kraen, participated in this day long industry event, Artist Day, as a representative of the radio and broadcast industry.
- January 2, 2024: WRLT VP of Operations, Gary Kraen, participated in this virtual event as a representative of the radio and broadcast industry.

**Tuned In Broadcasting, Inc.  
WRLT(FM), Franklin, Tennessee**

February 13, 2024: WRLT VP of Operations, Gary Kraen, participated in this virtual event as a representative of the radio and broadcast industry.

March 5, 2024: WRLT VP of Operations, Gary Kraen, participated in this day long event as a representative of the radio and broadcast industry. Discussed various roles the broadcast industry plays in today music industry specifically focusing on an artist's career. Answered questions from participants regarding radio and WRLT's part in the entertainment eco-system.

12. Station Tours and Presentations, Nashville, TN (§73.2080(c)(2)(xvi)). As part of our broad outreach to further educate the public of opportunities in the broadcast industry, WRLT often meets with interested groups at the station for tours and presentations. The presentation included discussions on how the station operates, how it serves the Nashville community, and the various jobs that make up a radio station. This WRLT program helps create interest in broadcast careers to those who participate. On Wednesday, September 20, 2023, Gary Kraen, VP of Operations, guided a tour for Freed-Hardeman University student, Kiana Mitchell and her parents Ron & Stacey Mitchell. They spent time visiting the various departments discussing the various careers in broadcasting as well as relevant training and internship programs available to interested students and the public.
13. 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 Director of the TAB board as well as on the Executive Committee as VP Radio. Along with other Tennessee broadcasters, Lester advised on strategies, community issues, industry advancement, and state and federal policy issues, all to help advance the broadcast industry and to better serve our community. In addition, the TAB and its board provide opportunities for industry professionals, students, and the general public to learn about careers in broadcasting. Lester participated in and attended the in-person board meeting on January 25, 2024.
14. Vanderbilt Athletics Student-Athlete Summer Internship Fair, Nashville, TN (§73.2080(c)(2)(x)). This event was sponsored by Vanderbilt Athletics, and held on Tuesday, February 20th, 2024, at the Vanderbilt University Student Life Center ballrooms on the Vanderbilt University Campus. WRLT participated in this event by setting up and manning a 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. VP of Sales and Marketing, Thomas Hansen, and Account Executive, Katie Page represented WRLT at this fair.



15. Professional Development – Sales, Marketing, Management, 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 training and educational programs to learn more skills, aid in their professional development as broadcast industry professionals leading to career advancement within and outside of WRLT. These webinars, on-site training programs are sponsored by various industry/community organizations including the Radio Advertising Bureau (RAB), National Association of Broadcasters (NAB), LinkedIn, and Radio Ink designed to help professional development in sales, marketing, management, and other facets of career and skill building

a. LBS “BEST” (Local Broadcast Sales “Broadcast Essentials for Selling Today”): This “program gives the veteran and new seller broadcast professional a foundation to build upon for a successful and rewarding traditional and digital broadcast sales career. It is also the path for our association’s members to obtain the coveted status of Certified Seller! The BEST Program offers content covering these topics: “The LBS BEST Seller Certification program is a high-value certification ensuring that Tennessee broadcast sellers and leaders maintain a high level of knowledge and skill in the broadcast sales profession.” Participants included: Tich McWilliams, Local Sales Manager--from April 1, through May 30<sup>th</sup>, 2023; Katie Page, Marketing Executive--from June 13 through October 2, 2023; Christian Baraks, Marketing Executive--from June 19 through October 17, 2023; and Courtney Phillips, Marketing Executive--from December 26 through December 29, 2023.

b. RAB, Professional Development Program: From Thursday, June 1 through Thursday, June 8, 2023, newly hired Marketing Executives, Katie Page and Christian Baraks, participated in this program. From December 19 through December 22, 2023, newly hired Marketing Executive, Courtney Phillips, participated. This program is an “all-level course for sellers who need a back-to-basic’s approach” to selling in the new business environment. Seasoned and new sales professionals face “unprecedented changes in all aspects of our business. The availability of platforms and advertising tactics, the consumer path to purchase, prospecting, presentations, all stages of the sales process are facing changes. This course was designed to address those changes and give sellers at any level a fundamentals approach to selling.”

c. Nashville Design Week – Visibility Design Workshop, Nashville, TN. On Friday, November 3, 2023, Delaney Fanning, Promotions Director, participated in this workshop called “Design for Online Visibility” to enhance her skills on website design. The program description: “Not All Websites Are Created Equal. Harness the power of brand visibility through SEO/Content. Anyone can build a website but not all websites are created equal. When it comes to building a name for yourself online, good design isn’t everything. If you want your online presence to succeed – whether it’s a personal website, e-commerce store, or other business, you must know how to harness the power of brand visibility through SEO/Content, multiple sales funnels, and optimizing your

marketing/social channels, plus regularly updating your site. This workshop will explore the top platforms for creating a website and integrations for each. Following the introduction, the host will dissect the nitty gritty details and deliver a step-by-step guide on how to build a solid foundation for growth.”

d. Digital Marketing & First Party Data Strategies That Sell More Tickets Webinar. On Wednesday, November 11, 2023, Delaney Fanning, Promotions Director, attended this training webinar hosted by Found.ee featuring panelists Chris Fairbank - SVP Marketing from Triple 8 Management, Courtney Barwick - Director of Digital Marketing at Etix, and Tyler LaRocca - Marketing Director at The Capitol Theatre.

e. “Intro Nashville,” Nashville, TN. “Intro Nashville” is a city orientation program designed for both newcomers and native Nashvillians to become more engaged and connected community members. Participants learn what makes the region unique and how we became known as the “It” city. Topics include Nashville's history, economy, key industries, education and talent pipeline, government, culture and more. In this four-day program, participants establish new relationships, gain insight, hear from over 20 community leaders and engage in a variety of tours and experiential activities to gain a behind-the-scenes look into our region. WRLT staff participants also answered questions regarding employment opportunities while representing the station unit in this program. Participants in the Summer 2023 class included Account Executives Katie Paige and Christian Baraks (August, 15, 17, 22, and 24, 2023). Promotions Director, Delaney Fanning, participated in Winter 2023 class with ran from December 4 through December 7, 2023.

f. E-Myth Mastermind Group Study, Nashville. From Thursday, Jan 11 through Thursday, February 29, 2024, VP of Sales & Marketing, Thomas Hansen participated in this professional development program for leadership. This six (6) week course included a deep dive into *The E-Myth Revisited*, workshops, and sessions to improve business acumen and leadership skills to help grow business opportunities. 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.

16. Mentorship Program – Educational institutions (§73.2080(c)(2)(x)). Gary Kraen, VP of Operations, participated in this WRLT program for High School and College students interested in the broadcasting and music industries. During the 2024 Spring Semester, Annie Harsch, Lipscomb University student, met with Gary in-person at WRLT (February 5, March 6, and March 27, 2024) to be mentored through the creation of a business plan for her “Entrepreneurship in Music Industry” class. Gary guided her through various aspects of writing the plan including clarification on project objectives, plan layout, environmental issue recognition,

music promotion through radio broadcasting, as well as opportunities and threats in the current business environment. These mentorship sessions included meeting other WRLT staff members, touring the station and departments and learning about the operations of radio as well as opportunities for various careers within the industry.

17. Job Shadow Programs (§73.2080(c)(2)(x)). WRLT supports educational initiatives in the community and hosts college and high school students for job shadowing for the purpose of educating interested students in the broadcasting industry and the types of jobs available within. These job shadow programs are day, week, and/or multi-week depending on the student desires and credit requirements.
- a. On Tuesday, July 18, 2023, Nashville, TN, Hillsboro High School student, Hayes Keleher, shadowed Dan Buckley, Program Director/Mid-day On-air personality, for four (4) hours. As part of the scheduled shadow, he toured the station, spend time discussing job responsibilities with Dan on what's it like to be a Program Director for an Independent Radio station and an on-air personality, as well as other various jobs associated with a radio station. He also got hands-on experience on running a lunch-hour request show with Dan.
- b. On Thursday, March 6, 2024, Knoxville, TN, High School student, Olivia Mauldin, shadowed Stephanie McFadden, Assistant Music Director/Production Manager for the day. She also toured the station, spend time discussing job responsibilities with staff members in other station departments. She observed various jobs being performed within the radio station but focused on the Music Director and Production responsibilities of Stephanie McFadden. The shadow schedule was purposely prepared to expose participating students to the various departments within a radio station and to learn what types of careers were available should they choose this industry.

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