

## **2015 Annual EEO Public File Report**

### **Narrative Statement**

Tuned In Broadcasting, Inc. (“Tuned In”), the licensee of WRLT(FM), Franklin, Tennessee, is committed to broad and inclusive outreach for hiring full-time employees, affording equal employment opportunity to all qualified persons, and refraining from discrimination on the basis of race, color, national origin, gender, or religion.

As indicated in the 2015 EEO Public File Report attached hereto, WRLT has developed a list of recruitment sources available for use upon the opening of a job position at the station in order to widely disseminate information regarding job openings to WRLT’s community. It should be noted that no parties or organizations have requested notification of job openings pursuant to Section 73.2080(c)(1)(ii).

As shown in the 2015 EEO Public File Report, WRLT has engaged in a variety of non-vacancy-specific initiatives as required by Section 73.2080 of the Commission’s Rules. Specifically, during the past period, WRLT has conducted an internship program for college and high school students, as well as participated in several forums, fairs, and events designed to educate people about careers in broadcasting. Under the Commission’s Rules, station employment units with ten or more employees are required to engage in four non-vacancy specific activities during a two-year period.

WRLT intends to continue to review the results of its recruitment efforts and to update and supplement the list of recruitment sources as appropriate.

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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, 2014 to, and including, March 31, 2015 (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, if any, 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 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; and
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 April 1, 2015 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, 2014 to March 31, 2015**

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

<b>Full-time Positions Filled By Job Title and Date Filled</b>	<b>Recruitment Source of Hiree</b>	<b>Total Number of Interviewees from All Sources for This Position</b>
	<b>N/A</b>	<b>N/A</b>

Appendix B

**Section 2: Recruitment Source Information<sup>1</sup>**

Time Period Covered: **April 1, 2014 to March 31, 2015**

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</b>	<b>Full-time Positions for Which This Source Was Utilized</b>
1. Internal Station Postings	0	n/a
2. Station Web Site Postings <a href="http://www.WRLT.com">www.WRLT.com</a>	0	n/a
3. Williamson County/Franklin Chamber of Commerce, 505 Meridian Blvd, #150 , Franklin, TN 37067 , <a href="http://www.williamson-franklinchamber.com">www.williamson-franklinchamber.com</a>	0	n/a
4. Industry/Client Referrals	0	n/a
5. Tennessee Association of Broadcasters, P.O. Box 101015, Nashville, TN 37224, 615-365-1840, <a href="mailto:info@tabtn.org">info@tabtn.org</a>	0	n/a
6. American Advertising Federation of Nashville, P.O. Box 293327, Nashville, TN 37229, (615) 469-4040 Mark Farrar <a href="mailto:info@aafnashville.com">info@aafnashville.com</a>	0	n/a
7. American Advertising Federation of Nashville, P.O. Box 293327, Nashville, TN 37229, 615-469-4040, <a href="mailto:info@aafnashville.com">info@aafnashville.com</a>	0	n/a

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<sup>1</sup> No parties or organizations have requested notification of job openings pursuant to Section 73.2080(c)(1)(ii).

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8.	Five Chairs Recruitment, 230 Franklin Road, Suite 12-I, Franklin, TN 37064, <a href="mailto:marknewsom@fivechairs.com">marknewsom@fivechairs.com</a> , 615-504-8534	0	n/a
9.	NAACP, 1308 Jefferson Street, Nashville, TN 37208, 615-329-0999 <a href="mailto:info@naacpnashville.org">info@naacpnashville.org</a>	0	n/a
10.	Urban League of Middle Tennessee, 2214 Rosa L Parks Blvd, #100, Nashville, TN 37228, 615-254-0525, <a href="mailto:jmason@urbanleagueofmidtn.org">jmason@urbanleagueofmidtn.org</a> <a href="mailto:sguyton@urbanleagueofmidtn.org">sguyton@urbanleagueofmidtn.org</a>	0	n/a
11.	Fisk University, 1000 17 <sup>th</sup> Avenue North, Nashville, TN 37208, 615-329-8894, Tashaye Woods, Director of Career Services <a href="mailto:tbrydsong@fisk.edu">tbrydsong@fisk.edu</a> , <a href="mailto:ngarvin@fisk.edu">ngarvin@fisk.edu</a>	0	n/a
12.	Tennessee State University, Career Center, 3500 John A. Merritt Boulevard, Nashville, TN 37209, 615-963-5981, <a href="mailto:career@tnstate.edu">career@tnstate.edu</a>	0	n/a
13.	Vanderbilt University, Nashville, TN 37240, 615-322-2750, <a href="mailto:recruiting@vanderbilt.edu">recruiting@vanderbilt.edu</a>	0	n/a
14.	Belmont University, 1900 Belmont Boulevard, Nashville, TN 37212, 615-460-6000, <a href="mailto:tish.stewart@belmont.edu">tish.stewart@belmont.edu</a> , <a href="mailto:careerservices@belmont.edu">careerservices@belmont.edu</a>	0	n/a
15.	Middle Tennessee State University, P.O. Box 2, Murfreesboro, TN 37132, 615-898-2500, <a href="mailto:patstamps@mtsu.edu">patstamps@mtsu.edu</a> , <a href="mailto:career@mtsu.edu">career@mtsu.edu</a>  <a href="https://mtsu-csm.symplicity.com/employers">https://mtsu-csm.symplicity.com/employers</a>	0	n/a
16.	<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	0	n/a

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	(615) 252-4838 fax <a href="http://www.allaccess.com/forum/">http://www.allaccess.com/forum/</a>		
17.	Nashville State Community College, Lisa Fletcher, Career Services, 120 White Bridge Road, Nashville, TN 37205, 615-353-3248  <a href="mailto:careerservices@nsc.edu">careerservices@nsc.edu</a>  <a href="http://www.collegecentral.com/nashvillestate/Employer.cfm">http://www.collegecentral.com/ nashvillestate/Employer.cfm</a>	0	n/a
18.	Lipscomb University, Career Development Center, Nashville, TN 37204, 615-966-1792, <a href="mailto:careerdevelopment@lipscomb.edu">careerdevelopment@lipscomb.edu</a>	0	n/a
19.	Tennessee Tech University 1 William L Jones Drive Cookeville, Tennessee 38501 Career Services <a href="https://www.myinterfase.com/tntech/employer/">https://www.myinterfase.com/ tntech/employer/</a>	0	n/a
20.	Art Institute of Nashville Career Services  Donna Dessart (415) 276-4002 <a href="mailto:ddessart@aai.edu">ddessart@aai.edu</a>	0	n/a
21.	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 <a href="mailto:htv.careers@hearst.com">htv.careers@hearst.com</a> Career Services	0	n/a
22.	Glassdoor.com  Sausalito, California Career Center	0	n/a
23.	Nashville Hispanic Chamber (615) 216-5737 <a href="mailto:info@nashvillehispanicchamber.com">info@nashvillehispanicchamber.com</a> <a href="mailto:corporate@enashvillehispanicchamber.com">corporate@enashvillehispanicchamber.co mr</a>	0	n/a

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24.	Tennessee Department of Employment <a href="https://www.jobs4tn.gov/">https://www.jobs4tn.gov/</a>	0	n/a
25.	Station Email Newsletter Groups Team Green Adventures Newsletter	0	n/a

Appendix C

**Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken**

Time Period Covered: **April 1, 2014 to March 31, 2015**

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 seventeen (17) 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 had four (4) internship program/periods including Summer 2014, Fall 2014, Winter 2014/15 and Spring 2015. During the period covered by this report, WRLT has had twenty-five (25) student interns involved in this program – Eight (8) in the Spring session of 2014, twelve (12) in the Summer session of 2014, ten (10) in the Fall session of 2014, and ten (10) currently in the Spring session of 2015. Colleges and Universities represented during this reporting period included: Vanderbilt University, Belmont University, Middle Tennessee State University, Art Institute of Nashville, Austin Peay State University, International Academy of Design & Technology, Hendrix College, Western Carolina University, University of Virginia, Southern Adventist University, Tennessee Tech University, Oakwood University, Truman State University, and Watkins College of Art, Design & Film.
2. Belmont University Internship Fair Day (§73.2080(c)(2)(x)). This event was sponsored by Belmont's Mike Curb College of Entertainment and Music Business, and held April 10, 2014. 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. Attendees included WRLT's VP Operations & Programming, Gary Kraen, Promotions Director, Josh Livingstone, and Team Green Events Coordinator, Matt Genova;. WRLT continues to utilize students from this nationally recognized program at Belmont.



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3. TAB Broadcast Career Day (§73.2080(c)(2)(i)). This broadcast job fair was held on August 13, 2014 and sponsored by the Tennessee Association of Broadcasters at the Embassy Suites Hotel in Murfreesboro, TN, during the TAB 2014 Conference. WRLT participated in this event by setting up and manning a booth to greet candidates, answer questions about the radio station, accept resumes, and discuss career opportunities with those interested in radio broadcasting. Attendees included WRLT's VP Operations & Programming, Gary Kraen, and Team Green Director, Keeley Puncocar.
4. Conference of the TAB Sales Training (§73.2080(c)(2)(viii)). This training workshop was held on August 13, 2014 and sponsored by the Tennessee Association of Broadcasters at the Embassy Suites Hotel in Murfreesboro, TN, during the TAB 2014 Conference. Two (2) staff members participated in this training which focused on radio and televisions sales and included prospecting and selling digital platforms. This workshop was made available to staff to enable them to acquire skills for possible higher level positions at WRLT. Gary Kraen, VP of Operations & Programming, and Cindy Christian, Sales/Account Executive attended this training.
5. 66<sup>th</sup> Conference of the Tennessee Association of Broadcasters (§73.2080(c)(2)(iv)). On Wednesday, August 13, 2014, Lester Turner, Jr., President/GM and Gary Kraen, VP of Operations & Programming attended the annual conference in order to further their knowledge in broadcasting as well as FCC regulations including EEO requirements and procedures. In addition to EEO requirements, many other topics were discussed including FCC rulings & regulations, new technologies, Emergency Response Broadcasting requirements/procedures, and a Q&A with Doug Miller, EIC Federal Communications Commission.
6. Nashville State Community College Job Fair & Transfer Day (§73.2080(c)(2)(i)). This event was held on October 23, 2014 and sponsored by NSCC - Nashville State Community College's Career Services Office. WRLT participated in this event by setting up and manning a booth to greet candidates, answer questions about the radio station and its outdoor adventure promotional division, company "green" initiatives, and career/internship opportunities to those interested in a career in radio. Attendees included WRLT's Business & Human Resources Manager, Nadine Barbour; Team Green Events Coordinator, Matt Genova; and Marketing Executive, Brittney Farrow.
7. Belmont University Career Day (§73.2080(c)(2)(i)). This event was held on October 29, 2014 and sponsored by Belmont University's Career Services. WRLT participated in this event by setting up and manning a booth to greet candidates, answer questions about the radio station, accept applications, and discuss career opportunities with those interested in radio broadcasting. Attendees included WRLT's VP Operations & Programming, Gary Kraen; Promotions Coordinator, Max Devaney; and Team Green Director, Keeley Puncocar.

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8. Belmont University Internship Fair Day (§73.2080(c)(2)(x)). This event was sponsored by Belmont’s Mike Curb College of Entertainment and Music Business, and held October 30, 2014. 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. Attendees included WRLT’s Business & Human Resources Manager, Nadine Barbour; and Team Green Events Coordinator, Matt Genova;. WRLT continues to utilize students from this nationally recognized program at Belmont.
9. Job Shadow Programs (§73.2080(c)(2)(iv)). WRLT supports educational initiatives in the community and hosts area high school students for job shadowing for the purpose of educating interested students in the broadcasting industry and the type of jobs available within. These job shadow programs are both day and week long depending on the student desires and credit requirements. These students shadowed various WRLT department staff members including: Gary Kraen, VP of Operations & Programming; Dan Buckley, Production & Programming; AnaLee Canto, Programming & Public Service Director. They observed various jobs being performed within the radio station and were allowed to interact with multiple station employees. The schedule was prepared with the purpose of exposing the students to the various departments within a radio station and to learn what types of careers were available should they choose this industry. On July 30, 2014, Fletcher Moore from Cannon County High School participated in the WRLT day job shadow program. From January 5, through January 9, 2015, Shannon Heflin from St. Cecilia Academy participated in the WRLT one week job shadow/internship program.
10. “Best Job Ever” Conference - Belmont University – Mike Curb College of Entertainment & Music Business (§73.2080(c)(2)(x)). This event was open to the public and was held at Belmont University on October 25, 2014. WRLT participants on the panel included Tom Hansen, VP of Marketing & Sales; Director of Special Events, Christopher Paxton. The panel discussed company initiatives, their various job responsibilities, daily functions, general and non-traditional opportunities in the broadcasting field with special focus on WRLT’s premiere promotional event, “Live on the Green.” The panel also answered questions regarding careers and ways of entry into the field of broadcasting & special events.
11. Pearl Cohn Entertainment High School Advisory Board (§73.2080(c)(2)(xvi)). Gary Kraen, VP of Operations and Programming serves on an advisory board 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 predominately racial and ethnic minority student body. The board provides strategic direction, resources and stewardship to assist Pearl-Cohn High School to achieve success in its academic goals for their broadcast and entertainment curriculum pathways. Gary Kraen (and other WRLT staff) 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

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include more on-site guidance and hands-on experiences for the high school students. Four (4) advisory board meetings were attended by Gary Kraen:

1. April 22, 2014; At Pearl Cohn High School.
  2. November 4, 2014; At Pearl Cohn High School
  3. January 14, 2015; At Pearl Cohn High School
12. Station Tours and Presentations (§73.2080(c)(2)(iv)). On January 14, 2015, Boy Scout Troup 800 from Glendale Elementary School, Nashville TN, toured WRLT with VP of Sales & Marketing, Tom Hansen, on-air personality/PSA Director, Analee Canto, and Assistant Director of Production, Guy Fell. Thirteen (13) scouts and three (3) parent/leaders were present and enjoyed a department by department tour and explanation of the various job tasks involved on a day-to-day basis to run a radio station. Questions from both students and parents were answered which helped bring them to a better understanding of broadcasting as well as more awareness to skills and educational requirements needed for a job in broadcasting. Analee Canto also provided an in depth discussion of the skills needed for an on-air job in broadcasting. Guy Fell explained how recording a commercial happens and the scout/students received hands-on experience in recording a liner which was later broadcast on the air.
13. Station Tours and Presentations (§73.2080(c)(2)(iv)). On March 21, 2015, Cub Scout Troup/Pack 23 from Hermitage, TN, toured WRLT with VP of Operations and Programming, Gary Kraen, and on-air personality, Traci Wilde. Six (6) scouts and six (6) parents were present and enjoyed a department by department tour and explanation of the various job tasks involved on a day-to-day basis to run a radio station. Again, both students and parents were able to ask questions to bring them to a better understanding of broadcasting as well as more awareness to skills and educational requirements needed for a job in broadcasting. Traci Wilde also provided the students with actual hands-on experience in the studio and how to operate the sound board and recording software. They also had the opportunity to talk on the air with Traci which gave them invaluable first hand experience on being an air personality.
14. Pearl Cohn Entertainment High School Station Tours and Presentations (§73.2080(c)(2)(x)). On April 16, and April 23, 2014, WRLT's Gary Kraen hosted Ernestine Wilson and five (5) students from Pearl Cohn High school for a station tour and programming department presentation. The area high school 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 predominately racial and ethnic minority student body. During the visit to WRLT, the students were educated on how music is chosen for airplay as well as exposure to the different types of jobs available in broadcasting. Students were exposed to an actual music meeting ran by WRLT program director, Dave Rossi, and attended by the WRLT programming staff. Also present for the meeting was one (1) record company representative who also gave short presentations on how music is pitched to radio station. The students participated in the meeting as if they were WRLT staff members and

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ultimately had a hand in deciding what music would be added to the playlist. Students participating were Dominique Page, Ashley Patrick, Ben Wansley, Vanesia Donnell, Julien Fisk, Quantarius Hooten, Shawn Johnson, and Bakari Miller.

15. TN Department of Education Teacher Externships (§73.2080(c)(2)(xvi)). From June 2 through June 6, 2014, WRLT hosted two (2) High School teachers for a week long externship through the TN Dept of Education's Division of Career & Technical Education. Gary Kraen, VP of Operations and Programming, and Tom Hansen, VP of Sales & Marketing, mentored two teachers from various Tennessee High Schools. They participated in various day-to-day activities over several radio station departments enabling them to create relevant "real world." curriculum, learning outcomes, program objectives, and to discover non-traditional learning resources, Their goal was to create lesson plans for their classrooms based on their observation and participation of WRLT. The two teachers participating in the program were Amy Jackson and Angela Salamy. Their lesson plan was titled, Marketing in Broadcasting, and was available to other State HS teachers.
16. Pearl Cohn Entertainment High School Teacher Externships (§73.2080(c)(2)(xvi)). On June 17, and June 18, 2014, WRLT hosted five (5) Pearl Cohn High School teachers for two day long externships through the Academy's Broadcast pathway. Gary Kraen, VP of Operations and Programming, mentored these teachers as they participated in various day-to-day activities over several radio station departments enabling them to create relevant "real world." curriculum, learning outcomes, and program objectives. Their goal was to bring back to the classroom technical and academic lesson plans to help gain the needed skills to better their chances for careers in broadcasting. The five teachers participating in the program were Matthew King, William Darnell, Terry Cole, Raymond Pratcher, and Yolanda Jackson.
17. Nossi College of Art, Nashville Broadcasting Presentation (§73.2080(c)(2)(x)). On April 16, 2014, WRLT's Public Service Director and Air Personality, AnaLee Canto and Interactive Content Coordinator, Brian Waters, made two presentations to the Mass Communication classes at Nossi College of Art. The presentation focused on WRLT's organizational structure and what it means to be independents vs. corporate; broadcasting basics; interactive platforms that compliment terrestrial radio programming, FCC regulations, and the various jobs available in an independently owned radio station as well as broadcasting jobs in general. The presentations were to make the students aware of broadcasting jobs available and the technical and academic skills needed to be considered for such jobs.
18. IEG Conference, March 15 – March 18, 2015, Chicago IL. (§73.2080(c)(2)(viii)). This conference was attended by WRLT Director of Special Events, Christopher Paxton. The purpose was to enhance our staff participant's knowledge in the area's of non-traditional radio revenue opportunities, event sponsorship, and project management. The conference provided workshops on techniques on higher level selling and management enabling the attendees to learn additional skills for career advancement and earn higher level positions at WRLT.

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19. Sean Luce Professional Development Sales Day Workshop, (§73.2080(c)(2)(viii)). On January 12, 2015, WRLT VP of Sales and Marketing, Tom Hansen, arranged this staff professional in-office development day for several WRLT staff including Sales Account Executives, Interactive Content Director, and Team Green Director. WRLT brought in Sales Consultant, Sean Luce, for a day of training that included: How to find the decision maker. Opening & closing calls. Calculating full return on investment. Interactive sales ideas. Negotiating. This training was designed to teach the staff additional management and marketing skills which could lead to career advancement within and outside of WRLT. Those WRLTstaff attending were Jayson Chalfant, Brittney Farrow, Keeley Puncochar, Tich McWilliams, Cindy Christian, Brian Waters, Steve Komisar, and Tom Hansen.