

2022 - 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
WRLT(FM)	Franklin, Tennessee	24427

The information contained in this Report covers the Period from April 1, 2021, to, and including, March 31, 2022 (the “Applicable Period”). Consistent with the FCC’s Rules, this Annual EEO Report contains the following information:

1. One full-time vacancy was filled by the Station during the Applicable Period.
2. For this 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 (no additional sources requested vacancy information);
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. It should be noted that there was only one (1) full-time vacancy during the reporting period. Furthermore, the vacancy was 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 April 1, 2022, 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, 2021, to March 31, 2022**
Station Comprising Employment Unit: **WRLT(FM)**

Full-time Positions Filled By Job Title and Date Filled	Recruitment Source of Hire²	Total Number of Interviewees from All Sources for This Position	
A	Account Executive 10/5/2021	2, 3*	4

*Hire referenced more than one source of information pertaining to the open position.

Appendix B

Section 2: Recruitment Source Information [1]

Time Period Covered: **April 1, 2021, to March 31, 2022**

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

Recruitment Source and Contact Information		Total Number of Interviewees This Source Has Provided During This Period ¹	Full-time Positions for Which This Source Was Utilized
1.	Internal Station Postings	0	A
2.	Station Web Site www.Lightning100.com	2	A
3.	Industry and/or Client Referrals	2	A
4.	Linkedin.com Provided position info & received posted proof	2	A

[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, 2021, to March 31, 2022**
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 included both an on-site and virtual experience for students and had four (4) virtual internship program/periods including Spring 2021 (also reported on 2021 EEO filing), Summer 2021, Fall 2021, and Spring 2022. During the period covered by this report, WRLT had ten (10) student interns involved in this program – three (3) in the Spring session of 2021, three (3) in the Summer session of 2021, three (3) in the Fall session of 2021, and one (1) in the Spring session of 2022. Five (5) Colleges and Universities represented during this reporting period and included: Belmont University, Vanderbilt University, Middle Tennessee State University, University of Tennessee, and Lee 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. Tuesday, May 25, 2021: Virtual Advisory board meeting attended by Gary Kraen, VP of Programming/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.
 - b. Monday, August 16, 2021: 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; Industry aligned experience for broadcasting education; 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.
 - c. Wednesday December 8, 2021: Virtual Advisory board meeting attended by Gary Kraen, VP of Programming/Operations. Gary provided insight impactful educational opportunities for the school's broadcasting pathway leading to lowering the barriers of entry into the industry.
 - d. Monday, February 28, 2022: Virtual Advisory board meeting attended by Gary Kraen, VP of Programming/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.
3. 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 on Wednesday, March 2, 2022, at the Ayers building 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 VP of Sales & Marketing, Tom Hansen and Promotions Manager, Delaney Fanning. WRLT continues to utilize students from this nationally recognized program at Belmont.

4. Americana Radio Summit, Nashville, TN (§73.2080(c)(2)(iv)). On Wednesday, September 9, 2021, Gary Kraen, VP of Programming & Operations, and Keith Coes, Music Director/Assistant Program Director, and Dan Buckley, Program Director, 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.

5. WRLT Hosted Job Fair, (§73.2080(c)(2)(ii)). On August 11, 2021, WRLT created and hosted a job fair titled, “Jobs & Jams” at 6th & Peabody.” WRLT and seventeen (17) Nashville companies (including music industry and media partners) participated in this event which focused on the needs of Nashville job seekers and companies seeking new hires. WRLT participated by hosting the entire event as well as participating 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.

6. 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 24, 2021.

7. 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. During the reporting period Gary Kraen represented the radio industry on the committee responsible for the planning, implementation, and participating in the Media Program Day to be held April 12, 2022. Gary participated in planning and set up of sessions relating to and management of the radio industry and the diverse broadcasting careers

available to attendees and those music industry communities they represent. Planning committee days:

- a. July 28, 2021: WRLT VP of Operations & Programming, Gary Kraen, participated in this virtual event as a representative of the radio and broadcast industry.
 - b. October 27, 2021: WRLT VP of Operations & Programming, Gary Kraen, participated in this virtual event as a representative of the radio and broadcast industry.
 - c. February 2, 2022: WRLT VP of Operations & Programming, Gary Kraen, participated in this virtual event as a representative of the radio and broadcast industry.
 - d. March 23, 2022: WRLT VP of Operations & Programming, Gary Kraen, participated in this final planning virtual event as a representative of the radio and broadcast industry. Discussed the educational radio session called “pick the hits” where attendees will work through real-world tasks to let the experience a day in the life of a radio programmer. Gary will lead this session for the Leadership Music Class of 2022 on April 12, 2022.
8. University of New Haven Study Away, Nashville, TN (§73.2080(c)(2)(v)). The University of New Haven Nashville Study Away Program started in 2016 and takes place every Spring. This 2022 session has 18 students in the program which includes classwork at Nashville’s Blackbird Studios and on-site training at various music businesses as well as at WRLT. The classes are: Advanced Engineering with David Leonard, Production with Steve Fishell, Music Publishing with Bryan Clark, and Music Entrepreneurship with Jay Coyle. The semester long on-site training and internship locations include recording studios, music publishers, record labels, management companies, and music marketing companies, and WRLT radio. During this reporting period, WRLT has welcomed on-site one student, Ethan Spivey, from the program to learn day-to-day production duties and other station operations for the five-month period (which includes the 2021-2022 and the 2022-2023 reporting periods) as well as various employment opportunities that exist in the broadcast industry.
9. 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 and during the recovery. These training

programs sponsored by the Radio Advertising Bureau (RAB), National Association of Broadcasters (NAB), LinkedIn, and other organizations are 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 Radio Marketing Professional. From November 18, 2021 - November 30, 2021, Lauren Hendrix participated in the on-line 17-Module course that focuses on educating and training new radio sellers. It covered effective positioning oneself as a marketing consulting, time management, prospecting, appointment setting, CNA's written presentation, uncovering/defining co-op and non-traditional revenue opportunities, competitive media recognition and proactive strategies, and more.
- b. RAB Live Presentation - Sales Presentation Pizazz. On December 08, 2021, Lauren Hendrix participated in this live webinar. This session covered the elements of a customer-focused proposal that engages the client and leads to a "YES!" In-depth education in creating effective and successful proposals that have the substance to solve the client's problems as well as how to present them in a style that resonates with the client (promoting excellent presentation skills that boost revenue and create long-term client relationships whether it's underwriting, sponsorship or commercials).

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