

2016 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 2016 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 2016 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
WRLT(FM)	Franklin, Tennessee	24427

The information contained in this Report covers the Period from April 1, 2015 to, and including, March 31, 2016 (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. It should be noted that there were four full-time vacancies during the reporting period. However, only one vacancy was filled during the reporting period. Interviews were still being conducted during the reporting period end for the full-time vacancies.
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, 2016 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, 2015 to March 31, 2016**

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

Full-time Positions Filled By Job Title and Date Filled		Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position
A	On-air Personality/Programming Staff	Internal Referral WRLT.com (web posting)	9

Appendix B

Section 2: Recruitment Source Information¹

Time Period Covered: **April 1, 2015 to March 31, 2016**

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

Recruitment Source and Contact Information	Total Number of Interviewees This Source Has Provided During This Period	Full-time Positions for Which This Source Was Utilized
1. Internal Station Postings	0	A
2. Station Web Site Postings www.WRLT.com	4	A
3. Williamson County/Franklin Chamber of Commerce, 505 Meridian Blvd, #150 Franklin, TN 37067 , www.williamson-franklinchamber.com	0	n/a
4. Industry/Client Referrals	6	A
5. Tennessee Association of Broadcasters, P.O. Box 101015, Nashville, TN 37224, 615-365-1840, info@tabtn.org	0	A
6. American Advertising Federation of Nashville, P.O. Box 293327, Nashville, TN 37229, (615) 469-4040 Mark Farrar info@aafnashvile.com	0	A
7. Station Email Newsletter Groups Team Green Adventures Newsletter	0	n/a

¹ 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, marknewsom@fivechairs.com , 615-504-8534	0	A
9.	NAACP, 1308 Jefferson Street, Nashville, TN 37208, 615-329-0999 info@naacpnashville.org	0	A
10.	Urban League of Middle Tennessee, 2214 Rosa L Parks Blvd, #100, Nashville, TN 37228, Shawn Sanders 615-254-0525, ext 5 ssanders@urbanleagueofmidtn.org	0	A
11.	Fisk University, 1000 17 th Avenue North, Nashville, TN 37208, 615-329-8894, Tashaye Woods, Director of Career Services tbrydsong@fisk.edu	0	A
12.	Tennessee State University, Career Center, 3500 John A. Merritt Boulevard, Nashville, TN 37209, 615-963-5981, career@tnstate.edu	0	A
13.	Vanderbilt University, Nashville, TN 37240, 615-322-2750, recruiting@vanderbilt.edu https://vanderbilt-csm.symplicity.com/employers	0	A
14.	Belmont University, 1900 Belmont Boulevard, Nashville, TN 37212, 615-460-6000, tish.stewart@belmont.edu careerservices@belmont.edu	0	A
15.	Middle Tennessee State University, P.O. Box 2, Murfreesboro, TN 37132, 615-898-2500, patstamps@mtsu.edu , career@mtsu.edu https://mtsu-csm.symplicity.com/employers	0	A
16.	www.allaccess.com On-line industry Journal Job Openings Forum 1222 16th Avenue South, #25	4	A

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	Nashville, TN 37212 (615) 252-6400 phone (615) 252-4838 fax http://www.allaccess.com/forum/		
17.	Nashville State Community College, Lisa Fletcher, Career Services, 120 White Bridge Road, Nashville, TN 37205 615-353-3248 careerservices@nsc.edu http://www.collegecentral.com/nashvillestate/Employer.cfm	0	A
18.	Lipscomb University, Career Development Center, Nashville, TN 37204, 615-966-1792, careerdevelopment@lipscomb.edu www.myinterfase.com/lipscomb/employer	0	A
19.	Tennessee Tech University 1 William L Jones Drive Cookeville, Tennessee 38501 Career Services https://www.myinterfase.com/tntech/employer/	0	n/a
20.	Art Institute of Nashville Career Services 100 Centerview Drive, #250 Nashville, TN 37214 Blake Clark (615) 874-1067 sbclark@aii.edu	0	A
21.	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 htv.careers@hearst.com Career Services	0	n/a
23.	Tennessee Department of Employment https://www.jobs4tn.gov/	0	n/a
24.	Nashville Hispanic Chamber (615) 216-5737 info@nashvillehispanicchamber.com corporate@enashvillehispanicchamber.com	0	n/a

Appendix C

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

Time Period Covered: **April 1, 2015 to March 31, 2016**

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 eighteen (18) 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 (5) internship program/periods including Spring 2015, Summer 2015, Fall 2015, Winter 2015/16 and Spring 2016. During the period covered by this report, WRLT has had forty-one (40) student interns involved in this program – Ten (10) in the Spring session of 2015 (also reported on the EEO 2015 filing), twelve (12) in the Summer session of 2015, ten (10) in the Fall session of 2015, and eight (8) currently in the Spring session of 2016. 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, University of Tennessee-Knoxville, University of North Carolina, Kent State University, Western Kentucky University, and Indiana University.
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 8, 2015, at the Curb Center. 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,

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Director of Community Engagement, Matt Genova; Business & Human Resources Manager, Nadine Barbour; and Public Service Director/On-air Personality, Analee Canto. WRLT continues to utilize students from this nationally recognized program at Belmont.

3. Sales & Programming Staff Training (§73.2080(c)(2)(viii)). From July 1, 2015 through June 30, 2016, WRLT contracted with Grovo Learning Inc. to provide the staff with on-line training to develop better managerial skills and all-round professional development. During this reporting period six (6) staff members have participated in this training. Focus modules have been “On-line Marketing” and “Productivity.”
4. 67th Conference of the Tennessee Association of Broadcasters (§73.2080(c)(2)(iv)). On Wednesday, August 12, 2015, Lester Turner, Jr., President/GM and Gary Kraen, VP of Operations & Programming attended the annual conference in order to further their knowledge in broadcasting operations/management as well as FCC regulations (current and proposed legislation). In addition, the two executives took part in sessions covering copyright issues, EEO requirements and procedures, new equipment/technologies, and power sales training. The day ended with an informative general management roundtable session with various industry experts providing insight the radio & television media landscape. On Tuesday, August 11, 2015, Lester Turner, Jr., President/GM, also attended the Tennessee Association of Broadcasters board & business meeting. During this meeting several topics of concern for Tennessee radio and television broadcasters were discussed.
5. Nashville State Community College Job Fair & Transfer Day (§73.2080(c)(2)(i)). This event was held on October 22, 2015 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 VP Operations & Programming, Gary Kraen, Promotions Director, Director of Community Engagement, Matt Genova
6. 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 27, 2015, at the Curb Center. 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, Director of Community Engagement, Matt Genova. WRLT continues to utilize students from this nationally recognized program at Belmont.
7. Belmont University Career Day (§73.2080(c)(2)(i)). This event was held on October 28, 2015, at the school’s Curb Center and sponsored by Belmont University’s Career

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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 and Director, Director of Community Engagement, Matt Genova

8. Pearl Cohn High School Freshman Career Fair (§73.2080(c)(2)(i)) This event was held on February 23, 2016 and sponsored by Pearl Cohn High School's Academy of Entertainment Communication & Academy of Entertainment Management. WRLT participated in this event by setting up and manning a booth to greet students, answer questions about the radio station and career/internship opportunities to those interested in a career in radio. Also, how the academic pathway offered by Pearl Cohn can lead to various careers in media. Attendees included WRLT's Business & Human Resources Manager, Nadine Barbour; and Gary Kraen, VP of Programming & Operations.
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 types of jobs available within. These job shadow programs are day, week, and/or multi-week 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, Program Director; Matt Genova, Director of Community Engagement; Guy Fell, Production Department. 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 January 4 and 5, 2016, WRLT hosted job shadow student Anna Baker from St. Cecilia Academy. On January 4, 5, 6, 2016, WRLT hosted Maria Ferrara from Heritage Christian School. From January 4 through January 23, 2016, WRLT hosted Harpeth Hall student Augusta Bowhay.
10. 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 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.

Three (3) advisory board meetings were attended by Gary Kraen:

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1. May 7, 2015; At Pearl Cohn High School.
 2. November 19, 2015; At Pearl Cohn High School
 3. February 3, 2016; At Pearl Cohn High School
11. Brown’s Chapel Elementary Career Day, Murfreesboro, TN, (§73.2080(c)(2)(iv)) On October 2, 2015, WRLT Program Director and Air Personality, Dan Buckley, spent a large part of the school day making presentations to the Elementary school students. Dan spoke to (5) groups of students that included a mix of (5) 1st grade classes and (4) 5th grade classes. He discussed what it’s like to have a career in radio; all the different jobs there are at a radio station; and the different styles of music represented by various radio outlets. He also discussed with them their own musical tastes and how radio could help them hear new music. He impressed upon them that a radio station does more than just play music and that it can help the community in many ways--producing and promoting concerts/events as well as supporting community outreach through promoting non-profit events.
12. Pearl Cohn Entertainment High School Station Tours and Presentations (§73.2080(c)(2)(x)). On September 30, 2015, WRLT’s Gary Kraen hosted Yolanda Jackson, Pearl Cohn Academy Coach and three (3) 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 students 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 conducted by WRLT VP of Programming, Gary Kraen, and Music Director, Keith Coes. The entire WRLT programming staff also was in attendance which gave the students the experience of what happens during music meetings and the process of choosing music for airplay. Also present for the meeting were two (2) record company representatives who also gave short presentations on how music is pitched to radio stations. The students participated in the meeting as if they were WRLT staff members and ultimately had a hand in deciding what music would be added to the playlist. They also spent part of the day with an on-air personality and production assistant in production sessions getting first-hand experience on producing commercials that would later air on WRLT. Students participating were Donteisha Johnson, Byron Chambers, and Ti-Shawn Bradford.
13. TN Department of Education Teacher Externships (§73.2080(c)(2)(xvi)). On June 1 and 2, 2015, WRLT hosted four (4) High School teachers for an exclusive externship through the TN Dept of Education’s Division of Career & Technical Education. Matt Genova (Director of Community Engagement), Tom Hansen (VP of Sales & Marketing), Dan Buckley (Program Director), and Brittney Farrow (Sales Executive), mentored four (4) 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-

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traditional learning resources. Their goal was to create lesson plans for their classrooms based on their observation and participation of WRLT. The four teachers participating in the program were Laura McKay, Sonya McMakin, Mercedes Spencer, and Angela Yearry.

14. Pearl Cohn Entertainment High School Teacher Externships (§73.2080(c)(2)(xvi)). On June 16, 2015, WRLT hosted three (3) Pearl Cohn High School teachers for a day-long externship through the Academy of Entertainment Communication. Gary Kraen (VP of Operations and Programming), and Matt Genova (Director of Community Engagement), 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 students’ chances for successful careers in broadcasting. The three teachers participating in the program were Stephanie Dallery, Laura Kim, and Richardo Johnson.
15. The Belmont University Executive Leadership Experience (§73.2080(c)(2)(viii)). VP of Sales & Marketing, Tom Hansen, is currently participating in this ten-month intensive leadership development program. Starting in October 26, 2015, the program featured a 3-day kickoff educational retreat and continues with seven one-day monthly sessions over eight months, with 1:1 executive coaching throughout. For this reporting period, Tom Hansen received the following training: November 17, 2015—Coaching in the Moment; December 15, 2015—Difficult Conversations & Dealing with Conflict; January 12, 2016—Executive Presence & Presentation Skills; February 16, 2016—Inclusive, Generation, and Cross-Cultural Leadership; and March 15, 2016—Leadership Influence.
16. Kathy Devine Professional Workforce Development Day Workshop, (§73.2080(c)(2)(viii)). On February 29, 2016, WRLT VP of Sales and Marketing, Tom Hansen, arranged this staff professional development day held at the Nashville Omni Hotel for fourteen (14) WRLT staff including Sales Account Executives, Interactive Content Director, Team Green Director, Director of Community Engagement, VP Programming & Operations, Business Manager, Special Events Coordinator, and Live on the Green Producer. WRLT brought in Sales & Development Consultant/Coach, Kathy Devine, for the day of training that included: Independent Problem Solving; Sales Bonding and Theories; Empowered Employee Concept; Engagement Leveraging For Tomorrow; Exploring Emotional Intelligence 2.0; and “Social Awareness” strategies. This training was designed to teach the staff additional professional, management, marketing and personal skills which could lead to more professional success and career advancement within and outside of WRLT.
17. NAB Show/Convention, National Association of Broadcasters’ 2015 Conference (§73.2080(c)(2)(iv)). From Sunday, April 12, 2015 through Wednesday, April 15, 2015, Lester Turner, Jr., President/GM and Gary Kraen, VP of Operations & Programming

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attended the annual conference in order to further their knowledge in broadcasting operations/management and the changing landscape of the broadcast industry to better meet the needs of their staff & listening community. The two executives took part in sessions covering EAS procedures, performance rights legislation, internet/streaming copyright infringement issues, new equipment/technologies, as well as several media management training sessions that included topics on how to provide employees with career advancement opportunities through incentives and in-house training.