

2020 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 2020 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 2020 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.

2020 - 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, 2019 to, and including, March 31, 2020 (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 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, 2020 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, 2019 to March 31, 2020**

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

Full-time Positions Filled By Job Title and Date Filled		Recruitment Source of Hire ²	Total Number of Interviewees from All Sources for This Position
A	Sales & Promotions Assistant 9-26-19	1, 2	12

Appendix B

Section 2: Recruitment Source Information [1]

Time Period Covered: **April 1, 2019 to March 31, 2020**
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	4	A
2.	Station Web Site WRLT.com	6	A
3.	Industry and/or Client Referrals	6	A
4.	Tennessee Association of Broadcasters, P.O. Box 101015, Nashville, TN 37224 615-365-1840, tabtn.org/careers/job-listings/ Provided position info & received posted proof	0	A
5.	American Advertising Federation of Nashville, P.O. Box 293327, Nashville, TN 37229 (615) 469-4040, Mark Farrar info@aafnashville.com Provided position info	0	A

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

6.	<p>Five Chairs Recruitment, 230 Franklin Road, Suite 12-I, Franklin, TN 37064, marknewsom@fivechairs.com, 615-504-8534</p> <p>Provided position info</p>	0	A
7.	<p>NAACP, 1308 Jefferson Street, Nashville, TN 37208, 615-329-0999 info@naacpnashville.org</p> <p>Provided position info</p>	0	A
8.	<p>Urban League of Middle Tennessee, 2214 Rosa L Parks Blvd, #100 Nashville, TN 37228, Shawn Sanders, 615-254-0525, ext 5 ssanders@urbanleagueofmidtn.org</p> <p>Provided position info</p>	0	A
9.	<p>Fisk University <u>Via PurpleBriefcase.com</u> 1000 17th Avenue North, Nashville, TN 37208, 615-329-8894, Latreace Sankey-Wells, Director of Career Services lwells@fisk.edu</p> <p>Provided position info & received posted proof</p>	0	A
10.	<p>Tennessee State University, Career Center, 3500 John A. Merritt Boulevard, Nashville, TN 37209, 615-963-5981, career@tnstate.edu</p> <p>Provided position info</p>	0	A

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

11.	<p>Vanderbilt University, Via www.joinhandshake.com Nashville, TN 37240, 615-322-2750, recruiting@vanderbilt.edu https://vanderbilt-csm.symplicity.com/employers</p>	0	A
12.	<p>Middle Tennessee State University, P.O. Box 2, Murfreesboro, TN 37132 615-898-2500, patstamps@mtsu.edu, career@mtsu.edu Provided info on job</p>	0	A
13.	<p>www.allaccess.com On-line industry Journal Job Openings Forum 1222 16th Avenue South, #25 Nashville, TN 37212 (615) 252-6400 phone (615) 252-4838 fax http://www.allaccess.com/forum/ Provided position info & received posted proof</p>	0	A
14.	<p>Nashville State Community College, Sarah Grenier, Career Services, 120 White Bridge Road, Nashville, TN 37205 615-353-3248 careerservices@nscc.edu http://www.collegecentral.com/ nashvillestate/Employer.cfm Provided position info & received posted proof</p>	0	A

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

15.	<p>Lipscomb University, Career Development Center,</p> <p>Via www.joinhandshake.com Nashville, TN 37204, 615-966-1792, careerdevelopment@lipscomb.edu www.myinterfase.com/lipscomb/employer</p>	0	A
16.	<p>Handshake.com</p> <p>On-line university recruitment platform.</p> <p>Distributed to the Colleges & Universities listed below:</p> <p>Georgia Gwinnett College Career Development & Advising Center</p> <p>Lipscomb University</p> <p>Michigan State University</p> <p>U of Alabama at Birmingham</p> <p>Johns Hopkins University</p> <p>University of TN – Knoxville</p> <p>Aquinas College</p> <p>U of Alabama in Huntsville</p> <p>Belmont University</p> <p>Vanderbilt University</p>	2	A

[1] No parties or organizations have requested notification of job openings pursuant to Section 73.2080(c)(1)(ii).

2 Some interviewees referenced one or more sources. All sources mentioned by the interviewee were noted.

Appendix C

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken
Time Period Covered: April 1, 2019, to March 31, 2020
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-one (21) 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 Spring 2019 (also reported on 2019 EEO filing), Summer 2019, Fall 2019, and Spring 2020. During the period covered by this report, WRLT had nineteen (19) student interns involved in this program – five (5) in the Spring session of 2019, six (6) in the Summer session of 2019, five (5) in the Fall session of 2019, and three (3) in the Spring session of 2020. Five (5) Colleges and Universities represented during this reporting period and included: Dennison College, Belmont University, Middle Tennessee State University, Kansas, and Florida State University.
2. Job Shadow Programs (§73.2080(c)(2)(x)). WRLT supports educational initiatives in the community and hosts area 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. These students shadowed various WRLT department staff members including Gary Kraen, VP of Operations & Programming; Dan Buckley, Program Director; Delaney Wilson, Community Engagement Manager; Stephanie Leshner, Production Manager; Brian Waters, Interactive Director; as well as representatives from the Sales & Marketing team. They observed various jobs being performed within the radio station and interacted 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. The student participating included: Lily Ford (The Harpeth Hall School, Nashville, TN) – January 6 – 24, 2020.

3. Opportunity Now, Employment Initiative Program (§73.2080(c)(2)(x)). WRLT participated in this educational and outreach initiative formed by the Mayor's office of Nashville, TN. Opportunity Now is Nashville's youth employment initiative, working to provide young people in Davidson County access employment opportunities in areas of personal interest. This program supports young people ages 13-24 in settings that create professional relationships and experiences within the real-world working environment. WRLT hosted student, David Crescencia, whose career interest was broadcasting. From June 10th through July 5th, 2019 (four days per week), David worked side by side with WRLT staff members mainly focusing on the programming and promotions departments. However, the schedule was prepared to also insure the student was exposed to all departments within a radio station and to learn what types of careers were available should they choose this industry. Kaleigh Imbriale, WRLT's Community Engagement Director, also represented that station at the Opportunity Now's Supervisor Orientation on May 9, 2019.
4. NAB Show/Convention, National Association of Broadcasters' 2019 Conference, Las Vegas, NV (§73.2080(c)(2)(iv)). From Sunday, April 7, 2019 through Thursday, April 11, 2019, Lester Turner, Jr., President/GM and Gary Kraen, VP of Operations & Programming, and Thomas Hansen, VP of Sales & Marketing, 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 three executives took part in sessions covering EAS procedures, broadcasting & podcasting, localism, new equipment/technologies, sales strategies, FCC regulation updates, as well as media management training sessions that included topics on how to provide employees with career advancement opportunities through incentives and in-house training.
5. Metro Nashville Public Schools AMS Career Day, Nashville, TN (§73.2080(c)(2)(x)). This event was held on May 8, 2019, at the Antioch Middle School, Antioch, TN. Kaleigh Imbriale, Community Engagement Director, and Tom Hansen, VP of Sales and Marketing, attended this student career fair. WRLT participated in this event by setting up and manning a booth to greet students, advisors, and school officials, answer questions about the radio station, talk about daily job responsibilities, and discuss and introduce students to possible career opportunities/paths in and looking to gain a better understanding of the radio broadcast industry.
6. AMA Marketing Experience Design For Brands, Nashville, TN. (§73.2080(c)(2)(viii)). This two-hour workshop held May 9, 2019, was attended by WRLT Account Executives Brittney Farrow, Lesli Bills, Tich McWilliams; Interactive Director, Brian Waters; and VP of Sales & Marketing, Tom Hansen. This American Marketing Association program focused brand building by intentional "experience design" and storytelling and featured

renowned marketing executive, Russ Klein. The WRLT attendees heard speakers discuss these concepts along with case studies on creating new and stronger client partnerships. The workshop along with networking opportunities enabled the WRLT attendees to learn additional skills for career advancement and earn higher level positions at WRLT and in the broadcast industry.

7. Non-Com Radio Convention, Philadelphia, Pennsylvania (§73.2080(c)(2)(iv)). From Tuesday, May 14, through Friday, May 17, 2019, Keith Coes, Music Director/Assistant Program Director, attended the annual conference in order to further his 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. The MD took part in sessions covering local branding, social media strategies, connecting with local artist/music communities, Spotify competition, growing on-air talent, engaging a younger audience, and content/programming strategies. WRLT sends staff to this recognized annual conference to help them acquire additional knowledge and skills to promote their career development.
8. Tennessee Association of Broadcaster (TAB) Radio Talent Institute, Knoxville, TN (§73.2080(c)(2)(xvi)). On June 17, 2019, General Manager, Lester Turner, Jr., participated as the guest speaker for the annual TAB Radio Talent Institute held at the U of Tennessee-Knoxville. This 10-day program is a talent incubator where the professional faculty are made up of broadcast professionals. It is considered a “campus-to-career connection most students need to begin their broadcast career, and the connection for broadcasters to discover and hire entry level talent today that can be the leaders in the broadcast industry tomorrow.” Lester’s focus was on the production and promotion of radio “events,” and how the non-traditional revenue stream has become a major revenue source for many stations. He also discussed the various employment opportunities that exist in the industry. A Q&A session followed.
9. TN Association of Broadcasters’ Conference & Sales Training, Wednesday, August 7, 2019, Murfreesboro, TN. (§73.2080(c)(2)(viii)). This conference was attended by WRLT VP of Sales & Marketing, Tom Hansen; Account Executives, Tich McWilliams; Brittney Farrow, Lesli Bills, and Brian Waters. The emphasis was on “Storytelling for Sales, Programming, and Marketing” and “Embracing Digital Sales.” The purpose was to enhance our staff participant’s knowledge in these areas of non-traditional radio revenue opportunities, event sponsorship, and proving to clients that radio can work for them. The conference provided techniques and case studies enabling our attendees to learn additional skills for career advancement and earn higher level positions at WRLT.
10. Tennessee Association of Broadcasters (TAB) Board of Directors, Nashville, TN (§73.2080(c)(2)(vi)). For the reporting period, President/GM, Lester Turner, Jr., participated 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. Board meetings attended were held August 6 & 7, 2019 in Murfreesboro, TN

11. FMQB AAA Radio Summit, Boulder, Colorado (§73.2080(c)(2)(iv)). From Wednesday, August 7, through Saturday, August 10, 2019, Gary Kraen, VP of Programming & Operations, and 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 strategies, and more. During the conference, Gary Kraen also participated in a panel where he shared ideas on how to engage the community outside of normal radio programming. WRLT sends staff to this recognized annual conference to help them acquire additional knowledge and skills to promote their career development.
12. National Association of Broadcasters/RAB Radio Show/Convention 2019 (§73.2080(c)(2)(iv)). The 2019 annual radio conference was held at the Hilton Anatole Hotel, Dallas, TX, from Tuesday, September 24, 2019 through Friday, September 26, 2019. WRLT participants included President/GM, Lester Turner, VP of Sales & Marketing, Tom Hansen, and Account Executive, Tich McWilliams. Our staff participated in sessions in sales strategies; new media changes & operational strategies; sales team management; sales team development; and sessions that focused on the current and future challenges of the radio industry. This convention and associated session enabled our staff to gain more knowledge and skills for career advancement opportunities in the broadcast industry.
13. Station Tours and Presentations. 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 Tuesday, October 15, 2019, (§73.2080(c)(2)(xvi)). WRLT staff led a tour of the studio and a two-hour presentation to educate fifteen (15) students from Eastern Tennessee State University. Topics of discussion included on the types of jobs available in the radio industry as well as the inter-workings of a local radio station and how it services the Nashville community. The students were from ETSU's Alpha Sigma Iota fraternity with emphasis on music and broadcasting. Presentations were made by representatives of WRLT departments including management, accounting, programming, production, interactive, promotions, and sales/marketing.

14. Digital Sales Transformation Summit, Nashville, TN. (§73.2080(c)(2)(viii)). This one-day conference held October 24, 2019, was attended by WRLT Account Executives Brittney Farrow, Tich McWilliams, and Interactive Director, Brian Waters. The purpose was to enhance our participating staff member's knowledge in digital sales and content strategies. Areas discussed were harnessing technology to enhance the effectiveness of sales and marketing teams, audience development, influencer marketing, brand building, and team building strategies. Also, how to improve conversions, acquire customers, and increase revenue using the latest integrated sales and marketing techniques and technology. The conference provided panels, speakers, discussions, and networking opportunities enabling the attendees to learn additional skills for career advancement and earn higher level positions at WRLT and in the broadcast industry.
15. ANA Experiential Marketing Conference, Nashville, TN. (§73.2080(c)(2)(viii)). This Association of National Advertisers' one-day conference held November 20, 2019, was attended by WRLT Account Executive, Brittney Farrow. The purpose was to enhance our participating staff member's knowledge in the areas of non-traditional radio revenue opportunities, event sponsorship, and project management. The conference provided panels, speakers, and discussions on techniques/strategies to market experiences/events, connecting brands and management enabling the attendees to learn additional skills for career advancement and earn higher level positions at WRLT and in the broadcast industry.
16. Sales Staff Training/Professional Development Program (§73.2080(c)(2)(viii)). From January 15, through February 26, 2020, WRLT Account Executive, Tich McWilliam participated in the edEx (on-line platform for education and learning founded by Harvard and MIT) educational/training program to develop better managerial & sales skills, exercises for executive skill enhancement, and all-round professional development.
17. Women's Music Business Association Presentation (§73.2080(c)(2)(xvi)). On February 25, 2020, VP of Operations & Programming, Gary Kraen, participated as the guest speaker for the WMBA, a "professional organization dedicated to fostering opportunities for women within the music business through education, networking, industry involvement, community service, and organizational fellowship. Every month, the WMBA hosts membership meetings featuring guest speakers and panelists from all areas of the music business as well as networking events, philanthropic opportunities, and social outings for current and prospective members alike." Gary discussed current issues facing the radio industry, how radio serves the public, the future of radio, radio event production, and the various employment opportunities that exist in the industry. A Q&A session followed.
18. University of New Haven Study Away, Nashville, TN (§73.2080(c)(2)(x)). On February 25, 2020, WRLT Program Director, Dan Buckley, participated as a guest speaker to twenty-five (25) college students studying music business at Blackbird Studios. Dan

discussed how radio and the music industry are connected economically and creatively; current issues facing the radio & music industries; how radio serves the public; the future of radio; how radio events/concert support artists' careers; Dan's personal career path into broadcasting; as well as the various employment opportunities that exist in the industry. A Q&A session followed.

19. Pearl Cohn Entertainment High School Advisory Board (§73.2080(c)(2)(x)). Gary Kraen, VP of Operations and Programming, and Kaleigh Imbriale, Director of Community Engagement, serve 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 predominantly racial and ethnic minority student body. The 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.