

2014 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 2014 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 2014 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.

2014 - 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, 2013 to, and including, March 31, 2014 (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; 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, 2014 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, 2013 to March 31, 2014**

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
1.	Account Executive (4/29/13)	Station Web-site Posting	5
2.	Events Coordinator (TG) (5/20/13)	Industry Referral	6
3.	Air-Personality / Programming staff (8/5/13)	Internal Station Posting	6
4.	Account Executive (8/1/13)	Station Web-site Posting	8

Appendix B

Section 2: Recruitment Source Information¹

Time Period Covered: **April 1, 2013 to March 31, 2014**

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	4	1,2,3,4
2.	Station Web Site Postings www.WRLT.com	10	1,2,3,4
3.	Williamson County/Franklin Chamber of Commerce, 505 Meridian Blvd, #150 , Franklin, TN 37067 , www.williamson-franklinchamber.com	0	1,2,3,4
4.	Industry/Client Referrals	2	1,2,3,4
5.	Tennessee Association of Broadcasters, P.O. Box 101015, Nashville, TN 37224, 615-399-3791, info@tabtn.org	0	1,2,3,4
6.	Alliance for Women in Media, (formally AWRT) Suite 500 1760 Old Meadow Road, McLean, VA 22102, 703-506-3290, info@awrt.org	0	1,2,3,4
7.	American Advertising Federation of Nashville, P.O. Box 293327, Nashville, TN 37229, 615-469-4040, info@aafnashville.com	0	1,2,3,4

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

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

8.	Five Chairs Recruitment, 230 Franklin Road, Suite 12-I, Franklin, TN 37064, marknewsom@fivechairs.com , 615-504-8534	0	1,2,3,4
9.	NAACP, 1308 Jefferson Street, Nashville, TN 37208, 615-329-0999, info@naacpnashville.org	0	1,2,3,4
10.	Urban League of Middle Tennessee, 2214 Rosa L Parks Blvd, #100, Nashville, TN 37228, 615-254-0525, jmason@urbanleagueofmidtn.org sguyton@urbanleqgueofmidtn.org	0	1,2,3,4
11.	Fisk University, 1000 17 th Avenue North, Nashville, TN 37208, 615-329-8894, Tashaye Woods, Director of Career Services tbrydsong@fisk.edu , ngarvin@fisk.edu	0	1,2,3,4
12.	Tennessee State University, Career Center, 3500 John A. Merritt Boulevard, Nashville, TN 37209, 615-963-5981, career@tnstate.edu	0	1,2,3,4
13.	Vanderbilt University, Nashville, TN 37240, 615-322-2750, recruiting@vanderbilt.edu	0	1,2,3,4
14.	Belmont University, 1900 Belmont Boulevard, Nashville, TN 37212, 615-460-6000, tish.stewart@belmont.edu , careerservices@belmont.edu	1	1,2,3,4
15.	Middle Tennessee State University, P.O. Box 2, Murfreesboro, TN 37132, 615-898-2500, patstamps@mtsu.edu , career@mtsu.edu	0	1,2,3,4

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

16.	<p>www.allaccess.com On-line industry Journal Job Openings Forum</p> <p>Post to web-site job forum</p> <p>1222 16th Avenue South, #25 Nashville, TN 37212 (615) 252-6400 phone (615) 252-4838 fax</p> <p>www.allaccess.com/forum/viewforum.php?f=10</p>	2	1,2,3,4
17.	<p>Nashville State Community College, Lisa Fletcher, Career Services, 120 White Bridge Road, Nashville, TN 37205, 615-353- 3248 Nicole.Flately@nsc.edu</p> <p>cec@nsc.edu</p>	0	1,2,3,4
18.	<p>Lipscomb University, Career Development Center, Nashville, TN 37204, 615-966-1792, careerdevelopment@lipscomb.edu</p>	0	1,2,3,4
19.	<p>Google Groups/Forum https://groups.google.com</p>	0	2
20.	<p>Station Email Newsletter Groups</p> <p>Team Green Adventures Newsletter</p>	0	2

Appendix C

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

Time Period Covered: **April 1, 2013 to March 31, 2014**

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 fifteen (16) 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. Internship periods include Fall, Spring and Summer. During the period covered by this report, WRLT has had twenty-five (25) student interns involved in this program – Five (5) in the Spring session of 2013, six (6) in the Summer session of 2013, six (6) in the Fall session of 2013, and eight (8) currently in the Spring session of 2014. Colleges and Universities represented during this reporting period included: Vanderbilt University, Belmont University, Middle Tennessee State University, Trevecca Nazarene University, University Of North Carolina, Ferris State University, Union University, University of the South, and Tennessee State University.
2. Leadership Music Broadcast & Media Day (§73.2080(c)(2)(xvi)). WRLT President, Lester Turner, Jr. As a committee member for Leadership Music's "Broadcast Media Day," WRLT President, Lester Turner, Jr., spearheaded the planning and implementation of the day-long seminar held April 12, 2013, at the Nashville Clear Channel offices. The WRLT Program Director, Dave Rossi, also participated in a panel discussion on radio programming. The purpose of the day long seminar and panel was to expose participants to the various aspects of radio broadcasting including strategic issues, governmental regulations, the various jobs within radio, and the career opportunities available. Leadership Music is comprised of a select group of local community leaders, executives and professionals chosen to participate in the Program. Leadership Music exposes the participants to many different facets of Nashville's media and music industry during one 12-hour day each month.

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

3. Nashville State Community College Job Fair & Transfer Day (§73.2080(c)(2)(i)). This event was held on March 27, 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 VP Operations & Programming, Gary Kraen; Team Green Events Coordinator, Matt Genova; and Promotions Coordinator, Joshua Livingstone; and Music Director, Keith Coes.
4. Belmont University Career Day (§73.2080(c)(2)(i)). This event was held on October 23rd, 2013 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; Team Green Events Coordinator, Matt Genova; Promotions Coordinator, Joshua Livingstone; and then Belmont University intern, Jesse Nordstrum.
5. Belmont University Internship Fair Day (§73.2080(c)(2)(i)). This event was sponsored by Belmont's Mike Curb College of Entertainment and Music Business, and held April 8th, 2013. 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; VP of Sales & Marketing, Tom Hansen, Promotions Coordinator, Joshua Livingstone; and then Belmont University interns, Alyssa Nannetti and Kristie Romano. WRLT continues to utilize students from this nationally recognized program at Belmont.
6. Belmont University – Mike Curb College of Entertainment and Music Business (§73.2080(c)(2)(x)). On December 3rd, 2013, Gary Kraen, WRLT VP of Operations & Programming, spoke to Rachel Layton, a Master's student at Belmont about the mission, values, operations, and strategic business policies used at WRLT and in radio broadcasting in general. Also discussed were various career opportunities in the industry. The meeting was part of her master's student project which included researching an industry (one which she was interested in pursuing as a future career), touring and researching radio industry participants regarding their strategic operations, and then writing and presenting a paper to her professor and class. WRLT received a copy of the report and presentation materials.

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

7. Job Shadow Day 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. On Tuesday, March 4th, 2014, WRLT hosted Franklin High School senior, Becca Castle. Ms. Castle expressed an interest in broadcast journalism and desired to learn about the variety of jobs in radio. She toured the station and spent the day shadowing Dan Buckley, Production director and air personality. She also observed various other jobs being performed within the station including sitting in and participating in WRLT's weekly promotion meeting.
8. Job Shadow Day Programs (§73.2080(c)(2)(iv)) On March 12th 2014, WRLT hosted Donelson Christian Academy junior, Annan Simms and Brentwood High School freshman, Chloe Puncochar. Both toured the station and spent the day shadowing various WRLT department staff members including: Dave Rossi, 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.
9. Job Shadow Day Programs (§73.2080(c)(2)(iv)) On March 19th, 2014, WRLT hosted Hillsboro High School junior, Khalila Early-Zalld. Khalila toured the station and spent the day shadowing various WRLT department staff members including Dave Rossi, Program Directory, and Wells Adam, morning show air personality. She observed various jobs being performed within the radio station's programming department and was allowed to interact with multiple station employees. The schedule was prepared with the purpose of exposing the student to jobs within broadcasting and within WRLT specifically. She expressed an interest in WRLT through previous correspondence and was eager to learn more about the careers available in broadcasting.
10. "Best Job Ever" Conference - Belmont University – Mike Curb College of Entertainment & Music Business (§73.2080(c)(2)(iv)). This event, dubbed "What to expect once you've landed your dream job in the industry," was open to the public and was held at Belmont University on October 19th, 2013. WRLT participants on the panel included Gary Kraen, VP of Operations & Programming; Tom Hansen, VP of Marketing & Sales; Brian Waters, New Media Content Director; and Matt Genova, Team Green Events Coordinator. The panel discussed company initiatives, their various job responsibilities, daily functions, general and non-traditional opportunities in the broadcasting field. The panel also answered questions regarding careers and ways of entry into the field of broadcasting.

11. Vanderbilt University's Business Careers in Entertainment Club Music Industry Networking Event. (§73.2080(c)(2)(xvi)). WRLT sponsored, planned, produced and implement this event at Alumni Hall lounge on Vanderbilt's campus in association with the student group BCEC. This event held on November 20th, 2013 was to expose students to career opportunities in broadcasting and the music industry in general. It included a panel of speakers from WRLT as well as various music industry experts from the Nashville entertainment community. WRLT speakers included Gary Kraen, VP of Operations & Programming and Dave Rossi, Program Director. Several other WRLT staff also attended and aided in discussing with students career opportunities in broadcasting and entertainment. WRLT departments represented were Programming, Sales & Marketing, Interactive, & Promotions. One of the purposes of this event was to bridge the gap between the college academic experience and the skills/requirements to attain a 'real' job in broadcasting and entertainment.
12. Pearl Cohn Entertainment High School Advisory Board (§73.2080(c)(2)(x)). Gary Kraen, VP of Operations and Programming serves on an advisory board for the area high school. On April 17, 2013, Gary toured the school and met with key high school staff members including Dr. Chaney Mosley, Academy Superintendent. They discussed current facility equipment and future needs; curriculum reviews and partnership opportunities.
13. Pearl Cohn Entertainment High School Advisory Board (§73.2080(c)(2)(x)). Gary Kraen, VP of Operations and Programming serves on an advisory board for the area high school. 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 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 17th, 2013; At Pearl Cohn High School.
 2. July 16th, 2013; At Pearl Cohn High School
 3. February 19th, 2014; At Pearl Cohn High School
 4. September 25, 2013. At BMI, Broadcast Music Inc.

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

14. Pearl Cohn Entertainment High School Station Tours and Presentations (§73.2080(c)(2)(x)). On July 1, 2013, Academy Coach, Ernestine Wilson, toured WRLT with VP of Operations and Programming, Gary Kraen. During this tour she met with various department staff members. Each staff member introduced Ernestine to the various job tasks involved on a day-to-day basis bringing more awareness to skills and educational requirements needed for a job in broadcasting. Ms. Wilson shared this information with the appropriate high school academy teachers. On March 12, 2014, WRLT's Gary Kraen hosted Ernestine Wilson and four (4) students from Pearl Cohn High school for a station tour and programming department presentation on how music is chosen for airplay. 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 were two (2) record company representatives 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 ultimately had a hand in deciding what music would be added to the playlist. Students participating were Tanner Lennox, Justin Williams, Vince Pitt, and Deanna Kee.

15. SAE Institute Nashville Digital Journalism Advisory Group (§73.2080(c)(2)(x)). Gary Kraen, VP of Operations and Programming, was asked to serve on SAE Institute Nashville's (SAE) Program Advisory group (PAC) for the school's newest program, "Digital Journalism." The PAC is comprised of relevant industry executives and is to help guide SAE as they deliver their educational programs ensuring that the curriculum is current and relevant to "real world." On the group's inaugural meeting held August 22nd, 2013, at the Institute's location in Nashville, Gary provided comments, suggestions on program curriculum, length, learning outcomes, program objectives, learning resources, and internship program opportunities. Gary provided the perspective for broadcast journalism and the requirements for those types of broadcasting jobs that the school's graduates would be seeking.

16. Brown's Chapel Elementary Career Day, Murfreesboro, TN, (§73.2080(c)(2)(iv)) On October 18, 2013, WRLT Production Director and air personality, Dan Buckley, spent a large part of the school day making presentations to the Elementary school students. Dan spoke to four (4) groups of students—(3) 4th grade classes and (1) 3rd grade class. He discussed what it is 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 if and what types of instruments the students played, what bands or artists they have seen live, and their favorite types of music. He exposed them to the different things that a radio station can do besides playing music on the FM radio dial including how WRLT produces and promotes concerts/events and supports various initiatives in the community and non-profit events.

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

17. IEG Conference, April 14th – April 17, 2013, Chicago IL. (§73.2080(c)(2)(vii). This conference was attended by WRLT VP of Sales and Marketing, Tom Hansen and key Managers and Account Executives for the purpose of enhancing their knowledge in non-traditional radio revenue opportunities including event sponsorship. This was an important conference to attend as many of the WRLT attendees had no prior training or knowledge of sponsorship dollar generation and how it fits into the product mix of radio. The conference provided workshops on techniques on higher level selling enabling the attendees to learn additional skills for career advancement and earn higher level positions at WRLT. WRLT staff attendees were Jayson Chalfant, Tich McWilliams, Chris Paxton, and Tom Hansen.

18. RAB Professional Development Sales Essentials Day Seminar, October 31, 2013. (§73.2080(c)(2)(vii). WRLT VP of Sales and Marketing, Tom Hansen, arranged this staff professional development day for several WRLT staff including Sales Account Executives, Traffic Manager, Interactive Content Director, Promotions Coordinator, Team Green Director. This seminar's goal was to help the staff expand their radio marketing knowledge, enhance selling skills, and to understand and appreciate all aspects of the marketing process from pitching, selling, traffic order input, and billing output. This training was designed to acquire additional management skills in order to be better managers which could lead to career advance within and outside of WRLT. Those WRLT staff attending were Nadine Barbour, Jayson Chalfant, Brittney Smith, Keeley Puncocar, Sarah Brann, Brian Waters, and Josh Livingston.