

## **2019 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 2019 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 2019 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.

## **2019 - 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
<b>WRLT(FM)</b>	<b>Franklin, Tennessee</b>	<b>24427</b>

The information contained in this Report covers the Period from April 1, 2018 to, and including, March 31, 2019 (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 were 2 full-time vacancies during the reporting period. Both vacancies were 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, 2019 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, 2018 to March 31, 2019**

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

<b>Full-time Positions Filled By Job Title and Date Filled</b>	<b>Recruitment Source of Hire<sup>2</sup></b>	<b>Total Number of Interviewees from All Sources for This Position</b>
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A	<b>Production Manager</b> <b>6/16/18</b>	<b>1</b>	<b>6</b>
B	<b>On-Air Personality / Traffic Coordinator</b> <b>6/16/18</b>	<b>1</b>	<b>6</b>

Appendix B

**Section 2: Recruitment Source Information [1]**

Time Period Covered: **April 1, 2018 to March 31, 2019**

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[2]</b>	<b>Full-time Positions Which This Source Was Utilized</b>
1.	Internal Station Postings	4	A,B
2.	Station Web Site <b>WRLT.com</b>	8	A,B
4.	Industry/Client Referrals	2	A,B
5.	Tennessee Association of Broadcasters, P.O. Box 101015, Nashville, TN 37224, 615-365-1840, info@tabtn.org	2	A,B
6.	American Advertising Federation of Nashville, P.O. Box 293327, Nashville, TN 37229 (615) 469-4040, Mark Farrar info@aafnashvile.com	0	A,B
7.	Five Chairs Recruitment, 230 Franklin Road, Suite 12-I, Franklin, TN 37064, marknewsom@fivechairs.com, 615-504-8534	0	A,B

10.	NAACP, 1308 Jefferson Street, Nashville, TN 37208, 615-329-0999 info@naacpnashville.org	0	A,B
11.	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,B
12.	Fisk University, 1000 17 <sup>th</sup> Avenue North, Nashville, TN 37208, 615-329-8894, Tashaye Woods, Director of Career Services tbrydsong@fisk.edu	0	A,B
13.	Tennessee State University, Career Center, 3500 John A. Merritt Boulevard, Nashville, TN 37209, 615-963-5981, career@tnstate.edu	0	A,B
14.	Vanderbilt University, Nashville, TN 37240, 615-322-2750, recruiting@vanderbilt.edu  <a href="https://vanderbilt-csm.symplicity.com/employers">https://vanderbilt-csm.symplicity.com/employers</a>	0	A,B
15.	Middle Tennessee State University, P.O. Box 2, Murfreesboro, TN 37132, 615-898-2500, patstamps@mtsu.edu, career@mtsu.edu  <a href="https://mtsu-csm.symplicity.com/employers">https://mtsu-csm.symplicity.com/employers</a>	0	A,B

16.	<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/</p>	3	A,B
17.	<p>Nashville State Community College,  Lisa Fletcher, Career Services,  120 White Bridge Road, Nashville, TN 37205  615-353-3248  careerservices@nsc.edu  <a href="http://www.collegecentral.com/nashvillestate/Employer.cfm">http://www.collegecentral.com/  nashvillestate/Employer.cfm</a></p>	0	A,B
18.	<p>Lipscomb University, Career Development  Center, Nashville, TN 37204, 615-966-1792,  careerdevelopment@lipscomb.edu  <a href="http://www.myinterfase.com/lipscomb/employer">www.myinterfase.com/lipscomb/employer</a></p>	0	A,B

[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, 2018 to March 31, 2019**  
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 (20) 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 (3) internship program/periods including Spring 2018, Summer 2018, Fall 2018, and Spring 2019. During the period covered by this report, WRLT had twenty-two (22) student interns involved in this program – six (6) in the Spring session of 2018, five (5) in the Summer session of 2018, six (6) in the Fall session of 2018, and five (5) in the Spring session of 2019. Seven (7) Colleges and Universities represented during this reporting period and included: Vanderbilt University, Belmont University, Middle Tennessee State University, University of Louisville, Lipscomb University, Tennessee Tech University, and Ohio 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; Kaleigh Imbriale, Community Engagement Director; Stephanie Leshner, Production Manager, and Brittney Farrow, Marketing Specialist. 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. Students participating included: James Grahame Vines (Appalachian State University, Boone, NC) - November 2, 2018; Ella Rhoades (Ravenwood High School) - February 25th -28th, 2019

3. Belmont University Spring Internship Fair Day, Nashville, TN (§73.2080(c)(2)(x)). This event was sponsored by Belmont's Mike Curb College of Entertainment and Music Business, and held on April 4, 2018, 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 and intern opportunities with the station. Attendees included WRLT's Director of Community Engagement, Kaleigh Imbriale, and Fall interns, Alisha Gatchel and Melissa Summitt. WRLT continues to utilize students from this nationally recognized program at Belmont.
4. NAB Show/Convention, National Association of Broadcasters' 2018 Conference, Las Vegas, NV (§73.2080(c)(2)(iv)). From Sunday, April 6, 2018 through Thursday, April 12, 2018, 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, 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. Leadership Music Class Media Day Event (§73.2080(c)(2)(xvi)). On April 20, 2018, WRLT VP of Operations & Programming, Gary Kraen, participated as co-chair on this day-long event as planner, creator, and organizer along with Leadership Music Staff. The event panel featured other radio programmers/executives discussing current issues facing the radio industry, how radio serves the public, the future of radio, and the various employment opportunities that exist in the industry. Attendees of the presentation were from the Leadership Music organization and comprised of a select group of local and national industry leaders, executives and professionals chosen for this unique program. Leadership Music exposes the selected participants to the different facets of Nashville's media and music industry during one 12-hour day each month. In just one portion of this "Broadcast Media Day." A Q&A session followed.
6. Non-Com Radio Convention, Philadelphia, Pennsylvania (§73.2080(c)(2)(iv)). From Tuesday, May 15, through Friday, May 18, 2018, 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.

7. Metro Nashville Public Schools Teacher Externships (§73.2080(c)(2)(x)). On June 20, 2018, WRLT hosted five (5) Pearl Cohn High School teachers for a one day externship. The teachers were from Pearl Cohn High School's Academy of Entertainment Management. This high school has a unique curriculum that focuses on preparing students for broadcast careers. WRLT has a strong partnership with this urban school which has a predominately racial and ethnic minority student body. Gary Kraen (VP of Operations and Programming), Kaleigh Imbriale (Director of Community Engagement), Dan Buckley (Program Director) and Stephanie Leshner, (Production Engineer) mentored the teachers as they participated in various day-to-day activities in the various departments. The purpose of the externship is to help teachers 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. Pearl Cohn HS Broadcasting teacher, Todd Young, HS Theatre teacher, Lindy Page, HS Audio Production teacher, Ricardo Johnson, HS Calculus teacher, Josh Miller and HS Biology teacher Caison Bridger participated in this externship.
8. FMQB AAA Radio Summit, Boulder, Colorado (§73.2080(c)(2)(iv)). From Wednesday, August 8, through Saturday, August 11, 2018, 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. WRLT sends staff to this recognized annual conference to help them acquire additional knowledge and skills to promote their career development.
9. Metro Nashville Public Schools Academy Career Exploration Fair, Nashville, TN (§73.2080(c)(2)(x)). This event was held on October 26, 2018, at the Music City Center, Nashville, TN. Kaleigh Imbriale, Community Engagement Director, Gary Kraen, VP of Programming & Operations, Tom Hansen, VP of Sales & Marketing, Dan Buckley, Program Director, Promotions Coordinator, Amanda Benincasa, Production Manager, Stephanie Leshner and On-air Personality, Casey Smith, attended this 7,500 student career fair. WRLT participated in this event by setting up and manning a booth to greet students, advisors, and school academy officials, answer questions about the radio station, recruit interns, and discuss career opportunities/paths with high school freshmen interested in and looking to gain a better understanding of the radio broadcast industry.

- 10. National Association of Broadcasters/RAB Radio Show/Convention 2018 (§73.2080(c)(2)(iv)).** The 2018 annual radio conference was held at the Hilton Bonnet Creek Hotel, Orlando, FL, from Tuesday, September 25, 2018 through Friday, September 28, 2018. WRLT participants included President/GM, Lester Turner, VP of Sales & Marketing, Tom Hansen, VP of Programming & Operations Gary Kraen, and Account Executive, Brittney Farrow. 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.
- 11. Audio Engineering Society Event/Panel, Middle TN State University (§73.2080(c)(2)(iv)).** On Thursday, October 11, 2018, Tom Hansen, VP Sales & Marketing (formerly Chief Engineer) participated in a panel at Middle TN State University, Murfreesboro, TN, presented for students majoring in audio engineering. Topics covered were radio production, live remote chronology, event analysis, signal flow, current issues in broadcasting, technical execution of remotes, career opportunities, and more. The agenda included student & faculty Q & A for the panelists.
- 12. MTSU Omega Delta Psi Radio Industry Panel & Meeting (§73.2080(c)(2)(iv)).** On November 14, 2018, WRLT Community Engagement Director, Kaleigh Imbriale, Promotions Coordinator, Amanda Benincasa, and Program Director, Dan Buckley participated as speakers on a panel Middle Tennessee State University's Music Industry Fraternity - Omega Delta Psi. The event was held on MTSU's campus in Murfreesboro, TN. The WRLT staff discussed various career opportunities, best industry practices, and internship opportunities; as well as a discussion on how 'radio' and 'WRLT' fits in to the local landscape. A Q & A forum followed the panel discussion.
- 13. Promotions & Interactive Staff Training (§73.2080(c)(2)(viii)).** On January 24, 2019, WRLT's Promotions team (Community Engagement Director, Kaleigh Imbriale, Promotions Coordinator, Amanda Benincasa, Special Events Producer, Tyler Andrykowski, and Community Engagement Coordinator, Delaney Willson) and the Interactive team (Interactive Director, Brian Waters and Social Media Specialist, Emily Young) attended an all-day online webinar covering the topic of "The Future of Social: 2019 and Beyond". This webinar provided professional development opportunities for these employees.
- 14. Metro Nashville Public Schools Teacher Externships (§73.2080(c)(2)(x)).** On February 18, 2019, WRLT hosted two (2) Pearl Cohn High School teachers for a one day externship. The teachers were from Pearl Cohn High School's Academy of Entertainment Management. This high school has a unique curriculum that focuses on preparing students for broadcast careers. WRLT has a strong partnership with this urban school which has a predominately racial and ethnic minority student body. Gary

Kraen (VP of Operations and Programming), Kaleigh Imbriale (Director of Community Engagement), Dan Buckley (Program Director) and Stephanie Leshner, (Production Engineer) mentored the teachers as they participated in various day-to-day activities in the various departments. The purpose of the externship is to help teachers 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. Pearl Cohn HS History teacher, Caroline Golson, and HS Theatre teacher, Lindy Page participated in this externship.

15. Metro Nashville Public Schools HUB Conference Panel. (§73.2080(c)(2)(x)). On March 5, 2019, Gary Kraen, VP of Operations & Programming participated on a panel at Metro Nashville’s Pearl Cohn High School to discuss partnerships with public schools and broadcast companies. Included conversations on the importance of programs that facilitate entries into the broadcast industry through student internships, teacher externships, and curriculum advisory groups. Attendees were from school districts throughout the nation. Question and answer forums were also part of the program. Gary was able to make suggestions to participants on how their schools could partner with radio stations to give students and teachers hands-on experience that would help them enter into broadcasting careers.
16. Pearl Cohn Academy Accreditation Interviews (§73.2080(c)(2)(x)). On March 25, 2019, Kaleigh Imbriale, Director of Community Engagement participated on a group interview along with other Academy Business Partners (PRSA, Pencil Foundation, & Truth Campaign) to discuss partnerships with public schools and broadcast companies. Included conversations on the importance of programs that facilitate entries into the broadcast industry through student internships, teacher externships, and curriculum advisory groups. Interviews were conducted by Brad McLaughlin of K12 Perform.
17. 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 it’s board provides opportunities for industry professionals, students, and the general public to learn about careers in broadcasting.
18. SOLID – Society of Leaders in Development 2018/2019 Participant, Nashville TN ((§73.2080(c)(2)(iv)). Kaleigh Imbriale, Community Engagement Director, was selected for the SOLID 2018/2019 Class. SOLID is comprised of a select group of young professional leaders within the music industry chosen once a year for this unique professional development program. SOLID aims to improve the future of the music industry by strengthening its professional relationships and educating its future executives while serving the community. The educational events examine the critical

issues facing the music industry, and their outreach to universities has been recognized as a vital resource for students hoping to one day work in the music business, providing panels, lectures, shadow days and in-depth introductions to the industry for interested students. Since being accepted, Kaleigh has participated in peer-to-peer mentoring, planning for the organization's annual Turkey Bowl fundraiser, and used the vast reaching e-newsletter as a resource to promote internship and career opportunities within the WRLT and the broadcast industry. WRLT uses this program to help staff acquire additional knowledge and skills to aid in their career development.

- 19. 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.
- a. On Thursday, June 28, 2018, (§73.2080(c)(2)(xvi)). WRLT staff led a tour of the studio and presentation to educate youth on the types of jobs available in the radio industry. The group consisted of 12 middle school students and 3 adult volunteers belonging to a weekly summer camp called 'Transit Adventures' through the Adventure Science Center. In the tour the youth were able to meet and talk with DJ's, Sales staff, Office Manager, Graphic Design/Web, Promotions, Special Events, and Community Engagement. They also participated in creating their own radio spot and voicing it to experience how we put ads on the radio. The hour and a half tour concluded with them hearing the spot they voiced. This tour was hosted by Kaleigh Imbriale, Community Engagement Director.
  - b. On Thursday, July 26, 2018, (§73.2080(c)(2)(xvi)). WRLT staff led tour of the studio and presentation to educate youth on the types of jobs available in the radio industry. The group consisted of eight (8) middle school students and two (2) adult volunteers belonging to a weekly summer camp called 'Transit Adventures' through the Adventure Science Center. This was the second group that was hosted by the station from the Adventure Science Center. As with the June 28<sup>th</sup> tour, the youth were able to meet and talk with DJ's, Sales staff, Office Manager, Graphic Design/Web, Promotions, Special Events, and Community Engagement. They also participated in creating their own radio spot and voicing it to experience how we put ads on the radio. The hour and a half tour concluded with them hearing the spot they voiced. This tour was hosted by Kaleigh Imbriale, Community Engagement Director.
  - c. On Friday, March 22, 2019, (§73.2080(c)(2)(xv)). WRLT staff led a tour of the studio and presentation to educate youth on the types of jobs available in the radio industry. The group consisted of 22 individuals with intellectual & Developmental disabilities who were a part of Metro Nashville Public Schools Community Based Transition Program. They shadowed in our on-air studio,

made song requests and spoke about their program in-air. This tour was hosted by Lt. Dan Buckley, Program Director.

- 20. 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.

WRLT participated in the following advisory, curriculum planning, mentorship meetings and events:

1. January 11, 2019 - Business Partner meeting with new Academy Coach, Brittany Edmondson (Gary Kraen & Kaleigh Imbriale). Discussed the partnership and plans to continue the implementation of programs for students and teachers through WRLT that provide hands-on radio experience promoting future careers in broadcasting.