

# **EEO PUBLIC FILE REPORT**

## **For Radio Stations**

WFGS (FM), 103.7, Murray, KY

WNBS (AM), 1340, Murray, KY

WOFC (AM), 1130, Murray, KY

### **Employment Unit Address:**

1500 Diuguid Dr.  
Murray, KY 42071

**This EEO Public File Report  
Covers the One-Year Period  
Ending on March 31, 2015**

This EEO Public File Report is filed in each Stations public inspection file pursuant to Section 73.2080(c) (6) of the Federal Communications Commission's ("FCC") rules.

During this one-year period, the stations filled the following full-time vacancies:

Marketing Consultant

\*Traffic Manager

\*This position was determined to "exigent" hire and, therefore, no recruitment was done for this vacancy.

The station interviewed a total of 5 people for all full-time vacancies during the period covered in this report. The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Address</u>	<u>Contact</u>	<u># Referred by Source</u>	<u>Notification request?</u>
<b>Bowling Green Radio Stations</b> WBVR/WLYE/WUHU/ WBGN <b>Internal Posting</b>	1919 Scottsville Rd Bowling Green, KY 42104 270-843-3333	Jason Moore jkmoore@forevercom.com	0	No
<b>Jackson Radio Stations</b> WOGY/WYNU/WYJJ /WTJS/WTJJ <b>Internal Posting</b>	122 Radio Rd Jackson, TN 38301 731-427-3316	Roger Vestal rvestal@forevercom.com	0	No
<b>Shane Media</b>	2500 Tanglewilde, Ste 106 Houston, TX 77063 713-952-9221	pamshane@shananemedi Pam Shane	0	No
<b>Ky. Broadcasters Assoc.</b>	101 Enterprise Dr. Frankfort, KY 40601 888-843-5221	kba@kba.org Gary White	0	No
<b>WFGS-FM On-Air</b>	1500 Diuguid Dr. Murray, KY 42071 270-753-2400	scott@forevercom.com Scott Swalls	2	No
<b>Walk In</b>	1500 Diuguid Dr. Murray, KY 42071 270-753-2400	Scott Swalls	0	No
<b>Paducah Sun Newspaper</b>	408 Kentucky Ave. Paducah, KY 42003 270-575-8600	Ad Sales Dept jgordon@paducahsun.co Judy Gordon	0	No
<b>Integrity Employment</b>	4590 USA Hwy 62 Calvert City, KY 42029 270-395-0342	cgooch@iskymich.com Christina Gooch	0	No
<b>Mayfield Career Center</b>	319 South 7 <sup>th</sup> Mayfield, KY 42066 270-247-3857 www.oet.ky.gov/des/office/mayfie	terryl.foss@ky.gov Terry Foss	0	No
<b>RBR-TVBR</b>	<a href="http://www.RBR.com">www.RBR.com</a>	Website	0	0

<i>Recruitment Source</i>	<i>Address</i>	<i>Contact</i>	<i># Referred by Source</i>	<i>Notification request?</i>
<b>Murray Career Center</b>	208 South 5 <sup>th</sup> St. Murray, KY 42071 270-761-3903	<b><u>lorettam.madden@ky.gov</u></b> <b>Loretta Madden</b>	0	No
<b>Indiana Broadcasters Association</b>	3003 E. 98 <sup>th</sup> St, Ste 161, Indianapolis, IN 46280 317-573-0119	<b><u>iba@indianabroadcaster.org</u></b> <b>Linda Compton</b>	0	No
<b>Inside Radio</b>	365 Union St Littleton, NH 03561 800-248-4242	<b>www.insideradio.com</b>	0	No
<b>Internal Posting</b>	1500 Diuguid Dr. Murray, KY 42071 270-753-2400	<b>Scott Swalls</b> <b>scott@forevercom.com</b>	0	No
<b>Referral</b>	1500 Diuguid Dr. Murray, KY 42071 270-753-2400	<b>Scott Swalls</b> <b>scott@forevercom.com</b>	3	No
<b>All Access Music Group</b>	11 Music Circle South Nashville, TN 37203 Phone Unavailable	<b><u>www.allaccess.com</u></b>	0	No
<b>MSU Career Services</b>	210 Ordway Hall Murray, KY 42071 270-803-3735	<b><u>marlo.rhodes@murraystate.edu</u></b> <b>Marlo Rhodes</b>	0	No
<a href="http://www.allaboutcountry.com">www.allaboutcountry.com</a>	311 E. Center Ave. Lake Bluff, IL 60044 910-313-2491	<b>www.allaboutcountry.com</b>	0	No
<a href="http://www.froggy103.com">www.froggy103.com</a>	1500 Diuguid Dr. Murray, KY 42071 270-753-2400	<b><u>scott@forevercom.com</u></b> <b>Scott Swalls</b>	0	No
<a href="http://www.1340wnbs.com">www.1340wnbs.com</a>	1500 Diuguid Dr. Murray, KY 42071 270-753-2400	<b><u>scott@forevercom.com</u></b> <b>Scott Swalls</b>	0	No
<a href="http://www.radio-online.com">www.radio-online.com</a>	Radio Online 3500 Tripp Ave Amarillo, TX 79121 Phone Unavailable	<b>www.radio-online.com</b>	0	No

**ATTACHMENT A**  
**EEO INFORMATION FOR**  
**FULL-TIME VACANCIES**

Attachment A contains the following information for each full-time vacancy

1. The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number
2. The recruitment source that referred the hire for each full-time vacancy
3. The total number of persons interviewed for each full-time vacancy; and
4. The total number of interviewees referred by each recruitment source used in connection with each vacancy

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy: Marketing Consultant**

**Recruitment Source That**

**Referred the Hiree: On Air Ad AND Referral**

**Date Vacancy Opened: 9-7-14 AND 11/3/2014**

**Total Number of Persons Interviewed for the Vacancy: 5**

**Date Vacancy Filled: 10-1-14 AND 12/10/2014**

**Number of People Hired: 2**

**Recruitment Sources Used to Fill the Vacancy**

<u>Recruitment Source</u>	<u>Address</u>	<u>Phone Number</u>	<u>Contact</u>	<u>Number Interviewed</u>	<u>Request Notification</u>
<b>Bowling Green Radio Stations WBVR/WLYE/WUHU/WBGN (internal posting)</b>	1919 Scottsville Road Bowling Green, KY 4	270-843-3333	<b>Jason Moore</b> jkmoo@forevercom.com	0	No
<b>Murray Radio Stations WFGS/WNBS (internal posting)</b>	1500 Diuguid Drive Murray, KY 42071	270-753-2400	<b>Scott Swalls</b> scott@forevercom.com	0	No
<b>Jackson Radio Stations WOGY/WYNU/WTJJ/WYJJ/ WTJS (internal posting)</b>	122 Radio Road Jackson, TN 38301	731-427-3316	<b>Roger Vestal</b> rvestal@forevercom.com	0	No
<b>Integrity Employment</b>	4590 USA Hwy 62 Calvert City, KY 42029	270-395-0342	<b>cgooch@iskymich.com</b> <b>Christina Gooch</b>	0	No
<b>Ky. Broadcasters Assoc.</b>	101 Enterprise Dr Frankfort, KY 40601	888-843-5221	<b>kba@kba.org</b> <b>Gary White</b>	0	No
<b>Mayfield Career Center</b>	319 South 7 <sup>th</sup>	Mayfield, KY 42066	<b>terryl.foss@ky.gov</b>	0	No
<b>Murray Career Center</b>	208 South 5 <sup>th</sup> Murray, KY 42071	270-761-3903	<b>lorettam.madden@ky.gov</b> <b>Loretta Madden</b>	0	No
<b>TN Assoc. Broadcasters Web Posting</b>	50 Music Square West, Ste. 900	Nashville, TN 37203	<b>tabtn@bellsouth.net</b>	0	No
<b>MSU Career Services</b>	210 Ordway Hall Murray KY 42071	270-809-3735	<b>marlo.rhodes@murraystate.edu</b> <b>Marlo Rhodes</b>	0	No
<b>Radio Online</b>	3500 Tripp Ave Amarillo, TX 79121	Phone Unavailable	<b>www.radio-online.com</b>	0	No
<b>All Access</b>	11 Music Circle South Nashville, TN 37203	Phone Unavailable	<b>www.allaccess.com</b>	0	No
<b>WFGS-FM On-Air (On Air Ad)</b>	1500 Diuguid Dr Murray, KY 42071	270-753-2400	<b>Scott Swalls</b> scott@forevercom.com	2	No
<b>WFGS-FM Website (Web Posting)</b>	1500 Diuguid Dr Murray, KY 42071	270-753-2400	<b>www.froggy103.com</b> <b>Scott Swalls</b>	0	No
<b>Referral</b>	1500 Diuguid Dr Murray, KY 42071	270-753-2400	<b>Scott Swalls</b> scott@forevercom.com	3	No

<b>All Access Music Group</b>	11 Music Circle South Nashville, TN 37203 Phone Unavailable	<a href="http://www.allaccess.com">www.allaccess.com</a>	<a href="http://www.allaccess.com">www.allaccess.com</a>	0	No
<b>MSU Career Services</b>	210 Ordway Hall Murray, KY 42071 270-803-3735	<a href="mailto:marlo.rhodes@murraystate.edu">marlo.rhodes@murraystate.edu</a> <b>Marlo Rhodes</b>	<a href="mailto:marlo.rhodes@murraystate.edu">marlo.rhodes@murraystate.edu</a> <b>Marlo Rhodes</b>	0	No
<a href="http://www.allaboutcountry.com">www.allaboutcountry.com</a>	311 E. Center Ave. Lake Bluff, IL 60044 910-313-2491	<a href="http://www.allaboutcountry.com">www.allaboutcountry.com</a>	<a href="http://www.allaboutcountry.com">www.allaboutcountry.com</a>	0	No
<a href="http://www.froggy103.com">www.froggy103.com</a>	1500 Diuguid Dr. Murray, KY 42071 270-753-2400	<a href="mailto:scott@forevercomm.com">scott@forevercomm.com</a> <b>Scott Swalls</b>	<b>Scott Swalls</b> <a href="mailto:scott@forevercomm.com">scott@forevercomm.com</a>	0	No
<a href="http://www.1340wnbs.com">www.1340wnbs.com</a>	1500 Diuguid Dr. Murray, KY 42071 270-753-2400	<a href="mailto:scott@forevercomm.com">scott@forevercomm.com</a> <b>Scott Swalls</b>	<b>Scott Swalls</b> <a href="mailto:scott@forevercomm.com">scott@forevercomm.com</a>	0	No
<b>Walk In</b>	1500 Diuguid Dr. Murray, KY 42071 270-753-2400	<a href="mailto:scott@forevercomm.com">scott@forevercomm.com</a> <b>Scott Swalls</b>	<b>Scott Swalls</b>	0	No

## **Attachment B**

### **Outreach Activities.**

\*\*The station stays in touch through email and phone calls with area schools, colleges and universities of upcoming Career Days.

\*\* Outreach commercials are scheduled to run the first two weeks of the month on all radio stations asking area organizations to contact us if they would like to be added to receive our employment openings.

***Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report. The stations have engaged in the following outreach activities:***

<b>CLASSIFICATION</b>	<b>TYPE OF ACTIVITY</b>	<b>BRIEF DESCRIPTION</b>
#5 Job Fair Program	Job Fair Program	Murray State University Fall 2014 All-Major Career Fair at Murray, KY was held October 8, 2014 from 10:00am-3:00pm at MSU Curris Center. Wendy Swalls and Brian Harris attended.
#16-Participation	Career Day	Career day at Benton Middle School, Benton, KY on May 9, 2014. Nathan Young spoke with the Middle School students about a career in radio.
#16-Participation	Career Day	AR reward celebration at Murray Middle School, Murray, KY on May 6, 2014. Wendy Swalls attended.
#14-EEO Policy Review	Review of Handbook & EEO policies/procedures	November 5, 2014-Christine Hillard, Pres., reviewed and revised the Forever Communications Employee Handbook, as well as EEO policies/procedures with market managers Verla Price and Scott Swalls.
#5-Internship	Internship	Eric Luther, Murray State University student, interned at the station from May 1, 2014-July 31, 2014.
#16-Participation	State-Wide High Attendance Day	State-Wide High Attendance Day at Murray Middle School. Wendy Swalls attended May 13, 2014. She talked to the students, gave out prizes and played music.
#5 Job Fair Program	Job Fair Program	Murray State University held the 2015 Spring Career Fair at Murray State University, Murray, KY on March 4, 2015. Wendy Swalls and Tony Doolin attended.
#5-Internship	Internship	Kodi Nichaus, Murray State University, interned at the station January 21, 2015-Present.
#8-Training	St Jude Country Cares Radiothon	Heather Flood and Denay Carson attended the Radiothon in Memphis, TN. Sessions were held on the methods of planning and implementing fundraisers.

#16-Participation	Dr. Seuss Celebration	Tyler Cooper read at the Calloway County Public Library in Murray, KY to a group of children for Dr. Seuss Celebration on March 2, 2015.
#16-Participation	Murray Middle School Operation Preparation	Wendy Swalls spoke to 8 <sup>th</sup> grade students at Murray Middle School in Murray, KY on March 18, 2015. The Operation Preparation is a week long event for professionals to explain what their jobs are so kids interested in that field knows what to focus on in high school and college.
#16-Participation	Murray High School Operation Preparation	Tony Doolin spoke with a 10 <sup>th</sup> grader at Murray High School in Murray, KY on March 25, 2015. Tony explained what class requirements the student would need to take in high school and college. They also discussed opportunities in different radio career fields.
#16-Outreach	WKU Radio Talent Institute	July 25, 2014-5 members of Forever Communications were invited as Guest Professional Faculty for the 2 <sup>nd</sup> annual Radio Talent Institute at WKU. President/COO Christine Hillard, Executive VP, Verla Price and Promotional/Sales Coordinator Becky Quinn, as well as former employee and WKU graduate Rachel Williamson were asked to participate in an 80 minute presentation "Student to Superstar" on July 25, 2014. Production Directors Alan Austin and Dan Jackson participated in two presentations "Writing for Radio" and "Basics of Great Voice Work and Production", both 80 minute sessions. Additionally, Forever Communications is one of the major sponsors of this program, with a \$15,000 per year commitment over the next several years.

#8-Training	Sales Rally Cadiz, KY	September 28-29, 2014-All managers and all account executives and sales assistants attended a two day sales rally and training event in Cadiz, KY. Guest speaker focused on long term success and simple rules of success.
#16-Outreach	Creation of Career Opportunities Brochure-Annual Review and Update	February 2015-We reviewed and updated the brochure that defines various positions and career opportunities within the industry. This is distributed at job/career fairs and other community activities. It also includes our company's EEO policy.





For “Activity Classification” use numbers “1” through “16” in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions.
2. hosting of at least on job fair:
3. Co-Sponsoring of at least one job fair with organizations in the business and profession community whose membership includes substantial participation by women and minorities.
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership include substantial participation by women and minorities;
13. Provisions of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provisions of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provisions of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonable calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

If your organization would like to be contacted regarding future vacancies, please contact:

Scott Swalls  
General Manager  
1500 Diuguid Drive  
Murray, KY 42071 Phone: 270-753-2400 Fax 270-753-9434