

# **EEO PUBLIC FILE REPORT**

## **For Radio Stations**

WOGY (FM), 104.1, Jackson, TN

WYNU (FM), 92.3, Jackson, TN

WTJS (AM) 1390, Jackson, TN

WTJJ (FM) 94.3, Dyer, TN

WYJJ (FM) 97.7 Trenton, TN

WDYE (FM) 94.3, Dyer, TN

## **Employment Unit Address:**

122 Radio Road

Jackson, TN 38301

**This EEO Public File Report  
Covers the One-Year Period  
Ending on March 31, 2016**

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:

1 –General Sales Manager, 1 – Account Executives, 2

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:

Recruitment Source	Address	Contact	# Referred by Source	Notification request?
WOGY/WYNU/WTJS/WTJJ/WYJJ (on air ads)	122 Radio Road, Jackson, TN 38301	Roger Vestal <a href="mailto:rvestal@forevercom.com">rvestal@forevercom.com</a>	0	No
WOGY/WYNU/WTJS/WTJJ/WYJJ (on air ads)	122 Radio Road, Jackson, TN 38301	Chris Hillard <a href="mailto:chris@forevercom.com">chris@forevercom.com</a>	0	No
WBVR/WLYE/WUHU/WBGN (email/internal posting)	1919 Scottsville Rd., Bowling Green, KY	Stacy Sanders <a href="mailto:ssanders@forevercom.com">ssanders@forevercom.com</a>	0	No
WFGS/WNBS/WOFC (email/internal posting)	1500 Diuguid Road, Murray, KY 42071	Risa Lowe <a href="mailto:rlowe@forevercomm.com">rlowe@forevercomm.com</a>	0	No
WFKY/WSTV/WKYW (email/internal posting)	115 W. Main Street Frankfort, KY 40601	Kristin Cantrell <a href="mailto:kristin@capcityradio.com">kristin@capcityradio.com</a>	0	No
WOGY/WYNU/WTJS/WTJJ/WYJJ (Internal Posting)	122 Radio Road, Jackson, TN 38301	Roger Vestal <a href="mailto:rvestal@forevercom.com">rvestal@forevercom.com</a>	0	No
Freed Hardeman Univ. (email)	158 E. Main Street Henderson, TN 38340	Jay Satterfield <a href="mailto:jsatterfield@fhu.edu">jsatterfield@fhu.edu</a>	0	No
Referral	122 Radio Road Jackson, TN 38301	Roger Vestal <a href="mailto:rvestal@forevercom.com">rvestal@forevercom.com</a>	3	No
WALK IN	122 Radio Road Jackson, TN 38301	Roger Vestal <a href="mailto:rvestal@forevercom.com">rvestal@forevercom.com</a>	0	No
Jackson State Comm. College (email)	2046 North Parkway Jackson, TN 38305	Amy West <a href="mailto:awest12@jssc.edu">awest12@jssc.edu</a>	0	No
Freed Hardeman Univ. (email)	158 E. Main Street Henderson, TN 38340	Jay Satterfield <a href="mailto:jsatterfield@fhu.edu">jsatterfield@fhu.edu</a>	0	No
Lane College (email)	545 Lane Avenue Jackson, TN 38301	Darlette Samuels <a href="mailto:dsamuels@lanecollege.edu">dsamuels@lanecollege.edu</a>	0	No
Memphis Urban League (email)	413 North Cleveland Street Memphis, TN 38104	Sandra Dallas <a href="mailto:sdallas@mphsurbanleague.org">sdallas@mphsurbanleague.org</a>	0	No
Tennessee Career Center <a href="http://www.jobs4tn.gov">www.jobs4tn.gov</a> (on website)	225 Dr. M L King, Jr. Drive Ste 140 Jackson, TN 38301	Jo Duke <a href="mailto:Joanna.duke.@state.tn.us">Joanna.duke.@state.tn.us</a>	0	No
TN Assoc. of Broadcasters <a href="http://www.tabtn.org">www.tabtn.org</a> (posted on website)	Two International Plaza Dr Suite 507 Nashville, TN 37217	Doug Combs	0	No
Shane Media (email) <a href="http://www.allaccess.com">www.allaccess.com</a> (posted on website)	2500 Tanglewilde, Suite 106 Houston,,TX 77063	Pam Shane <a href="mailto:pamshane@shanemedia.com">pamshane@shanemedia.com</a>	0	No
<a href="http://www.MediaRecruiter.com">www.MediaRecruiter.com</a> (posted on website)	28955 Pacific Coast Hwy Ste 210 Malibu, CA 90265	Joel Denver	0	No
<a href="http://www.radio-online.com">www.radio-online.com</a> (posted on website)	9457 So. University Blvd. #303 Highlands Ranch, CO 80126	Art Scott <a href="mailto:Art@MediaRecruiter.com">Art@MediaRecruiter.com</a>	0	No
FROGGY 104 Website <a href="http://www.froggy1041.com">www.froggy1041.com</a>	3500 Tripp Ave; Amarillo TX 79121	S. Steve Struble	0	No
WYNU Website <a href="http://www.fmu92.com">www.fmu92.com</a>	122 Radio Rd; Jackson TN 38301	Roger Vestal <a href="mailto:rvestal@forevercom.com">rvestal@forevercom.com</a>	0	No
WTJS Website <a href="http://www.wtjs.net">www.wtjs.net</a>	122 Radio Rd; Jackson TN 38301	Roger Vestal <a href="mailto:rvestal@forevercom.com">rvestal@forevercom.com</a>	0	No
JAMMIN JACKSON Website <a href="http://www.jamminjackson.com">www.jamminjackson.com</a>	122 Radio Rd; Jackson TN 38301	Roger Vestal <a href="mailto:rvestal@forevercom.com">rvestal@forevercom.com</a>	0	No

**ATTACHMENT A and B**

**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 hiree 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: Account Executive

Date Vacancy Opened: 04-29-2015

Number of Persons Hired: 2

Recruitment Sources Used to Fill the Vacancy:

Recruitment Source That Referred the Hires: Referrals

Total Number of Persons Interviewed for the Vacancy: 4

Date Vacancy Filled: 06-01-2015 & 06-29-2015

Name of Recruitment Source	Address	City, State Zip	Contact Person	Telephone Number	Total # Interviewed	Request Notification
WOGY/WYNU/WTJS/WTJJ/WYJJ (on air ads)	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
WBVR/WLYE/WUHU/WBGN(email/internal posting)	1919 Scottsville Road	Bowling Green, KY 42104	Stacy Sanders <a href="mailto:ssanders@forevercom.com">ssanders@forevercom.com</a>	270-843-3333	0	No
WFGS/WNBS/WOFC (email/internal posting)	1500 Diuguid Road,	Murray, KY 42071	Risa Lowe <a href="mailto:rlowe@forevercomm.com">rlowe@forevercomm.com</a>	270-753-2400	0	No
WFKY/WSTV/WKYW (email/internal posting)	115 W. Main Street	Frankfort, KY 40601	Kristin Cantrell <a href="mailto:kristin@capcityradio.com">kristin@capcityradio.com</a>	502-875-1130	0	No
WOGY/WYNU/WTJS/WTJJ/WYJJ (internal posting)	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
Referral	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	2	No
WALK IN	122 Radio Rd	Jackson TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	2	No
AM/FM JOBS Amfmjobs.com			Online jobs at amfmjobs.com		0	No
TV and Radio Jobs Tvandradijobs.com			Online jobs at tvandradijobs.com		0	No
FROGGY 104 Website <a href="http://www.froggy1041.com">www.froggy1041.com</a>	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
WYNU Website <a href="http://www.fmu92.com">www.fmu92.com</a>	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No

WTJS Website <a href="http://www.wtjs.net">www.wtjs.net</a>	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
JAMMIN JACKSON Website <a href="http://www.jamminjackson.com">www.jamminjackson.com</a>	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy: General Sales Manager**  
**Date Vacancy Opened: 11/09/2015**  
**Number of Persons Hired: 1**  
**Recruitment Sources Used to Fill the Vacancy:**

**Recruitment Source That Referred the Hiree:**  
**Total Number of Persons Interviewed for the Vacancy: 1**  
**Date Vacancy Filled: 01/04/2016**

Name of Recruitment Source	Address	City, State Zip	Contact Person	Telephone Number	Total # Interviewed	Request Notification
WOGY/WYNU/WTJS/WTJJ/WYJJ (on air ads)	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
WBVR/WLYE/WUHU/WBGN(email/internal posting)	1919 Scottsville Road	Bowling Green, KY 42104	Stacy Sanders <a href="mailto:ssanders@forevercom.com">ssanders@forevercom.com</a>	270-843-3333	0	No
WFGS/WNBS/WOFC (email/internal posting)	1500 Diuguid Road,	Murray, KY 42071	Risa Lowe <a href="mailto:rlope@forevercomm.com">rlope@forevercomm.com</a>	270-753-2400	0	No
WFKY/WSTV/WKYW (email/internal posting)	115 W. Main Street	Frankfort, KY 40601	Kristin Cantrell <a href="mailto:kristin@capcityradio.com">kristin@capcityradio.com</a>	502-875-1130	0	No
WOGY/WYNU/WTJS/WTJJ/WYJJ (internal posting)	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
Referral	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
WALK IN	122 Radio Rd	Jackson TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
Shane Media (email)	2500 Tanglewilde, Suite 106	Houston, TX 77063	Pam Shane <a href="mailto:pamshane@shanemedia.com">pamshane@shanemedia.com</a>	(713) 952-9221	0	No
Media Recruiter (posted on website)	9457 So. University Blvd. #303	Highlands Ranch, CO 80126	Art Scott <a href="mailto:Art@MediaRecruiter.com">Art@MediaRecruiter.com</a>	<a href="http://www.mediarecruiter.com">www.mediarecruiter.com</a>	1	No
Tennessee Career Center (on website)	225 Dr. M L King, Jr. Drive Ste 140 Jackson, TN 38301	Online	Jobs4TN.gov		0	No
TN Assoc. of Broadcasters (posted on website)	Two International Plaza Dr Suite 507	Jackson, TN 38301	<a href="http://www.tabtn.org">www.tabtn.org</a>	(615) 365-1840	0	No
FROGGY 104 Website <a href="http://www.froggy1041.com">www.froggy1041.com</a>	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
WYNU Website <a href="http://www.fmu92.com">www.fmu92.com</a>	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
WTJS Website <a href="http://www.wtjs.net">www.wtjs.net</a>	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No

JAMMIN JACKSON Website <a href="http://www.jamminjackson.com">www.jamminjackson.com</a>	122 Radio Road	Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
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## Attachment B

### Outreach Activities.

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:

\*\*April 1, 2015 – We completely rebuilt and updated the Outreach List like we do annually

\*\*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

<b>CLASSIFICATION</b>	<b>TYPE OF ACTIVITY</b>	<b>BRIEF DESCRIPTION</b>
#8 – Training	Radio Advertising Bureau (RAB) Webinar Training	July 2015, K. Stone completed training and received certification in CRMC, RMP and CDMC.
#3 – Career Fair	Co-Host Jackson State Community College Job Fair	April 15, 2015 – M. Woods participated in job fair with Jackson State Community College. 3 applications received. WOGY-FM, WYNU-FM, WYJJ-FM and WTJS-AM were represented. 45 EEO Brochures were picked up by attendees.
#16 - Outreach	Cub Scout Station Tour	April 3, 2015, T. Eubanks conducted a tour of the station to Cub Scout Pack 203. Educating them on what radio is and how it serves the community.
#8 – Training	Forever Communications Spring Sales Rally	April 19-20, 2015 in Cadiz, KY. All sales associates attended the Spring Rally. Discussion topics included, marketing ideas for hard to sell potential clients, closing clients and team building exercises.
#16 - Outreach	WKU Marketing Dept.	April 27, 2015- President/COO Christine Hillard attended WKU’s advanced sales class. 3 students made presentations to Hillard in a sales role play activity. EEO job description brochures were left with the approximately 18 students in the class.
#16 - Outreach	WKU Radio Talent Industry	July 20, 2015 – Several members of Forever Communications were invited as Guest Professional Faculty for the 3 <sup>rd</sup> annual Radio Talent Institute at WKU. President/COO C. Hillard, General Sales Manager J. Moore and Promotional/Sales Coordinator B. Quinn, as well as former employees and WKU graduates were asked to participate in an 80 minute presentation “Student to Superstar” on July 20, 2015. Production Directors A. Austin and D. 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	Radio Advertising Bureau (RAB) Webinar Training	June 2015, R. Vestal completed training and received certification in CRMC.
#8 – Training	Forever Communications Fall Sales Rally	September 28 – 29 2015 All managers and all account executives and sales assistants attended a 2 day sales rally and training event in Cadiz, KY. Guest speaker focused on long term success and simple rules of success.
#14 – Training	St. Jude Training for Radio Thon	November, 2015, St. Jude’s Children’s Hospital, Memphis, TN. J. Brou attended annual training in Memphis to prepare for the annual St. Jude Radio-thon conducted across all stations in March. This training was to introduce Urban St. Jude Radio-thon techniques.
#14 – Training	St. Jude Training for Radio Thon	January, 2016, St. Jude’s Children’s Hospital, Memphis, TN. J. Mims attended annual training in Memphis to prepare for the annual St. Jude Radio-thon conducted across all stations in March.
#16- Outreach	Country Music Lends Down a Hand Concert	June 2015, Hosted by L. Brown, R. Pettiford and J. Williams. Event raised money for the Down Syndrome Association of West Tennessee.
#16 – Outreach	Update of Career Opportunities Brochure – annual review and update	March 2016 – 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.
#16 – Outreach	Reinbow Riding Academy Bullriding and Youth Fishing Derby	June 24, 2015, B. Blackburn hosted the event to raise money for the Reinbow Riding Academy for the Therapy of Learning Center of West Tennessee.
#16 – Outreach	Hosted Annual St. Jude’s Radio-Thon	March 3 & 4, 2016, Forever Communications, all employees participated in annual radio-thon to raise money for St. Jude Children’s Research Hospital. Amount raised was \$84,001.00.
#3 – Career Fair	Participate in Milan Middle School Career and Job Fair	March 2016 – M. Jelinek, L. Brown, J. Mims participated in job/career fair for the Middle School programs WOGY-FM, WYNU-FM, WYJJ-FM and WTJS-AM were represented. 18 EEO Brochures were picked up by attendees.
#16 - Outreach	Sponsored Keep My Hood Good Fundraiser	M. Woods and A. Burns hosted the inaugural event to benefit the non-profit group Keep My Hood Good. The inner city organization helps keep the youth of East and West Jackson in programs that teach them life and work skills.
#16 - Outreach	Co-sponsored Jumpstart Jackson Health Campaign	WYJJ sponsored the Jumpstart Jackson Health event at the Jackson Civic Center. This event was a 2mile fun walk through downtown Jackson and was attended by numerous families.
#5 – Internship	J. Harris from Wiley College Interned	April – July 2015. Internship with J. Harris from Wiley College. He lives in Jackson, and came home to do an internship.
#14 - Training	Review of company contesting, rules and regulations.	March 23, 2016 – Corporate programming director Jared Mims conducted a webinar regarding contest rules and station regulations.

		Topics covered included development of contest rules, necessary online and on-air disclosure of material terms, what needs to be covered in contest rules, how to handle a change in rules during a contest and prize acknowledgement forms, as well as other company policies.
#3 – Career Fair	Participated in Hardeman County Correctional Job Fair	February 2016. R. Pettiford participated in job fair hosted by HCC. EEO brochures were distributed to numerous participants and no applications were received.
#3 – Career Fair	Participated in Dyersburg Chamber of Commerce Business and Job Expo	April 2015. R. Vestal and D. Scarbrough participated in job fair hosted by Dyersburg Chamber. EEO brochures were distributed to numerous participants and no applications were received.

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 one 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:

Roger Vestal – General Manager  
Forever Communications  
122 Radio Road  
Jackson, TN 38301  
Phone: 731-427-3316  
Fax: 731-427-8890