

EEO PUBLIC FILE REPORT

For Radio Stations:

WBVR (FM), 96.7, Bowling Green, KY
WUHU (FM) 107.1, Bowling Green, KY
WBGN (AM) 1340, Bowling Green, KY
WLYE (FM), 94.1, Glasgow, KY

Employment Unit Address:

1919 Scottsville Road
Bowling Green, KY 42104

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

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

During this one-year period, the stations filled the following full-time vacancies: Sales Account Executive (2).

The station interviewed a total of 33 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	Phone Number	# Referr ed by Source	Notifications Request?
WBVR/WLYE/WUHU/WBGN (on air ads)	1919 Scottsville Rd., Bowling Green, KY 42104	Christine Hillard chris@forevercom.com	270-843-3333	12	No
WOGY/WYNU/WYJJ/ WTJS (email/internal posting)	122 Radio Road, Jackson, TN 38301	Roger Vestal rvestal@forevercomm.com	731-427-3316	0	No
WFGS/WNBS/WOFC (email/internal posting)	1500 Diuguid Rd., Murray, KY 42071	Risa Lowe rlowe@forevercomm.com	270-753-2400	0	No
Employee Referral	1919 Scottsville Rd., Bowling Green, KY 42104	Christine Hillard	270-843-3333	0	No
Internal Posting	1919 Scottsville Rd., Bowling Green, KY 42104	Christine Hillard	270-843-3333	1	No
Client/Friend Referral	1919 Scottsville Rd. Bowling Green, KY 42104	Christine Hillard	270-843-3333	0	No
All About Country	311 E. Center Street Lake Bluff, IL 60044	Bill Hennes www.allaboutcountry.com	910-313-2491	0	No
KY Broadcasters Assoc.	101 Enterprise Dr. Frankfort, KY 40601	Gary White www.kba.org	888-843-5221	0	No
Ohio Assoc of Broadcasting	88 East Broad St. #1180 Columbus, OH 43215	Patricia Geary www.oab.org	614-228-4052	0	No
Hope Harbor	913 Broadway Ave Bowling Green, KY 42101	Melissa Whitley hopeharbor@hopeharbor.net	615-321-1626	0	No
Kentucky Career Center (posted on website)	https://focuscareer.ky.gov/career/	https://focuscareer.ky.gov/career/		0	No
WKU Broadcast Dept	1906 College Heights Blvd Bowling Green, KY 42101	Loup Langton Loup.langton@wku.edu	270-745-2155	0	No
Media Recruiter	www.media recruiter.com			4	No
Career Services @ WKU	1906 College Heights Blvd Bowling Green, KY 42101	Rebecca Tinker www.career.services@wku.edu	270-745-3095	0	No
B.R.A.S.S.	P.O. Box 1941, Bowling Green, KY	Pam Hurt phurt@barrenriverareasafespace.com	270-843-1183	0	No
WKU Dept of Communication	1906 College Heights Blvd Bowling Green, KY 42101	Helen Sterk/Laura Wagoner Laura.wagoner@wku.edu	606-783-2233	0	No
Murray State University	102 Curris Center Murray, KY 42071	Msu.hirearacer@murra ystate.edu	270-809-3011	0	No
NAACP of BG/Warren Co.	P.O. Box 1357 Bowling Green, KY 42102	info@naacpbgwc.org	270-573-1909	0	No

www.facebook.com/wbvr.beaver.1	1919 Scottsville RD Bowling Green, KY 42104	Christine Hillard chris@forevercom.com	270-843-3333	4	No
www.facebook.com/allhitwuhu107	1919 Scottsville RD Bowling Green, KY 42104	Christine Hillard chris@forevercom.com	270-843-3333	4	No
www.facebook.com/Real-Country-Willie-941	1919 Scottsville RD Bowling Green, KY 42104	Christine Hillard chris@forevercom.com	270-843-3333	1	No
www.beaverfm.com (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Christine Hillard	270-843-3333	5	No
www.allhitwuhu107.com (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Christine Hillard	270-843-3333	2	No
www.1340wbgn.com (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Christine Hillard	270-843-3333	0	No
www.willie941.com (posted on Website)	227 West Main Street Glasgow, KY 42141	Mark Mackey	270-651-5290	0	No
Bowling Green Daily News	813 College Street Bowling Green, KY 42101		270-781-1700	0	No
Job Fair @ WKU	1906 College Heights Blvd. Bowling Green, KY 42102	Christine Hillard	270-843-3333	0	No
All Access Online	11 Music Circle South Nashville, TN 37203	Joel Denver www.allaccess.com	615-252-6400	0	No
Unsolicited Applicant	1919 Scottsville Rd. Bowling Green, KY 42104	Christine Hillard	270-843-3333	0	No
American Women in Radio & Television	8405 Greensboro Dr. Suite 800 McLean, VA 22102	info@awrt.org	703-506-3290	0	No
Shane Media Consultants	2500 Tanglewilde, #206 Houston, TX 77063	Pam Shane pamshane@shanemedia.com	713-952-9221	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 hires for each full-time vacancy
3. The total number of persons interviewed for each full-time vacancy
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: Sales Account Executive

Recruitment Source Referring the Hiree: Internal Posting

Date Vacancy Opened: May 15, 2015

Total Number Interviewed: 14

Date Vacancy Filled: June 15, 2015

Recruitment Sources Used to Fill the Vacancy:

Recruitment Source	Address	Contact	Phone Number	# Referred by Source	Notifications Request?
WBVR/WLYE/WUHU/WBGN (on air ads)	1919 Scottsville Rd., Bowling Green, KY 42104	Christine Hillard chris@forevercom.com	270-843-3333	5	No
WOGY/WYNU/WYJJ/ WTJS (email/internal posting)	122 Radio Road, Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
WFGS/WNBS/WOFC (email/internal posting)	1500 Diuguid Rd., Murray, KY 42071	Risa Lowe rlowe@forevercomm.com	270-753-2400	0	No
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KY Broadcasters Assoc.	101 Enterprise Dr. Frankfort, KY 40601	Gary White www.kba.org	888-843-5221	0	No
Ohio Assoc of Broadcasting	88 East Broad St. #1180 Columbus, OH 43215	Patricia Geary www.oab.org	614-228-4052	0	No
Hope Harbor	913 Broadway Ave Bowling Green, KY 42101	Melissa Whitley hopeharbor@hopeharbor.net	615-321-1626	0	No
Kentucky Career Center (posted on website)	https://focuscareer.ky.gov/career/	https://focuscareer.ky.gov/career/		0	No
WKU Broadcast Dept	1906 College Heights Blvd Bowling Green, KY 42101	Loup Langton Loup.langton@wku.edu	270-745-2155	0	No
Media Recruiter	mediarecruiter.com			4	No
Career Services @ WKU	1906 College Heights Blvd Bowling Green, KY 42101	Rebecca Tinker www.career.services@wku.edu	270-745-3095	0	No
B.R.A.S.S.	P.O. Box 1941, Bowling Green, KY	Pam Hurt phurt@barrenriverareasafespace.com	270-843-1183	0	No
WKU Dept of Communication	1906 College Heights Blvd Bowling Green, KY 42101	Helen Sterk/Laura Wagoner Laura.wagoner@wku.edu	606-783-2233	0	No

Murray State University	102 Curris Center Murray, KY 42071	Msu.hirearacer@murra ystate.edu	270-809-3011	0	No
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www.facebook.com/wbvr.beaver.1	1919 Scottsville RD Bowling Green, KY 42104	Christine Hillard chris@forevercom.com	270-843-3333	2	No
www.facebook.com/allhitwuhu107	1919 Scottsville RD Bowling Green, KY 42104	Christine Hillard chris@forevercom.com	270-843-3333	1	No
www.facebook.com/Real-Country-Willie-941	1919 Scottsville RD Bowling Green, KY 42104	Christine Hillard chris@forevercom.com	270-843-3333	0	No
www.beaverfm.com (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Christine Hillard	270-843-3333	1	No
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www.1340wbgn.com (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Christine Hillard	270-843-3333	0	No
www.willie941.com (posted on Website)	227 West Main Street Glasgow, KY 42141	Mark Mackey	270-651-5290	0	No
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American Women in Radio & Television	8405 Greensboro Dr. Suite 800 McLean, VA 22102	info@awrt.org	703-506-3290	0	No
Shane Media Consultants	2500 Tanglewilde, #206 Houston, TX 77063	Pam Shane pamshane@shanemedia.com	713-952-9221	0	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Sales Account Executive

Recruitment Source Referring

The Hiree: www.beaverfm.com

Date Vacancy Opened: 12/1/2015

Total Number Interviewed for Vacancy: 19

Date Vacancy Filled: February 22, 2016

Recruitment Sources Used to Fill the Vacancy:

Recruitment Source	Address	Contact	Phone Number	# Referr ed by Source	Notifications Request?
WBVR/WLYE/WUHU/WBGN (on air ads)	1919 Scottsville Rd., Bowling Green, KY 42104	Christine Hillard chris@forevercom.com	270-843-3333	7	No
WOGY/WYNU/WYJJ/ WTJS (email/internal posting)	122 Radio Road, Jackson, TN 38301	Roger Vestal rvestal@forevercomm.com	731-427-3316	0	No
WFGS/WNBS/WOFC (email/internal posting)	1500 Diuguid Rd., Murray, KY 42071	Risa Lowe rlowe@forevercomm.com	270-753-2400	0	No
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KY Broadcasters Assoc.	101 Enterprise Dr. Frankfort, KY 40601	Gary White www.kba.org	888-843-5221	0	No
Ohio Assoc of Broadcasting	88 East Broad St. #1180 Columbus, OH 43215	Patricia Geary www.oab.org	614-228-4052	0	No
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Kentucky Career Center (posted on website)	https://focuscareer.ky.gov/career/	https://focuscareer.ky.gov/career/		0	No
WKU Broadcast Dept	1906 College Heights Blvd Bowling Green, KY 42101	Loup Langton Loup.langton@wku.edu	270-745-2155	0	No
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B.R.A.S.S.	P.O. Box 1941, Bowling Green, KY	Pam Hurt phurt@barrenriverareasafespace.com	270-843-1183	0	No
WKU Dept of Communication	1906 College Heights Blvd Bowling Green, KY 42101	Helen Sterk/Laura Wagoner Laura.wagoner@wku.edu	606-783-2233	0	No
Murray State University	102 Curris Center	Msu.hirearacer@murra		0	No

	Murray, KY 42071	ystate.edu	270-809-3011		
NAACP of BG/Warren Co.	P.O. Box 1357 Bowling Green, KY 42102	info@naacpbgwc.org	270-573-1909	0	No
www.facebook.com/wbvr.beaver.1	1919 Scottsville RD Bowling Green, KY 42104	Christine Hillard chris@forevercom.com	270-843-3333	2	No
www.facebook.com/allhitwuhu107	1919 Scottsville RD Bowling Green, KY 42104	Christine Hillard chris@forevercom.com	270-843-3333	3	No
www.facebook.com/Real-Country-Willie-941	1919 Scottsville RD Bowling Green, KY 42104	Christine Hillard chris@forevercom.com	270-843-3333	1	No
www.beaverfm.com (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Christine Hillard	270-843-3333	4	No
www.allhitwuhu107.com (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Christine Hillard	270-843-3333	2	No
www.1340wbgn.com (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Christine Hillard	270-843-3333	0	No
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Unsolicited Applicant	1919 Scottsville Rd. Bowling Green, KY 42104	Christine Hillard	270-843-3333	0	No
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Shane Media Consultants	2500 Tanglewilde, #206 Houston, TX 77063	Pam Shane pamshane@shanemedia.com	713-952-9221	0	No

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 activities:

CLASSIFICATION	TYPE OF ACTIVITY	BRIEF DESCRIPTION
#1 - Job Fair	Participated in Job Fair at Kentucky Career Center	May 29, 2015 9 a.m.-2 p.m.-Job Fair at KY Career Center in Glasgow, KY. Forever Communications was represented by Mark Mackey. 10 resumes were received.
#1 - Job Fair	Participated at Career Fair at Daymar College	August 26, 2015 3 p.m.-5 p.m.-Career Fair at Daymar College. Forever Communications was represented by Mark Mackey. 3 resumes were received due to a low turnout.
#1- Job Fair	Participated in Job Fair at Western KY University	October 21, 2015 12 p.m. – 3 p.m.-Job Fair at Western KY University. Forever Communications was represented by Preston Willis. 8 resumes were received.
#1- Job Fair	Participated at Job Fair, Monroe Co. High School	April 2, 2015 – Job Fair at Monroe Co. High School. Forever Communications was represented by Mark Mackey. 0 resumes received due to low turnout.
#5 - Internship	J'Maika. – 3 credits	January 26, 2015 – May 10, 2015 Working as on-air intern, assisting with promotions and events as well.
#5 - Internship	Donovan B. – 3 credits	January 26, 2015 – May 10, 2015 Worked as promotions intern during mid-day shift, as well as event set up.
#5 - Internship	Rachel B.- 0 credits	August 25, 2015 – February 27, 2016 Trained in production and on-air.
#5 - Internship	Brady D.	January 2, 2016 – current. Training in promotions, on-air and sales.
#4- Outreach	Career Day, Monroe Co. High School	March 31, 2015 – Andrea Guess of WLYE spoke with students from elementary through high school about radio operations and broadcasting, daily duties at the station, careers in broadcasting and answered questions related to broadcasting.
#4- Outreach	WKU Broadcasting Dept.	April 7, 2015- General manager of WLYE Mark Mackey hosted 8 students from WKU's capstone Broadcast Management and Operations class at the station. Mark was the guest speaker for the class, discussing basic radio management and operations, as well as giving the stations a tour of the station. Mark also reviewed all students' term papers.
#16- Outreach	WKU Radio Talent Institute	July 20, 2015 – Several members of Forever Communications were invited as Guest Professional Faculty for the 3 rd annual Radio Talent Institute at WKU. President/COO Christine Hillard, General Sales Manager Jason Moore and Promotional/Sales Coordinator Becky 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 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	Radio Advertising Bureau Sales Training Courses – on line access	All account executives hired between April 1, 2015 and Mar. 31, 2016 successfully completed the required training courses offered by the company. In addition, all sales reps completed training on various elements including Affordable Care Act, Media Opps, Integrated Marketing Ideas and more.
#10 - Sponsorship	Annual Welcoming of students back to Western Kentucky University	Aug. 26, 2015 – Participated in Welcome Back Western Day at WKU. In addition to music and prizes, we handed out applications to interested students for internships and employment opportunities.
#8 – Training	Sales Rally- Cadiz, KY	April 19-20 th , 2015– All managers and all account executives and sales assistants attended a two day sales rally and training event in Cadiz, KY. Guest speaker spoke with reps and providing training/education to the sales force.
#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.
#16 - Outreach	Creation of Career Opportunities Brochure – Annual Review and Update	February 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	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	Station Tours	Throughout the year, Promotions Director Brady Chaney gave detailed tours of the facilities to college and high school students, Girl Scouts, Cub Scouts, Brownies and others including station formats, broadcasting wattage, DJ Profiles, equipment and department responsibilities.

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 submitted 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 professional 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 reasonably 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:

Forever Communications
Attn: Paula Monroe
1919 Scottsville Road
Bowling Green, KY 42104-3303
Phone: (270) 843-3333
Fax: (270) 843-0454