

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, 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:
Marketing Consultant and Creative Director.

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

The station interviewed a total of 23 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> |
|---|---|---|-----------------------------|------------------------------|
| Bowling Green Radio Stations WBVR/WLYE/WUHU/ WBGN Internal Posting | 1919 Scottsville Rd Bowling Green, KY 42104 270-843-3333 | Jason Moore jkmoore@forevercom.com | 0 | No |
| Jackson Radio Stations WOGY/WYNU/WYJJ /WTJS/WTJJ Internal Posting | 122 Radio Rd Jackson, TN 38301 731-427-3316 | Roger Vestal rvestal@forevercom.com | 0 | No |
| Shane Media | 2500 Tanglewilde, Ste 106 Houston, TX 77063 713-952-9221 | pamshane@shananemedi Pam Shane | 0 | No |
| Ky. Broadcasters Assoc. | 101 Enterprise Dr. Frankfort, KY 40601 888-843-5221 | laura@kba.org | 0 | No |
| WFGS-FM On-Air | 1500 Diuguid Dr. Murray, KY 42071 270-753-2400 | Tony Doolin tdoolin@forevercom.com | 2 | No |
| Walk In | 1500 Diuguid Dr. Murray, KY 42071 270-753-2400 | Martha Huggins | 0 | No |
| Paducah Sun Newspaper | 408 Kentucky Ave. Paducah, KY 42003 270-575-8600 | Ad Sales Dept jgordon@paducahsun.co Judy Gordon | 0 | No |
| Integrity Employment | 4590 USA Hwy 62 Calvert City, KY 42029 270-395-0342 | cgooch@iskymich.com Christina Gooch | 0 | No |
| Mayfield Career Center | 319 South 7 th Mayfield, KY 42066 270-247-3857 www.oet.ky.gov/des/office/mayfie | Sherri.sexton@ky.gov Sherri Sexton | 0 | No |
| RBR-TVBR | www.RBR.com | Website | 0 | 0 |

| <i>Recruitment Source</i> | <i>Address</i> | <i>Contact</i> | <i># Referred by Source</i> | <i>Notification request?</i> |
|--|---|--|-----------------------------|------------------------------|
| Murray Career Center | 208 South 5 th St. Murray, KY 42071 270-761-3903 | lorettam.madden@ky.gov Loretta Madden | 0 | No |
| Indiana Broadcasters Association | 3003 E. 98 th St, Ste 161, Indianapolis, IN 46280 317-573-0119 | iba@indianabroadcasters.org Linda Compton | 0 | No |
| Inside Radio | 365 Union St Littleton, NH 03561 800-248-4242 | www.insideradio.com | 0 | No |
| Internal Posting | 1500 Diuguid Dr. Murray, KY 42071 270-753-2400 | mhuggins@forevercom.com Martha Huggins | 0 | No |
| Referral | 1500 Diuguid Dr. Murray, KY 42071 270-753-2400 | mhuggins@forevercom.com Martha Huggins | 7 | No |
| All Access Music Group | 11 Music Circle South Nashville, TN 37203 Phone Unavailable | www.allaccess.com | 14 | No |
| MSU Career Services | 210 Ordway Hall Murray, KY 42071 270-803-3735 | marlo.rhodes@murraystate.edu Marlo Rhodes | 0 | No |
| www.allaboutcountry.com | 311 E. Center Ave. Lake Bluff, IL 60044 910-313-2491 | www.allaboutcountry.com | 0 | No |
| www.froggy103.com | 1500 Diuguid Dr. Murray, KY 42071 270-753-2400 | mhuggins@forevercom.com Martha Huggins | 0 | No |
| www.1340wnbs.com | 1500 Diuguid Dr. Murray, KY 42071 270-753-2400 | mhuggins@forevercom.com Martha Huggins | 0 | No |
| www.radio-online.com | Radio Online 3500 Tripp Ave Amarillo, TX 79121 Phone Unavailable | www.radio-online.com | 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: Referral

Date Vacancy Opened: March 27, 2015, June 15, 2015, Nov 17, 2015

Total Number of Persons Interviewed for the Vacancy: 9

Date Vacancy Filled: 05/04/2015, 06/28/2015, 11/30/2015

Number of People Hired: 4

Recruitment Sources Used to Fill the Vacancy: On Air Ad, Referral

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

| | | | | | |
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| www.allaboutcountry.com | 311 E. Center Ave. Lake Bluff, IL 60044 910-313-2491 | www.allaboutcountry.com | www.allaboutcountry.com | 0 | No |
| www.froggy103.com | 1500 Diuguid Dr. Murray, KY 42071 270-753-2400 | mhuggins@forever.com Martha Huggins | Martha Huggins mhuggins@forever.com | 0 | No |
| www.1340wnbs.com | 1500 Diuguid Dr. Murray, KY 42071 270-753-2400 | mhuggins@forever.com Martha Huggins | Martha Huggins mhuggins@forever.com | 0 | No |
| Walk In | 1500 Diuguid Dr. Murray, KY 42071 270-753-2400 | mhuggins@forever.com Martha Huggins | Martha Huggins | 0 | No |

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Creative Director

**Recruitment Source That
Referred the Hiree: All Access**

Date Vacancy Opened: June 15, 2015

Total Number of Persons Interviewed for the Vacancy: 14

Date Vacancy Filled: September 9, 2015

Number of People Hired: 1

Recruitment Sources Used to Fill the Vacancy: All Access

| <u>Recruitment Source</u> | <u>Address</u> | <u>Phone Number</u> | <u>Contact</u> | <u>Number Interviewed</u> | <u>Request Notification</u> |
|--|---|------------------------|--|---------------------------|-----------------------------|
| Bowling Green Radio Stations WBVR/WLYE/WUHU/WBGN (internal posting) | 1919 Scottsville Road Bowling Green, KY 4 | 270-843-3333 | Jason Moore jkmoore@forevercom.com | 0 | No |
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| Jackson Radio Stations WOGY/WYNU/WTJJ/WYJJ/ WTJS (internal posting) | 122 Radio Road Jackson, TN 38301 | 731-427-3316 | Roger Vestal rvestal@forevercom.com | 0 | No |
| Integrity Employment | 4590 USA Hwy 62 Calvert City, KY 42029 | 270-395-0342 | cgooch@iskymich.com Christina Gooch | 0 | No |
| Ky. Broadcasters Assoc. | 101 Enterprise Dr Frankfort, KY 40601 | 888-843-5221 | kba@kba.org Gary White | 0 | No |
| Mayfield Career Center | 319 South 7 th | Mayfield, KY 42066 | terryl.foss@ky.gov | 0 | No |
| Murray Career Center | 208 South 5 th Murray, KY 42071 | 270-761-3903 | lorettam.madden@ky.gov Loretta Madden | 0 | No |
| TN Assoc. Broadcasters Web Posting | 50 Music Square West, Ste. 900 | Nashville, TN 37203 | tabtn@bellsouth.net | 0 | No |
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| WFGS-FM On-Air (On Air Ad) | 1500 Diuguid Dr Murray, KY 42071 | 270-753-2400 | Martha Huggins mhuggins@forevercom.com | 0 | No |
| WFGS-FM Website (Web Posting) | 1500 Diuguid Dr Murray, KY 42071 | 270-753-2400 | www.froggy103.com Martha Huggins | 0 | No |
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| All Access Music Group | 11 Music Circle South Nashville, TN 37203 Phone Unavailable | www.allaccess.com | www.allaccess.com | 14 | No |
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| www.allaboutcountry.com | 311 E. Center Ave. Lake Bluff, IL 60044 910-313-2491 | www.allaboutcountry.com | www.allaboutcountry.com | 0 | No |
| www.froggy103.com | 1500 Diuguid Dr. Murray, KY 42071 270-753-2400 | Martha Huggins mhuggins@forevercom.com | Martha Huggins mhuggins@forevercom.com | 0 | No |
| www.1340wnbs.com | 1500 Diuguid Dr. Murray, KY 42071 270-753-2400 | Martha Huggins mhuggins@forevercom.com | Martha Huggins mhuggins@forevercom.com | 0 | No |
| Walk In | 1500 Diuguid Dr. Murray, KY 42071 270-753-2400 | Martha Huggins mhuggins@forevercom.com | Martha Huggins mhuggins@forevercom.com | 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:

| CLASSIFICATION | TYPE OF ACTIVITY | BRIEF DESCRIPTION |
|-----------------------------|--|---|
| #4-Participation | National Collegiate Sales Competition | COO Christine Hillard participated on April 27, 2015 in the National Collegiate Sales Competition at Gordon Ford College of Business at WKU in Bowling Green, KY. Her part was as a role-play buyer of ADP. This exercise helps the students get a glimpse into the real work of selling. |
| #4-Participation | Sit-Ups for Freedom | Wendy Swalls, on-air and sales, participated in the Sit-Ups for Freedom on April 27, 2015 at Murray State University. The program was to honor the men and women who gave their lives for freedom in the Vietnam War. Money raised to support the Military Warrior Foundation. |
| #4-Participation | Ribbon Cutting At Kentucky Career Center | General Sales Manager, Martha Huggins, attended the ribbon cutting at KY Career Center, Murray, KY. The Career Center works with area business on current job openings. |
| #13-Provision of Assistance | Kentucky Career Center | Sherri Sexton Pascahl, Workforce Development Specialist, with Kentucky Career Center, Murray, Ky is a guest once per month on the WNBS AM Breakfast Show. Sherri will provide information on current job openings in the surrounding area. |
| #8-Training | Sales Rally Cadiz, KY | Sept 19-20, 2015-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. |
| #5 Job Fair Program | Job Fair Program | Murray State University Fall 2014 All- |

| | | |
|-------------------|---|---|
| | | Major Career Fair at Murray, KY was held October 16, 2015 from 10:00am-3:00pm at MSU Curris Center. Martha Huggins and Jessica Stewart attended. |
| #8-Training | St Jude Country Cares Radiothon Seminar | Brian Harris attended the Radiothon seminar in Memphis, TN Jan. 14, 15 2016. Sessions were held on the methods of planning and implementing fundraisers. |
| #16-Outreach | Annual Review and Update of Career Opportunities Brochure | February 2016-The brochure that defines various positions and career opportunities within the industry was reviewed and updated. The brochure is distributed at job/career fairs and other community activities. It also includes the company EEO policy. |
| #16-Participation | Murray High School Operation Preparation | Brian Harris spoke with a class of 12 th graders at Murray High School in Murray, KY on March 9, 2016. Brian talked to the students about job opportunities in the radio career field. |

| | | |
|---------------------|----------------------------|---|
| #16-Participation | Station Tour | Tony Doolin gave a station tour to 8 Girl Scouts on January 30, 2016. The girls were shown the operation of the station and learned different career opportunities in radio. |
| #5 Job Fair Program | Job Fair Program | Murray State University Spring 2016 All-Major Career Fair at Murray, KY was held Feb 19, 2016. at the MSU Curris Center. Brian Harris attended. |
| #16-Outreach | WKU Radio Talent Institute | July 20, 2016-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 Promotion/Sales Coordinator Becky Quinn, as well as former employees and WKU graduates were asked to participate 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 commitment over the next several years. . |
| #6-Participation | Webinar | Jared Mims conducted a webinar regarding contest rules on March 23, 2016. All Forever Communication managers including Tony Doolin participated. The webinar covered compliance for radio contest and education in the complete regulations required for any and all contests. |

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:

Tony Doolin
Market Manager
1500 Diuguid Drive
Murray, KY 42071 Phone: 270-753-2400 Fax 270-753-9434