

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, 2018

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 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	Phone Number	# Referr ed by Source	Notifications Request?
WBVR/WLYE Network/WUHU (on air ads)	1919 Scottsville Rd., Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	3	No
WOGY/WYNU/WYJJ/ WTJS (email/internal posting)	122 Radio Road, Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
WENK/WTPR/WWKF/WAKQ (email/internal posting)	1729 Nailing Drive Union City, TN 38261	Jon Williams jwilliams@forevercom.com	731-885-1240	0	No
WFGS/WNBS/WBZB (email/internal posting)	1500 Diuguid Rd., Murray, KY 42071	Debbie Howard dhoward@forevercom.com	270-753-2400	0	No
Employee Referral	1919 Scottsville Rd., Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
Internal Posting	1919 Scottsville Rd., Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
Client/Friend Referral	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	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	Henry Lackey 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			0	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	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	0	No
www.facebook.com/wuhu107	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	0	No
www.facebook.com/WillieFamily	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333		No
www.beaverfm.com (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	1	No
www.wuhu107.com (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	1	No
www.1340wbgn.com (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
www.williecountry.com (posted on Website)	227 West Main Street Glasgow, KY 42141	Rick Williams	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	Rick Williams	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	Rick Williams	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

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: On-Air Ad

Date Vacancy Opened: Nov 13, 2017

Total Number Interviewed: 5

Date Vacancy Filled: Jan 8, 2018

Recruitment Sources Used to Fill the Vacancy: 3

<i>Recruitment Source</i>	<i>Address</i>	<i>Contact</i>	<i>Phone Number</i>	<i># Referr ed by Source</i>	<i>Notifications Request?</i>
WBVR/WLYE Network/WUHU (on air ads)	1919 Scottsville Rd., Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	3	No
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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	Loup Langton Loup.langton@wku.edu	270-745-2155	0	No

Media Recruiter	Bowling Green, KY 42101	mediarecruiter.com		0	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
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FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Sales Account Executive

Recruitment Source Referring
The Hiree: On-Air Ad

Date Vacancy Opened: Nov 13, 2017

Total Number Interviewed for Vacancy: 5

Date Vacancy Filled: Jan 2, 2018

Recruitment Sources Used to Fill the Vacancy: 3

Recruitment Source	Address	Contact	Phone Number	# Referr ed by Source	Notifications Request?
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www.facebook.com/WillieFamily	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	0	No
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www.wuhu107.com (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	1	No
www.1340wbqn.com (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
www.willie941.com (posted on Website)	227 West Main Street Glasgow, KY 42141	Rick Williams	270-651-5290	0	No
Bowling Green Daily News	813 College Street Bowling Green, KY 42101		270-781-1700	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

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/Business Expo	February 24 th , 2018 10am – 1 pm Job Fair at Hot Rods Stadium in Bowling Green, KY. Forever Communications was represented by Kirk Patrick PD if WUHU 107. Kirk did liners on air to promote recruitment. 0 resumes were received.
#1 - Job Fair	Participated in Job Fair at WKU College of Business	February 28, 2018 1 p.m.-4 p.m.-Career Fair at WKU College of Business. Forever Communications was represented by Lisa Smith (Local Sales Manager). 8 resumes were received.
#1- Job Fair	Participated in Job Fair at WKU Potter College Liberal Arts	Oct 10, 2017 1 p.m. – 3 p.m.- Job Fair at Western KY University. Forever Communications was represented by Kirk Patrick (PD) and Brady Chaney (On-Air) 0 resumes were received.
#1- Job Fair	Participated in Job Fair at WKU Center for Career and Professional Development	May 5, 2017 10:00am – 1:45 pm Forever Communications was represented by Kirk Patrick WUHU PD, Brady Chaney WUHU and Preston Green WBVR on College to Career Day at Western Kentucky University. They handed out brochures, applications and answered questions from hundreds of students.
#5 - Internship	Brady Chaney	June 2017 – August 2017 --Jalisa G August 2017 to present – Lauren R Training in promotions, on-air and sales.
#4- Outreach	Participated at Career Day, Warren East Middle School.	March 19, 2018 – Career Day at Warren East Middle School. Forever Communications was represented by Preston Green (On- Air Personality) Preston did three 30 minutes sessions, discussing the dynamics of the broadcasting field, From the advantages of being an intern to being On-Air. He gave time for students to get involved with questions and interaction on his part
#16- Outreach	WKU Radio Talent Institute	July 21, 2017 – Christine Hillard, Pres/COO of Forever Communications, Inc. was a guest speaker at the annual Radio Talent Institute. The Radio Talent Institute is a Campus-to-Career connection where most students begin their career. Christine conducted a presentation entitled “From Student to Super Star” for a group of 20 seniors at Western Kentucky University. She was assisted by Preston W, a former Radio Talent Institute graduate who is currently a full-time employee of Forever Communications in Bowling Green, KY. Preston interviewed present Co-Workers about their paths to a Radio Career, highlighting the differences in positions. The Radio Talent Institute is a partnership between Western Kentucky University, the Kentucky Broadcasters Association, Dan and LaVonne Valli and several local broadcasts groups. Forever Communications is one of the founding underwriters for this non-profit program.

#16 Outreach	WKU Radio Talent Institute	July 25, 2017- Program Director Alan Austin and Production Manager Dan Jackson participated in the WKU Radio Talent Institute as guest professional faculty. They conducted an 80-minute session “Basics of Great Voice Work and Production”, discussing the importance of delivery, inflection, and production techniques to create successful, attention-getting radio advertising. Alan and Dan played several audio examples, and conducted a Q&A session.
#16 - Outreach	Creation of Career Opportunities Brochure – Annual Review and Update	March 22, 2018 – 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	Review of company handbook	March 22, 2018 – We reviewed the company handbook, with company policies, procedures and EEO policy.
#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. On April 17, 2017 from 9:30 am to 10:30 am, 19 kids from North Warren Elementary came to the station on a field trip.
#8 - Training	Kentucky Broadcast Association Training Webinars	All account executives hired between April 1, 2017 and March 31,2018 successfully completed the required training courses offered by the company. In addition, all sales reps and some office staff completed training on various elements including Sales strategies, Integrated Marketing Ideas, Marketing Channels and much more.
#8- Training	Bowling Green Training Webinar	May 9, 2017- All Forever Communication Sales Dept and General Manager Rick Williams, Sales Manager Lisa Smith, attended Webinar training” I know Something You Don’t Know!” The training was about how to improve media sales and the production of commercials. Paul Weyland was the speaker for this webinar.
#10 - Sponsorship	Western Kentucky University Annual welcoming back of students to campus.	September 1, 2017 – Participated in Welcome Back Western Day at WKU. In addition to music and prizes, they handed out applications to interested students for internships and employment opportunities. Both on- air personalities, Preston Green and Brady Chaney were able to meet with hundreds of students face-to-face, while attending this event.
#8 – Training	Sales Rally- Hardin, KY	April 30 th and May 1 st , 2017– All managers and all account executives and sales assistants attended a two-day sales rally and training event in Hardin, KY. Jeremy Wilkinson/ Engineer, Katie Parker/AE, Dan Callahan/Morning Show, Music Director, Donna Keys/ Sales, Amy Keathley/Sales all presented a personalized Digital Training of their specific job requirements to all employees present.

#14 – Training	Review of company contesting, rules and regulations	March 22, 2018 – Corporate Operations Manager/Interactive Director Jared Mims conducted individual meetings in Bowling Green, Jackson and Murray and provided extensive training regarding contest rules and station regulations with Program Directors, Promotion Directors a. 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.
# 8 – Training	Kentucky Broadcaster Assoc. Education Training Webinar	July 7 th , 2017 Forever Communications Sales Dept, GM Rick Williams and Sales Mgr. Lisa Smith all attended the Webinar, “Your Sales Results will Skyrocket...Stop Chasing Orders and Start Doing This!” Derron Steenbergen was the speaker for this webinar
# 8 – Training	Kentucky Broadcaster Assoc. Education Training Webinar	January 9 th , 2018 Forever Communications Sales Dept, GM Rick Williams and Sales Mgr. Lisa Smith all attended the webinar “Your Best-Selling Year: Making Success Your Norm!” Gary Moore was the speaker for this webinar.
#8 – Training	Kentucky Broadcasters Assoc. Education Training Webinars	August 8 th , 2017 General Manager Rick Williams and All Forever Communications Sales Dept attended the webinar, “What is Broadcasting to Do? U.S. Auto Sales receding in 2017: Cars Ailing and Crossovers Booming!” John Tka was the speaker for this webinar. The webinar offered selling strategies for broadcasting, digital ads, and media preferences.
#8 – Training	Kentucky Broadcasters Assoc. Education Training Webinar	September 12 th , 2017 Forever Communications Sales Dept, GM Rick Williams and Sales Mgr. Lisa Smith all attended The Personal Branding “What Set’s You Apart?” It covered, personal branding and perception in the competitive marketplace. Mark Levy was the speaker.
#8 – Training	Kentucky Broadcaster Assoc. Education Training Webinar	October 18, 2017- Local Sales Manager Lisa Smith, as well as station all sales reps, attended this two-hour Webinar on 2017 EEO requirements and obligations. More specific the many changes regarding FCC’s EEO Rules and regulations. Speaker for this Webinar was Lauren Lynch Flick

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: Tammy Austin
1919 Scottsville Road
Bowling Green, KY 42104-3303
Phone: (270) 843-3333
Fax: (270) 843-0454