

# **EEO PUBLIC FILE REPORT**

For Radio Stations:

WBVR (FM), 96.7, Bowling Green, KY

WUHU (FM) 107.1, Bowling Green, KY

WBGN (AM) 1340 and 107.9, 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, 2019

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

During this one-year period, the stations filled the following full-time vacancies: Sales Account Executive (3); General Sales Manager (1); Digital and Marketing Assistant (1).

The station interviewed a total of 19 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:

<b>Recruitment Source</b>	<b>Address</b>	<b>Contact</b>	<b>Phone Number</b>	<b># Referr ed by Source</b>	<b>Notifications Request?</b>
<b>WBVR/WUHU/WLYE network (on air ads)</b>	1919 Scottsville Rd., Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	2	No
<b>WOGY/WHHG/WYJJ/ WLLI AM/FM (email/internal posting)</b>	122 Radio Road, Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
<b>WENK/WTPR/WWKF/WAKQ (email/internal posting)</b>	1729 Nailing Drive Union City, TN 38261	Jared Mims jmims@forevercom.com	731-885-1240	0	No
<b>WFGS/WNBS/WBZB (email/internal posting)</b>	1500 Diuguid Rd., Murray, KY 42071	Debbie Howard dhoward@forevercom.com	270-753-2400	0	No
<b>Employee Referral</b>	1919 Scottsville Rd., Bowling Green, KY 42104	Rick Williams	270-843-3333	3	No
<b>WBVR/WUHU/WLYE/WBGN Internal Posting</b>	1919 Scottsville Rd., Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
<b>Client/Friend Referral</b>	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	2	No
<b>RADIO ADVERTISING BUREAU – ON LINE</b>	<a href="http://www.rab.com">www.rab.com</a>	Jean Hetherington jhetherington@rab.com		1	No
<b>WKU Broadcast Dept</b>	1906 College Heights Blvd Bowling Green, KY 42101	Loup Langton Loup.langton@wku.edu	270-745-2155	0	No
<b>Media Recruiter On Line</b>	<a href="http://www.mediarecruiter.com">www.mediarecruiter.com</a>	<a href="mailto:art@mediarecruiter.com">art@mediarecruiter.com</a>		3	No

<a href="http://www.facebook.com/wbvr.beaver">www.facebook.com/wbvr.beaver</a>	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	1	No
<a href="http://www.facebook.com/wuhu107">www.facebook.com/wuhu107</a>	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	2	No
<a href="http://www.facebook.com/WillieFamily">www.facebook.com/WillieFamily</a>	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	0	No
<a href="http://www.beaverfm.com">www.beaverfm.com</a> (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
<a href="http://www.wuhu107.com">www.wuhu107.com</a> (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
<a href="http://www.williecountry.com">www.williecountry.com</a> (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
<b>LinkedIn – on-line</b>	<a href="http://www.linkedin.com">www.linkedin.com</a>	<a href="http://www.linkedin.com">www.linkedin.com</a>		2	No
<b>Job Fairs @ WKU</b>	1906 College Heights Blvd. Bowling Green, KY 42102	Rick Williams	270-843-3333	0	No
<b>All Access Online</b>	11 Music Circle South Nashville, TN 37203	Joel Denver <a href="http://www.allaccess.com">www.allaccess.com</a>	615-252-6400	3	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.



<a href="http://www.facebook.com/wbvr.beaver">www.facebook.com/wbvr.beaver</a>	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	0	No
<a href="http://www.facebook.com/wuhu107">www.facebook.com/wuhu107</a>	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	0	No
<a href="http://www.facebook.com/WillieFamily">www.facebook.com/WillieFamily</a>	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	0	No
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<a href="http://www.williecountry.com">www.williecountry.com</a> (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
<b>LinkedIn – on-line</b>	<a href="http://www.linkedin.com">www.linkedin.com</a>	www.linkedin.com		2	No



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<a href="http://www.wuhu107.com">www.wuhu107.com</a> (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
<a href="http://www.williecountry.com">www.williecountry.com</a> (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No



**FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy: Sales Account Executive

Recruitment Source Referring  
The Hiree: Employee Referral

Date Vacancy Opened: July 9, 2018  
Date Vacancy Filled: March 4, 2019

Total Number Interviewed for Vacancy: 4

Recruitment Sources Used to Fill the Vacancy: 15

<i>Recruitment Source</i>	<i>Address</i>	<i>Contact</i>	<i>Phone Number</i>	<i># Referr ed by Source</i>	<i>Notifications Request?</i>
<b>WBVR/WUHU/WLYE network (on air ads)</b>	1919 Scottsville Rd., Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	0	No
<b>WOGY/WHHG/WYJJ/ WLLI AM/FM (email/internal posting)</b>	122 Radio Road, Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
<b>WENK/WTPR/WWKF/WAKQ (email/internal posting)</b>	1729 Nailing Drive Union City, TN 38261	Jared Mims jmims@forevercom.com	731-885-1240	0	No
<b>WFGS/WNBS/WBZB (email/internal posting)</b>	1500 Diuguid Rd., Murray, KY 42071	Debbie Howard dhoward@forevercom.com	270-753-2400	0	No
<b>Employee Referral</b>	1919 Scottsville Rd., Bowling Green, KY 42104	Rick Williams	270-843-3333	1	No
<b>WBVR/WUHU/WLYE/WBGN Internal Posting</b>	1919 Scottsville Rd., Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
<b>Client/Friend Referral</b>	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	1	No
<b>WKU Broadcast Dept</b>	1906 College Heights Blvd Bowling Green, KY 42101	Loup Langton Loup.langton@wku.edu	270-745-2155	0	No

<a href="http://www.facebook.com/wbvr.beaver">www.facebook.com/wbvr.beaver</a>	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	1	No
<a href="http://www.facebook.com/wuhu107">www.facebook.com/wuhu107</a>	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	1	No
<a href="http://www.facebook.com/WillieFamily">www.facebook.com/WillieFamily</a>	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	0	No
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<a href="http://www.wuhu107.com">www.wuhu107.com</a> (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
<a href="http://www.williecountry.com">www.williecountry.com</a> (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
<b>Job Fairs @ WKU</b>	1906 College Heights Blvd. Bowling Green, KY 42102	Rick Williams	270-843-3333	0	No



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<a href="http://www.facebook.com/WillieFamily">www.facebook.com/WillieFamily</a>	1919 Scottsville RD Bowling Green, KY 42104	Rick Williams rwilliams@forevercom.com	270-843-3333	0	No
<a href="http://www.beaverfm.com">www.beaverfm.com</a> (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
<a href="http://www.wuhu107.com">www.wuhu107.com</a> (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
<a href="http://www.williecountry.com">www.williecountry.com</a> (posted on Website)	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No

**FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy: General Sales Manager

Recruitment Source Referring  
The Hiree: RAB.com

Date Vacancy Opened: August 13, 2018  
Date Vacancy Filled: March 11, 2019

Total Number Interviewed for Vacancy: 8

Recruitment Sources Used to Fill the Vacancy: 9

<i>Recruitment Source</i>	<i>Address</i>	<i>Contact</i>	<i>Phone Number</i>	<i># Referr ed by Source</i>	<i>Notifications Request?</i>
<b>WOGY/WHHG/WYJJ/ WLLI AM/FM (email/internal posting)</b>	122 Radio Road, Jackson, TN 38301	Roger Vestal rvestal@forevercom.com	731-427-3316	0	No
<b>WENK/WTPR/WWKF/WAKQ (email/internal posting)</b>	1729 Nailing Drive Union City, TN 38261	Jared Mims jmims@forevercom.com	731-885-1240	0	No
<b>WFGS/WNBS/WBZB (email/internal posting)</b>	1500 Diuguid Rd., Murray, KY 42071	Debbie Howard dhoward@forevercom.com	270-753-2400	0	No
<b>Employee Referral</b>	1919 Scottsville Rd., Bowling Green, KY 42104	Rick Williams	270-843-3333	1	No
<b>WBVR/WUHU/WLYE/WBGN Internal Posting</b>	1919 Scottsville Rd., Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
<b>Client/Friend Referral</b>	1919 Scottsville Rd. Bowling Green, KY 42104	Rick Williams	270-843-3333	0	No
<b>RADIO ADVERTISING BUREAU – ON LINE</b>	<a href="http://www.rab.com">www.rab.com</a>	Jean Hetherington jhetherington@rab.com		1	No
<b>Media Recruiter On Line</b>	<a href="http://www.mediarecruiter.com">www.mediarecruiter.com</a>	art@mediarecruiter.com		3	No

<b>All Access Online</b>	11 Music Circle South Nashville, TN 37203	Joel Denver www.allaccess.com	615-252-6400	3	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:

<b>CLASSIFICATION</b>	<b>TYPE OF ACTIVITY</b>	<b>BRIEF DESCRIPTION</b>
#1 - Job Fair	WKU Business Graduate Job Fair	June 20, 2018. Management attendance and recruitment.
#1 - Job Fair	WKU College to Career Fair	October 24, 2018. Management attendance and recruitment.
# 6 – Training	Kentucky Broadcaster Association 2018 Annual Conference. Educational Training Session	October 9, 2018 Forever Communications General Manager, Rick Williams attended the educational session entitled “2020 Attracting Millennial & Gen Z Employees,Part 1” presented by Speed Marriott, Owner & CEO, P1 Learning
# 6 – Training	Kentucky Broadcaster Association 2018 Annual Conference. Educational Training Session	October 9, 2018 Forever Communications General Manager, Rick Williams attended the educational session entitled “2020 Attracting Millennial & Gen Z Employees,Part 2” presented by Speed Marriott, Owner & CEO, P1 Learning
#5 - Internship	Brady Chaney	May 29, 2018 – present, Macy M has been interning for us. She has been schooled in and practiced functioning in production for on-air programs, voice-tracking and assisting during live on-air programming.
# 8 -- Training	Kentucky Broadcasters Association sponsored Employee Health & Wellness Seminar	August 20, 2018 – Forever Communications General Manager, Rick Williams attended and participated in “Active Shooter & Workplace Violence Response Training in Owensboro, KY. The program was presented as a part of the Employee Health & Wellness Training Series sponsored by the Kentucky Broadcasters Association. The training seminar was conducted by the Community Corrections Institute.
#10- Outreach	KBA/WKU Radio Talent Institute	July 27, 2018 – Christine Hillard, Pres/COO of Forever Communications, Inc. was a guest speaker at the 6th annual KBA WKU Radio Talent Institute. The 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 18 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. Jared Mims, Exec. VP of Operations/Sales and Interactive also contributed with a presentation about the future of radio and digital synergism. 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 and provides multiple scholarships each year.

#10 Outreach	WKU Radio Talent Institute	July 30, 2018- 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	Update of Career Opportunities Brochure – Annual Review and Update	February 20, 2019 – 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	Complete review and revisions of company handbook	August, 2019 – We began review of the company handbook, with company policies, procedures and EEO policy. The handbook is now with the labor relations attorney to insure compliance with State regulations.
#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.
#8 - Training	Kentucky Broadcast Association Training Webinars	All account executives hired between April 1, 2018 and March 31, 2019 successfully completed or are in the process of completing 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, 2018- 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.	August 29, 2018 – 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. On-air personalities were able to meet with hundreds of students face-to-face, while attending this event.
#8 – Training	Sales Rally- Hardin, KY	April 29 & 30, 2018– All managers, account executives, production staff and program directors attended a two-day sales rally and training event in Hardin, KY. Training sessions on sales, commercial script writing, production techniques and digital marketing were conducted during the two-day session..



# 8 -- Training	Kentucky Broadcaster Association 2018 Annual Conference. Educational Training Session	October 9, 2018 Forever Communications Sales Dept, including Sales Mgr. Lisa Smith and three Account Executives all attended the educational session entitled "Getting to Yes Today" presented by Pat Bryson, Owner, Bryson Broadcasting International
# 8 – Training	Kentucky Broadcaster Association 2018 Annual Conference. Educational Training Session	October 9, 2018 Forever Communications Sales Dept, including Sales Mgr. Lisa Smith and four Account Executives all attended the educational session entitled "Revenue & Audience Engagement Extravaganza" presented by Mark Levy, President of Revenue Development Resources, Inc.
# 8 – Training	Kentucky Broadcaster Association 2018 Annual Conference. Educational Training Session	October 9, 2018 Forever Communications Sales Dept, including Sales Mgr. Lisa Smith and four Account Executives all attended the educational session entitled "Why Do Clients Buy From Us?" presented by Pat Bryson, Owner, Bryson Broadcasting International
#8 – Training	Kentucky Broadcaster Association 2018 Annual Conference. Educational Training Session	October 9, 2018 Forever Communications Sales Dept, including Sales Mgr. Lisa Smith and two Account Executives attended the educational session entitled "Simple Strategies to Influence People" presented by Chad Doerr, Leadership Training Consultant, Kentucky Farm Bureau.
#8 – Training	Kentucky Broadcaster Association 2018 Annual Conference. Educational Training Session	October 9, 2018 Forever Communications Account Executives, Martha Patterson and Katie Parker attended the educational session entitled "The Auto Dealer and the Media Executive: Both Sides of the Sale" presented by Adam Armbruster, Senior Partner, Eckstein, Summers, Armbruster & Company
#8 – Training	Kentucky Broadcaster Association 2018 Annual Conference. Educational Training Session	October 9, 2018 Forever Communications Account Executive, Martha Patterson attended the educational session entitled "Selling Digital: Best Practices" presented by Adam Armbruster, Senior Partner, Eckstein, Summers, Armbruster & Company

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: Rick Williams, General Manager  
1919 Scottsville Road  
Bowling Green, KY 42104-3303  
Phone: (270) 843-3333  
Fax: (270) 843-0454