

FOREVER COMMUNICATIONS, INC./FOREVER SOUTH LICENSES, LLC STATIONS EQUAL EMPLOYMENT OPPORTUNITY PLAN

Forever Communications, Inc./Forever South Licenses, LLC accepts that diversity in expression will only be achieved through a workforce comprising individuals of diverse ages, gender, cultural background and values. Therefore equal opportunity for all persons is an integral part of Forever Communications, Inc. stations.

Forever Communications, Inc./Forever South Licenses, LLC accepts that particular circumstances prevent some groups in society from competing equally. As an employer, we are committed to eliminate and ensure the continued absence from within its structure any source of direct or indirect discrimination on the basis of factors not related to work performance, including race, color, national or ethnic origin, nationality, sex, marital status, pregnancy, trans-sexuality, age, sexual preference, status as a parent, political conviction, religious belief, social origin or impairment. We have a continuing obligation under FCC legislation to implement an Equal Employment Opportunity Plan.

Forever Communications, Inc./Forever South Licenses, LLC also accepts that, by recognizing diversity as a potential asset, it will be a better place to create a culture where all staff have equal opportunity for advancement and where every employee is respected as an individual. To this end, policies, procedures and programs have been implemented to promote equality of opportunity and the value of human diversity through Forever Communications, Inc. Stations EEO Plan.

Advertising Contracts – Forever Communications, Inc./Forever South Licenses, LLC and its affiliates and their Radio Stations do not and shall not discriminate in any way on the basis of race or gender, respecting their advertising practices.

- **Recruitment** – To ensure non-discrimination and to foster full consideration in filling job vacancies, we utilize the following recruitment procedures:
 1. To maintain written and oral communication with a variety of organizations to encourage the referral of qualified applicants. Those organizations would be local colleges and universities, vocational/technical trade schools, local branches of the NAACP, Women in Business, and state employment agencies.
 2. Establish and offer internship programs in conjunction with educational institutions to individuals seeking to acquire skills necessary for broadcast employment.
 3. Listing job opportunities in a job bank on the station's web-site.
 4. Participation in general outreach through the efforts of activities sponsored by community or education groups such as career days, job fairs, workshops or similar activities.
 5. Participation in shadowing programs directed at students desiring to pursue a career in broadcasting.

- **Outreach review** – Based on information derived from applicants attracted through our recruitment methods, we will demonstrate that the information in reaching a wide diversity of individuals.

- **Record keeping** – We will collect and keep on file (a) listings of all full-time jobs filled, identified by job title; (b) the recruitment source used to fill each vacancy, identified by address, contact person and telephone number; (c) dated copies of all advertisements, letters, e-mails, faxes used to fill each vacancy; (d) data reflecting the recruitment source for each full-time job filled. We will analyze this information to determine that we are attaining our goal of reaching the entire community we serve.
- **Reporting** – An annual report will be placed in our public file and on our website containing the above information of record.

WBVR-FM, WLYE-FM WUHU-FM, WBGN-AM EEO REPORT

This EEO Public File Report is to comply with Section 73.2080(c)(6) of the Federal Communications Commission’s (“FCC”) rules. This Report has been prepared on behalf of the Station(s) Employment Unit that is comprised of the following stations: WBVR-FM licensed to Auburn, KY, WUHU FM licensed to Smiths Grove, KY, WBGN-AM, licensed to Bowling Green, KY, all with offices in Bowling Green (Warren Co.), KY and WLYE-FM licensed to Glasgow, KY with offices in Glasgow (Barren Co.), KY. This report is required to be placed in the public inspection files of these stations and posted on their respective websites, if available.

The information contained in this Report covers the time period beginning April 1, 2008 to and including March 31, 2009 (the “Applicable Period”). During this period the stations filled the following full-time vacancies: (6) Account Executive positions, (1) Sales Manager position and (1) Sales Assistant position. The stations interviewed a total of 27 people for all of the positions during the covered period.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

WBVR/WUHU/WBGN/WLYE On-air ads	14
WOGY/WYNU/WLSZ/WLLI Jackson, TN	
WFGE/WNBS/WOFC Murray, KY	
WFKY/WKED/WKYE Frankfort, KY	
Employee Referral	8
Station Website	3
All About Country	
IBA – Indiana Broadcasters Association	
KBA – Kentucky Broadcasters Association	
OAB – Ohio Association of Broadcasting	
Tennessee Broadcasters Association	
Inside Radio	
Broadcasting Dept. of Western KY University	
Bowling Green Chamber of Commerce	
Career Services Center of Western KY University	
EEO - B.R.A.S.S.	
Life Skills Employment Options	
Dept. of Communications at WKU	
WKU Office of Diversity Programs	
WKU Gordon Ford College of Business	
WKU School of Journalism & Broadcasting	
WKU – Owensboro campus	

Bowling Green Human Rights Commission	
Tennessee State University Career Center	
Eastern Ky University Multicultural Student Affairs	
University of KY Career Center	
Vanderbilt University Career Center	
University of Louisville Career Center	
National Assoc. of Broadcasters	
AllAccess.com	
West Virginia Broadcasters Association	
Murray St. Univ. Career Center	
NAACP – Bowling Green, KY	
Internal Advancement	1
Unsolicited applications	2
Position created specifically	1
TOTAL INTERVIEWED:	29

The following attachments contain the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Name of Recruitment Source	Address / Email Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification
Career Services WKU	Bowling Green, KY	Joe O'Neal	(270) 843-3333	1	No
Employee Referral	ckelly@forevercomm.com	Chris Kelly	(270) 843-3333	1	No
On-air Recruitment	www.allhitwuhu107.com	Joe O'Neal	(270) 843-333	1	No

POSITION: WUHU Sales Account Executiv
DATE VACANCY OPENED: 04.10.08
DATE VACANCY FILLED: 06.05.08
TOTAL NO. OF PERSONS INTERVIEWED: 3
RECRUITMENT SOURCE THAT REFERRED THE HIREE: Employee Referral

This vacancy was distributed to each organization listed on the stations' outreach list encouraging applications/resumes.

Name of Recruitment Source	Address / Email Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification
Employee Referral	1919 Scottsville Rd. Bowling Green, KY	Joe O'Neal	<u>(270) 843-3333</u>	2	No
On-air Ad	1340wbgn.com	Mark Mackey	(270) 843-3333	1	No

POSITION: Account Executive for WBGN
DATE VACANCY OPENED: 04.30.08
DATE VACANCY FILLED: 06.30.08
TOTAL NO. OF PERSONS INTERVIEWED: 3
RECRUITMENT SOURCE THAT REFERRED THE HIREE: Employee Referral

This vacancy was distributed to each organization listed on the stations' outreach list encouraging applications/resumes.

Name of Recruitment Source	Address / Email Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification
Employee Referral	1919 Scottsville Rd., BG, KY 42104	Brad Hutcheson	(270) 843-3333	3	No
Station Website	beaverfm.com	Mark Mackey	(270) 843-3333	3	No
Station Website	allhitwuhu107.com	Mark Mackey	(270) 843-3333	4	No
Unsolicited Application	(N/A)	Mark Mackey	(270) 843-3333	2	No
On-air Recruitment	WBVR/WUHU/WBGN/WLYE`	Brad Hutcheson	(270) 843-333	2	No

POSITION: Sales Assistant
DATE VACANCY OPENED: 06.01.08
DATE VACANCY FILLED: 06.27.08
TOTAL NO. OF PERSONS INTERVIEWED: 14
RECRUITMENT SOURCE THAT REFERRED THE HIREE: Employee Referral

This vacancy was distributed to each organization listed on the stations' outreach list encouraging applications/resumes.

Name of Recruitment Source	Address / Email Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification
Employee Referral	1919 Scottsville Rd., BG, KY 42104	Rose Shibler	(270) 843-3333	1	No
On-air Recruitment	Allhitwuhu107.com	Brad Hutcheson	(270) 843-3333	2	No

POSITION: Account Executive/Web Sales
DATE VACANCY OPENED: 06.01.08
DATE VACANCY FILLED: 09.15.08
TOTAL NO. OF PERSONS INTERVIEWED: 3
RECRUITMENT SOURCE THAT REFERRED THE HIREE: Employee Referral

This vacancy was distributed to each organization listed on the stations' outreach list encouraging applications/resumes.

Name of Recruitment Source	Address / Email Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification
On-air Recruitment	WBVR/WUHU/WBGN/WLYE	Bob Steen	(270) 651-5290	5	No
Internal Advancement	N/A	Bob Steen	(270) 651-5290	1	No

POSITION: Account Executive for WLYE

DATE VACANCY OPENED: 09.26.08

DATE VACANCY FILLED: 10.16.08

TOTAL NO. OF PERSONS INTERVIEWED: 6

RECRUITMENT SOURCE THAT REFERRED THE HIREE: Internal Advancement

This vacancy was distributed to each organization listed on the stations' outreach list encouraging applications/resumes.

Name of Recruitment Source	Address / Email Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification
Employee Referral	chris@forevercomm.com	Christine Hillard	(270) 843-333	1	No
On-air Recruitment	WBVR/WUHU/WBGN/WLYE	Brad Hutcheson	(270) 843-3333	2	No

POSITION: Account Exec/Web Sales

DATE VACANCY OPENED: 11.15.08

DATE VACANCY FILLED: 12.01.08

TOTAL NO. OF PERSONS INTERVIEWED: 3

RECRUITMENT SOURCE THAT REFERRED THE HIREE: Employee Referral

This vacancy was distributed to each organization listed on the stations' outreach list encouraging applications/resumes.

Name of Recruitment Source	Address / Email Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification
This position was an exigent hire on June 2, 2008. The corporate DOS position is new and was created specifically for the employee hired, based on his qualifications and recommendation from one of our managers in another market.		Christine Hillard, COO	(270) 843-3333	1	No

POSITION: Corp Director of Sales/GSM for Bowling Green
DATE VACANCY OPENED: 06.01.08
DATE VACANCY FILLED: 06.02.08
TOTAL NO. OF PERSONS INTERVIEWED: 1

This vacancy was distributed to each organization listed on the stations' outreach list encouraging applications/resumes.

INTERNS

The goal of the program is to recruit candidates, primarily from local colleges, and prepare them for entry-level positions within the broadcast industry. Throughout the above-mentioned period, Forever Communications has had fifteen interns.

1. From January 22, 2008 to May 2, 2008, a student at Western KY University assisted Promotions Director, Chris Kelly with production/studio board operations, setting up personal appearances and remote broadcasts. He also assists Sales Manager, Joe O'Neal with sales projects. Credits earned: 3

2. From January 22, 2008 to May 2, 2008, a student at Western KY University assisted Promotions Director, Chris Kelly with setting up live broadcasts, promotional materials for live broadcasts and on-air giveaways. The intern also assists Sales Manager, Joe O'Neal with various projects in the sales department. Credits earned: 3

3. From January 22, 2008 to May 2, 2008, The intern, a student at Western KY University, assisted Promotions Director, Chris Kelly with prepping equipment for live broadcasts, ordering promotional prizes, and setting up on air interviews. The intern is of assistance to Sales Manager, Joe O'Neal with various sales projects. Credits earned: 3

4. From January 22, 2008 to May 2, 2008, the intern is assisting the morning WUHU-FM on air personalities, Brooke Summers and Greg Almond 5 days a week for The Morning Show while attending Western KY University fulltime. Credits earned: 3

5. From May 12, 2008 to August 22, 2008, a student at Western KY University participated in Forever Communications Internship Program by working with Promotions Director, Chris Kelly in helping set up personal appearances and remote broadcasts. In addition, she was involved in helping with on-air promotions, mascot work, on-air programming and various office and clerical duties. Credits earned: 3

6. From May 12, 2008 to August 22, 2008, a student at Western KY University participated in Forever Communications Internship Program by working with Promotions Director, Chris Kelly in helping set up personal appearances and remote broadcasts. In addition, she was involved in helping with on-air promotions, mascot work and various office and clerical duties. Credits earned: 3

7. From May 12, 2008 to August 22, 2008, a student at Western KY University participated in Forever Communications Internship Program by working with Promotions Director, Chris Kelly in helping set up remote broadcasts. In addition, she was involved in helping with on-air promotions, mascot work, on air programming and board operation and various office and clerical duties. This intern was subsequently hired on a part-time basis. Credits earned: 3

8. From May 12, 2008 to August 22, 2008, a student at Western KY University participated in Forever Communications Internship Program by

working with Promotions Director, Chris Kelly in helping set up remote broadcasts. In addition, she was involved in helping with on-air promotions, sales presentations and various office and clerical duties. This intern was subsequently hired on a full-time basis and has been an invaluable addition to the work force. Credits earned: 3

9. From August 25, 2008 to December 5, 2008, a student at Western KY University participated in Forever Communications Internship Program by working with Promotions Director, Chris Kelly in helping set up remote broadcasts. In addition, he was involved in helping with on-air promotions, sales presentations, mascot work and various office and clerical duties. Credits earned: 3

10. From August 25, 2008 to December 5, 2008, a student at Western KY University participated in Forever Communications Internship Program by working with Promotions Director, Chris Kelly in helping set up remote broadcasts. In addition, she was involved in helping with on-air promotions, board operations, mascot work and various office and clerical duties. Credits earned: 3

11. From August 25, 2008 to December 5, 2008, a student at Western KY University participated in Forever Communications Internship Program by working with Promotions Director, Chris Kelly in helping set up remote broadcasts. In addition, she was involved in helping with on-air promotions, board operations, on air programming, mascot work and various office and clerical duties. Credits earned: 3

12. From January 26, 2009 to present, a student at Western KY University participated in Forever Communications Internship Program by working with Promotions Director, Chris Kelly in helping set up remote broadcasts. In addition, he was involved in helping with on-air promotions, on-air programming, sales presentations, mascot work and various office and clerical duties. Credits earned: 3

13. From January 26, 2009 to present, a student at Western KY University participated in Forever Communications Internship Program by working with Promotions Director, Chris Kelly in helping set up remote broadcasts. In addition, she was involved in helping with on-air promotions, board operations, mascot work and various office and clerical duties. Credits earned: 3

14. From January 26, 2009 to present, a student at Western KY University participated in Forever Communications Internship Program by working with Promotions Director, Chris Kelly in helping set up remote broadcasts. In addition, she was involved in helping with on-air promotions, board operations, on air programming, mascot work and various office and clerical duties. Credits earned: 3

15. From January 26, 2009 to present, a student at Western KY University participated in Forever Communications Internship Program by working with Sales Assistant, Jill Goodwin in helping with on-air promotions, sales presentations and various office and clerical duties. Credits earned: 3

CAREER FAIRS

1) April 24, 2008 (Attendee: Mark Mackey - GM)

The Second Annual South Central Job and Career Fair was held at the Glasgow National Guard Armory in Glasgow, KY. A total of 22 sponsors participated in soliciting employees and students to attend their college or technical school. In addition, High School Seniors from the immediate area were invited to participate. Kentucky Department of Vocational Rehab held special seminars on Effective Resume Writing, Great Interviewing Skills and How to Dress for Success. During the event, Forever Communications received ten applications/resumes for an open sales position.

2) September 16, 2008 (Attendee: Mark Mackey – GM)

The Bowling Green/Warren County Chamber of Commerce Annual Job and Career Fair was September 16th at the Greenwood Mall in Bowling Green from 10am to 6pm. Forever Communications' four stations, WLYE-FM, WUHU-FM, WBGN-AM and WBVR-FM had information available for job openings in our sales department and internship programs. The job and career fair was well attended. We received 3 resumes for our job openings in our sales department and 2 resumes from Western Kentucky students looking to participate in our internship program

3) March 25, 2009 (Attendee: Mark Mackey – GM)

The Western Kentucky University Job and Career Fair was held at the Carroll Knicely Center from 1pm to 4pm and was well attended. We attended for the purpose of recruiting for our radio stations in Bowling Green, and Glasgow as well as Murray and Frankfort, Kentucky. More than 82 businesses and organizations participated in the Fair and we received 16 resumes for general employment, 9 resumes for sales openings and 4 for on air positions as well as 3 applications for our internship program.

TRAINING

Ongoing training for 2009: Beginning January 2009, Forever Communications contracted an outside consulting and training firm focused on, and specializing in, the needs of those involved in media advertising sales. The consulting firm believes strongly in a customer-focused approach to selling, and in management strategies that focus on talent. The consulting firm's management systems help companies hire and retain the best people, managing each person as an individual by building on their strengths and working around their weaknesses. Mark Mackey, GM and the sales staff attended a 2 day orientation on January 19th and 20th in Bowling Green KY and are now enrolled in the ongoing training.

The training will consist of Internet training courses, specialized recruitment, seminars and interaction with personal trainers throughout the year.

TOURS

Promotions Director Chris Kelly conducted several tours of the Forever Communications facilities located at 1919 Scottsville Road, Bowling Green, KY. This location houses broadcast studios for WBVR-FM, WUHU-FM & WBGN-AM, as well as production studios, sales, administrative and management offices:

Two tours conducted with local Cub Scout troops on or about September 20, 2008 and February 24, 2009.

Another tour was conducted with a summer activities program on or about June 19, 2008 and approximately 14 tours with Western Kentucky University broadcasting students throughout the spring and fall semesters. Certain course instructors in the local Western Kentucky University broadcasting department require students to visit media facilities.

Tours primarily consist of walking through broadcast studios, production studios, explaining day-to-day operating procedures and promotional guidelines for station events and answering questions about programming, educational requirements, etc.

On occasion, the Receptionist in the front office will conduct impromptu tours for visitors, mostly from out of town, and explain the different departments involved in putting on radio programs.

OUTREACH ACTIVITY

WUHU Morning Show co-hosts Brooke Summers and Greg Almond did a live broadcast at Bowling Green Junior High School for their Career Day in September 2008. They spent about four hours at the school and discussed the radio business and potential careers with the students and administrative staff.

WUHU On-air personality, Chris Kelly, was a guest speaker for the Western Kentucky University International Association of Business Communicators meeting in January 2009. He answered questions for about 30 students pertaining to potential career paths in broadcasting and business communications as well as community networking tips.

On January 13, 2009, WUHU Morning Show co-host Greg Almond spoke to a Western Kentucky University Sociology class, specifically to a class taught by Dr. Steve Groce on

the sociological impact of popular music. He spoke to approximately twenty students about music, music selection on the radio and careers in the radio industry.

EEO Notice Seeking Organizations

Regular on-air radio announcements of organizations that regularly distribute information about employment opportunities or have job applicants to refer are encouraged to notify our offices in order to receive job vacancy information regarding our stations. If your organization would like to be contacted regarding future vacancies, please contact Mark Mackey at:

Forever Communications
1919 Scottsville Road
Bowling Green, KY 42104
Telephone: (270) 843-333
FAX: (270) 843-0454
E-mail: mark@forevercomm.com