

**EEO PUBLIC FILE REPORT**  
**FOR STATIONS WOGY-FM/WYNU-FM/WTJJ-FM/WTJW-FM/WTJS-AM/WLLI-AM**  
**JACKSON, TN/HUMBOLDT, TN**  
 April 1, 2008-March 31, 2009

This EEO Public Rile Report is filed in Stations WOGY-FM/WYNU-FM/WTJJ-FM/WTJW-FM/WTJS-AM/WLLI-AM's public inspection file pursuant to Section 73.2080©(6) if the Federal Communications Commission's ("FCC") rules.

During the period beginning on April 1, 2008 and ending on March 31, 2009, the stations filled the following full-time vacancies: Marketing Executive's, Overnight Air Talent, Business/Traffic Manager, and Mid-day Air Talent.

The stations interviewed a total of 60 people for all full-time vacancies during the period covered by in this period.

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

WOGY/WYNU/WTJJ/WTWJ/WTJS/WLLI (on air ads) Jackson, TN	39
WBVR/WLYE/WUHU/WBGN-Bowling Green, KY	
WFGS/WNBS/WOFC-Murray, KY	
WFKY/WSTV/WKYE-Frankfort, KY	
Employee Referrals	7
Internal Posting	
Client Referral	3
Walk-In-s	
E-Mails	
Call In-s	1
Freed Hardeman University, Henderson, TN	
Jackson State Community College, Jackson, TN	
Lambuth University, Jackson, TN	
University of Tennessee, Martin, TN	
Lane College, Jackson, TN	
Memphis Urban League, Memphis, TN	
Tennessee Job Service	
Union University, Jackson, TN	4
Urban League of Middle Tennessee, Nashville, TN	
Tennessee Association of Broadcasters	
<a href="http://www.allaccess.com">www.allaccess.com</a>	2
<a href="http://www.allaboutcountry.com">www.allaboutcountry.com</a>	
<a href="http://www.radioonline.com">www.radioonline.com</a>	1
<a href="http://www.radiogrit.com">www.radiogrit.com</a>	
<a href="http://www.tda.org/artman/ublish11.shtml">www.tda.org/artman/ublish11.shtml</a>	
<a href="http://www.rbr.com">www.rbr.com</a>	
<a href="http://www.tvandradiojobs.com">www.tvandradiojobs.com</a>	
<a href="http://www.indeed.com">www.indeed.com</a>	3

Attachment A contains the following information for each full-time vacancy:

The recruitment sources (s) used to fill each vacancy, identified by name, address, and telephone number, (see attached)

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.

Attachment B contains a list and brief description of menu options activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

If your organization would like to be contacted regarding future vacancies, please contact Shirley Bell at:

Forever Communications  
122 Radio Road  
Jackson, TN 38301  
Telephone: (731) 427-3316  
Fax: (731) 427-9338  
E-Mail: [sbell@forevertn.com](mailto:sbell@forevertn.com)

**FULL-TIME VACANCY EEO INFORMATION**  
**FOR STATIONS WOGY-FM/WYNU-FM/WTJJ-FM/WTJW-FM/WTJS-AM/WLLI-AM**  
**JACKSON, TN/HUMBOLDT, TN**  
April 1, 2008-March 31, 2009

Job Title of Vacancy: Marketing Executive

Recruitment Source That Referred the Hiree:  
WOGY/WYNU/WTJJ/WTJW/WTJS/WLLI

Date Vacancy Opened: April 1, 2008

Total Number of Persons Interviewed for the vacancy: 31

Date Vacancy Filled: 5/19/08 – 2 hiree's

Date Vacancy Filled: 6/10/08 – 1 hiree

---

**Recruitment Sources Used to Fill the Vacancy**

---

WOGY/WYNU/WTJJ/WTJW/WTJS/WLLI (on air ads & websites) Jackson, TN	27
Employee Referrals	3
Internal Posting	
Client Referral	
Walk-Ins	
E-Mails	
Call In-s	1

**FULL-TIME VACANCY EEO INFORMATION**  
**FOR STATIONS WOGY-FM/WYNU-FM/WTJJ-FM/WTJW-FM/WTJS-AM/WLLI-AM**  
**JACKSON, TN/HUMBOLDT, TN**  
April 1, 2008-March 31, 2009

Job Title of Vacancy: Overnight Air Talent

Recruitment Source That Referred the Hire:  
WOGY/WYNU/WTJJ/WTJW/WTJS/WLLI

Date Vacancy Opened: May 19, 2008

Total Number of Persons Interviewed for the vacancy: 5

Date Vacancy Filled: July 7, 2008

---

**Recruitment Sources Used to Fill the Vacancy**

---

WOGY/WYNU/WTJJ/WTJW/WTJS/WLLI (on air ads) Jackson, TN	2
WBVR/WLYE/WUHU/WBGN-Bowling Green, KY	
WFGS/WNBS/WOFC-Murray, KY	
WFKY/WSTV/WKYE-Frankfort, KY	
Employee Referrals	1
Internal Posting	
Client Referral	
Walk-Ins	
E-Mails	
Call In	
Tennessee Association of Broadcasters	
<a href="http://www.allaccess.com">www.allaccess.com</a>	2
<a href="http://www.radioonline.com">www.radioonline.com</a>	

**FULL-TIME VACANCY EEO INFORMATION**  
**FOR STATIONS WOGY-FM/WYNU-FM/WTJJ-FM/WTJW-FM/WTJS-AM/WLLI-AM**  
**JACKSON, TN/HUMBOLDT, TN**  
April 1, 2008-March 31, 2009

Job Title of Vacancy: Business/Traffic Manager      Recruitment Source That Referred the Hiree:  
WOGY/WYNU/WTJJ/WTJW/WTJS/WLLI

Date Vacancy Opened: June 17, 2008      Total Number of Persons Interviewed for the vacancy: 5

Date Vacancy Filled: August 4, 2008

---

**Recruitment Sources Used to Fill the Vacancy**

---

WOGY/WYNU/WTJJ/WTJW/WTJS/WLLI (on air ads) Jackson, TN      5  
WBVR/WLYE/WUHU/WBGN-Bowling Green, KY  
WFGS/WNBS/WOFC-Murray, KY  
WFKY/WSTV/WKYE-Frankfort, KY  
Employee Referrals  
Internal Posting  
Client Referral  
Walk-Ins  
E-Mails  
Call-Ins  
Freed Hardeman University, Henderson, TN  
Jackson State Community College, Jackson, TN  
Lambuth University, Jackson, TN  
University of Tennessee, Martin, TN  
Lane College, Jackson, TN  
Memphis Urban League, Memphis, TN  
Tennessee Job Service  
Union University, Jackson, TN  
Urban League of Middle Tennessee, Nashville, TN  
Tennessee Association of Broadcasters  
[www.allaccess.com](http://www.allaccess.com)  
[www.allaboutcountry.com](http://www.allaboutcountry.com)  
[www.radioonline.com](http://www.radioonline.com)  
[www.radiogrit.com](http://www.radiogrit.com)  
[www.tda.org/artman/ublish11.shtml](http://www.tda.org/artman/ublish11.shtml)  
[www.rbr.com](http://www.rbr.com)  
[www.tvandradijobs.com](http://www.tvandradijobs.com)

**FULL-TIME VACANCY EEO INFORMATION**  
**FOR STATIONS WOGY-FM/WYNU-FM/WTJJ-FM/WTJW-FM/WTJS-AM/WLLI-AM**  
**JACKSON, TN/HUMBOLDT, TN**  
 April 1, 2008-March 31, 2009

Job Title of Vacancy: Marketing Executive's

Recruitment Source That Referred the Hiree:  
 WOGY/WYNU/WTJJ/WTJW/WTJS/WLLI  
 Employee Referral

Date Vacancy Opened: August 22, 2008

Total Number of Persons Interviewed for the vacancy: 17

Date Vacancy Filled: October 1, 2008

—

Date Vacancy Filled: October 21, 2008

Date Vacancy Filled: October 27, 2008

Date Vacancy Filled: December 8, 2008

Date Vacancy Filled: December 8, 2008

**Recruitment Sources Used to Fill the Vacancy**

WOGY/WYNU/WTJJ/WTJW/WTJS/WLLI (on air ads) Jackson, TN	5
WBVR/WLYE/WUHU/WBGN-Bowling Green, KY	
WFGS/WNBS/WOFC-Murray, KY	
WFKY/WSTV/WKYE-Frankfort, KY	
Employee Referrals	3
Internal Posting	
Client Referral	2
Walk-Ins	
E-Mails	
Call Ins	
Freed Hardeman University, Henderson, TN	
Jackson State Community College, Jackson, TN	
Lambuth University, Jackson, TN	
University of Tennessee, Martin, TN	
Lane College, Jackson, TN	
Memphis Urban League, Memphis, TN	
Tennessee Job Service	
Union University, Jackson, TN	4
Urban League of Middle Tennessee, Nashville, TN	
Tennessee Association of Broadcasters	
<a href="http://www.allaccess.com">www.allaccess.com</a>	
<a href="http://www.allaboutcountry.com">www.allaboutcountry.com</a>	
<a href="http://www.radioonline.com">www.radioonline.com</a>	
<a href="http://www.radiogrit.com">www.radiogrit.com</a>	
<a href="http://www.tda.org/artman/ublish11.shtml">www.tda.org/artman/ublish11.shtml</a>	
<a href="http://www.rbr.com">www.rbr.com</a>	
<a href="http://www.tvandradijobs.com">www.tvandradijobs.com</a>	
<a href="http://www.indeed.com">www.indeed.com</a>	3

**FULL-TIME VACANCY EEO INFORMATION**  
**FOR STATIONS WOGY-FM/WYNU-FM/WTJJ-FM/WTJW-FM/WTJS-AM/WLLI-AM**  
**JACKSON, TN/HUMBOLDT, TN**

April 1, 2008-March 31, 2009

Job Title of Vacancy: Mid-Day Air Talent

Recruitment Source That Referred the Hire:

[www.radioonline.com](http://www.radioonline.com)

Date Vacancy Opened: October 9, 2008

Total Number of Persons Interviewed for the vacancy: 2

Date Vacancy Filled: December 29, 2008

---

**Recruitment Sources Used to Fill the Vacancy**

---

WOGY/WYNU/WTJJ/WTJW/WTJS/WLLI (on air ads) Jackson, TN

WBVR/WLYE/WUHU/WBGN-Bowling Green, KY

WFGS/WNBS/WOFC-Murray, KY

WFKY/WSTV/WKYE-Frankfort, KY

Employee Referrals

Internal Posting

Client Referral

Walk-Ins

E-Mails

Call Ins

Freed Hardeman University, Henderson, TN

Jackson State Community College, Jackson, TN

Lambuth University, Jackson, TN

University of Tennessee, Martin, TN

Lane College, Jackson, TN

Memphis Urban League, Memphis, TN

Tennessee Job Service

Union University, Jackson, TN

Urban League of Middle Tennessee, Nashville, TN

Tennessee Association of Broadcasters

[www.allaccess.com](http://www.allaccess.com)

[www.allaboutcountry.com](http://www.allaboutcountry.com)

[www.radioonline.com](http://www.radioonline.com)

[www.radiogrit.com](http://www.radiogrit.com)

[www.tda.org/artman/ublish11.shtml](http://www.tda.org/artman/ublish11.shtml)

[www.rbr.com](http://www.rbr.com)

[www.tvandradiojobs.com](http://www.tvandradiojobs.com)

**OUTREACH ACTIVITIES**  
**FOR STATIONS WOGY-FM/WYNU-FM/WTJJ-FM/WTJW-FM/WTJS-AM/WLLI-AM**  
**JACKSON, TN/HUMBOLDT, TN**

April 1, 2008-March 31, 2009

**Internship**

**Freed Hardeman University, Henderson, TN**

On May 12, 2008 student K. Muller from Freed Hardeman University joined our staff as an intern working with the programming department. Mr. Muller experienced show prep, news prep, board operations duties, production, copy writing, and general on air duties. The student completed his internship on August 19, 2008. No credit hours were given for the internship.

**University of Tennessee, Martin, TN**

Beginning April 12, 2008 student J. Endicott from University of Tennessee at Martin, TN entered our internship schedule with the programming department. Ms. Endicott learned copy writing, production, show prep, and was allowed to produce on-air commercials. Ms. Endicott completed her internship on August 8, 2008. No credit hours were given for the internship.

Lane College, Jackson, TN

*Lane College students receive three (3) credit hours. Michael Dennis, is the Professor and Chair of Mass Communications for Lane College.*

J. Burt from Lane College, Jackson, TN joined our staff as an intern on September 17, 2008. Unfortunately, Mr. Burt quit before completing the program.

Student L. Pitts with Lane College, Jackson, TN began her internship on September 17, 2008. Completion date was December 1, 2008. Ms. Pitts participated in show prep, news prep, and board operator duties.

C. Womack from Lane College, Jackson, TN joined the Forever Team on September 18, 2008. Mr. Womack worked directly with programming and air staff producing live broadcasts. The internship was completed on December 9, 2008.

Ms. L Jamison came to us from Lane College, Jackson, TN. Ms. Jamison started her internship on January 12, 2009. She is assisting with production and on air programming. Duties included copy writing, filing, show prep, and recording Public Service Announcements.

Beginning January 13, 2009 E. Archie a student with Lane College, Jackson, TN entered the intern program with Forever Communications. He will gain experience from production of promos, commercials and general studio duties. Mr. Archie also attended a community news conference. He was able to interview, write news cast and produce a spot regarding the event.

## **Career Fairs**

The job fair was located at Scotts Hill High School on April 2<sup>nd</sup>, from 8:30 am until 10:30am. The classes rotated four times during the two hour period. Nikki Yarbro, Promotion Director, represented Forever Communications and spoke with each class explaining the opportunities associated with careers in radio. Students were given Forever Communications employment brochures along with the opportunity fill out applications and submit resumes.

On June 18, 2008 Forever Communications participated in Jackson Park and Recreational Department's annual "Touch a Truck" event that was held at Fairgrounds Park in Jackson, TN. Approximately 800 children attended the event at which they were able to find out about many different opportunities available to them in the radio industry. Air personality "Tad Pole" (Lucas Brown) spoke to the children about broadcasting and working at the radio station and later fielded questions from the participants.

September 17, 2008 Gibson County Schools held Career Day at Trenton Peabody High School in Trenton, TN. Nikki Yarbro presented opportunities on various positions and internships. Students were give information on Forever Communications corporate structure and the job descriptions. Everyone was given chance to fill out applications and leave resumes.

Jackson State Community College hosted their annual "Health & Career Fair" on October 8, 2008. Nikki Yarbro, presented students, faculty, staff and the community with services and areas of expertise that Forever Communications offers. Employment applications were received. Approximate 400-600 participants attended.

## **EEO Notice Seeking Organizations**

Regular on air radio announcements of organizations that regularly distribute information about employment opportunities or have job applicants to refer were encouraged, to notify our offices in order to receive job vacancy information regarding out stations.

## **Training**

Last fall (08) Harvey Boyd, Nikki Yarbro, Dave Hacker and Ron Haney were in on a conference call/training session with Mike from Intertech. The training, that took place in our conference room, consisted of going over the basics of setting up a Listener Club via our various stations' web sites through our online Vortal connection site with Intertech. Mike covered getting set up the Listener Club and the specifics of how to maintain an ongoing campaign of email blasts and pertinent Listener Club emails/newsletters with the members of our station email lists.

On November 21, 2008 Verla Price, General Manager and Betty Eggenberger, Executive Assistant, attended a two hour seminar at the Jackson Chamber of Commerce, Jackson, TN. The event was hosted by the Law Offices of Baker, Donelson, Bearman, & Berkowitz, Memphis, TN. The presentation included recent changes to the FMLA and the ADA; Employee Free Choice Act.

On January, 27, 2008 Verla Price, Executive Vice President met with Scott Bradford, Marketing Services Employer Service Specialist with the State of Tennessee Department of Labor & Workforce Development. Mr. Bradford

covered the new changes in Tennessee Labor Laws and offered information available to employers to assist in job recruitment, and training. In addition Mr. Bradford offered insight to Occupational Safety & Health Compliance Services as well as educational and training seminars available for employees and employers. Ms. Price was given material with web links to services offered by the State of Tennessee.

January 15th-18th, 2009: St Jude Country Cares Radiothon Seminar. Harvey Boyd, Program Director for WOGY along with Air Talent, Lucas (Tad Pole) Brown, and Gregg Rivers, Program Director for WYNU attended the St. Jude Country Cares Radiothon Seminar in Memphis, TN, to learn effective methods for planning and implementing successful fundraisers for the St. Jude Children's Research Center. Additionally, Harvey Boyd was the keynote speaker in a seminar in which our methods of success were taught to radio station attendees. The seminar was well received; with much learned and much shared in one of the most worthy causes we have the opportunity to support.

Beginning, January, 1st, 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's companies hire and retain the best people, managing each person as an individual by building on their strengths and working around their weaknesses.

Verla Price, GM and the sales staff attended a two day orientation on January, 19-20, 2009, in Bowling Green, KY. Verla Price, GM and the sales staff are enrolled in an ongoing training course that will continue throughout the year. The training will consist of internet courses, specialized recruitment, seminars and interaction with personal trainers.