

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, 2011

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 Executive – , Sales Manager – Vice President of Sales – Program Director

The station interviewed a total of 29 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	# Referred by Source	Notifications Request?
WBVR/WLYE/WUHU/WBGN (on air ads)	1919 Scottsville Rd., Bowling Green, KY 42104	Mark Mackey	270-843-3333	7	No
WOGY/WYNU/WTJS/WTJJ/ WTSW/WILLI (on air ads)	122 Radio Road, Jackson, TN 38301	Verla Price	731-427-3316	0	No
WFGS/WNBS/WOFC (on air ads)	1500 Diuguid Rd., Murray, KY 42071	Scott Swalls	270-753-2400	0	No
WFKY/WSTV/WKYW (on air ads)	115 W. Main St., Frankfort, KY 40601	Garry Brown	502-875-1130	0	No
Employee Referral	1919 Scottsville Rd., Bowling Green, KY 42104	Mark Mackey	270-843-3333	5	No
Internal Posting	1919 Scottsville Rd., Bowling Green, KY 42104	Mark Mackey	270-843-3333	0	No
Friend Referral		Mark Mackey	270-843-3333	1	No
All About Country	www.allaboutcountry.com	Bill Hennes	910-313-2491	0	No
KY Broadcasters Assoc.	www.kba.org	Gary White	888-843-5221	0	No
Ohio Assoc of Broadcasting	www.oab.org	Patricia Geary	614-228-4052	0	No
Tenn. Broadcasting Assoc	www.tabtn@bellsouth.net	Jill Green	615-321-1626	0	No
Craigslist Foundation	www.craigslist.org	Jim Buckmaster	415-278-0405	0	No
WKU Broadcast Dept	www.bart.white@wku.edu	Bart White	270-745-2155	0	No
Bowling Green Chamber of Commerce	710 College St, Bowling Green, KY 42101.	Jessica Thompson	270-781-3200	0	No
Career Services @ WKU	www.career.services@wku.edu	Carol White	270-745-3095	0	No
B.R.A.S.S.	P.O. Box 1941, Bowling Green, KY	Katharine Collins	270-843-1183	0	No
Morehead St. University	www.morehead-csm.symplicity.com/employers	Julia Hawkins	606-783-2233	0	No
Glasgow, KY Dept. of Employment	445 N., Green St., Glasgow, KY 42141	Barry Symons	270-651-2121	0	No
Henderson, KY Dept. of Employment	Henderson, KY 42420		270-826-5313	0	No
Murray St. University	2nd Floor, Ordway Hall, Murray, KY 42071	Marlo Rhodes	270-762-3735	0	No

Univ. of Louisville	www.laeric02@louisville.edu	Leslye Erikson	502-852-4740	0	No
WKU Dept. of Communications	www.carl.kell@wku.edu	Carl Kell	270-745-3296	0	No
	www.beaverfm.com	Mark Mackey	270-843-3333	1	No
	www.allhitwuhu107.com	Mark Mackey	270-843-3333	2	No
	www.1340wbqn.com	Mark Mackey	270-843-3333	0	No
	www.willie94.com	Mark Mackey	270-843-3333	0	No
Forever Broadcasting - PA	1 Forever Dr. Hollidaysburg, PA 16648	Carol Logan	814-941-9800	0	No
Job Fair @ Draughns Jr. College	2421 Fitzgerald Industrial Dr., Bowling Green, KY 42101	Mark Mackey	270-843-3333	0	No
All Access Online	www.allaccess.com	Joel Denver	Unavailable	4	No
Unsolicited Applicant		Mark Mackey	270-843-3333	4	No
Facebook Online		Brooke Summers	270-843-3333	1	No
Shane Media Consults	2500 Tanglewilde, #206 Houston, TX 77063	Pam Shane	713-952-9221	4	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: WUHU-FM Website

Date Vacancy Opened: 3.22.10

Total Number Persons Interviewed for the Vacancy: 5

Date Vacancy Filled: 5.24.10

Recruit Sources Used to Fill the Vacancy:

Recruitment Source	Address	Contact	Phone Number	Total # Inter-viewed	Notification Requested?
WBVR/WLYE/WUHU/WBGN (on air ads)	1919 Scottsville Rd., Bowling Green, KY 42104	Rob Balge	270-843-3333	0	No
WOGY/WYNU/WTJS/WTJJ/ WTSW/WILLI (on air ads)	122 Radio Road, Jackson, TN 38301	Verla Price	731-427-3316	0	No
WFGS/WNBS/WOFC (on air ads)	1500 Diuguid Rd., Murray, KY 42071	Scott Swalls	270-753-2400	0	No
WFKY/WSTV/WKYW (on air ads)	115 W. Main St., Frankfort, KY 40601	Bryan McFarland/ Garry Brown	502-875-1130	0	No
Employee Referral	1919 Scottsville Rd., Bowling Green, KY 42104	Rob Balge	270-843-3333	0	No
Internal Posting	1919 Scottsville Rd., Bowling Green, KY 42104	Rob Balge	270-843-3333	0	No
Client Referral		Rob Balge	270-843-3333	0	No
All About Country	www.allaboutcountry.com	Bill Hennes	910-313-2491	0	No
KY Broadcasters Assoc.	www.kba.kba.org	Gary White	888-843-5221	0	No
Ohio Assoc of Broadcasting	www.oab.oab.org	Patricia Geary	614-228-4052	0	No
Tenn. Broadcasting Assoc	www.tabtn@bellsouth.net	Jill Green	615-321-1626	0	No
Craigslist Foundation	www.craigslist.org	Jim Buckmaster	415-278-0405	0	No
WKU Broadcast Dept	www.bart.white@wku.edu	Bart White	270-745-2155	0	No
Bowling Green Chamber of Commerce	710 College St, Bowling Green, KY 42101.	Jessica Thompson	270-781-3200	0	No
Career Services @ WKU	www.career.services@wku.edu	Carol White	270-745-3095	0	No
B.R.A.S.S.	P.O. Box 1941, Bowling Green, KY	Katharine Collins	270-813-1183	0	No
Morehead St. University	www.morehead-csm.symplicity.com/employers	Julia Hawkins	606-783-2233	0	No
Glasgow, KY Dept. of Employment	445 N., Green St., Glasgow, KY 42141	Barry Symons	270-651-2121	0	No
Henderson, KY Dept. of Employment	Henderson, KY 42420		270-826-5313	0	No

Murray St. University	2nd Floor, Ordway Hall, Murray, KY 42071	Marlo Rhodes	270-843-3333	0	No
			270-762-3735		
WKU Dept. of Communications	www.carl.kell@wku.edu	Carol Kell	270-745-3296	0	No
www.beaverfm.com		Rob Balge	270-843-3333	0	No
www.allhitwuhu107.com		Rob Balge	270-843-3333	1	No
www.1340wbqn.com		Rob Balge	270-843-3333	0	No
www.willie94.com		Rob Balge	270-843-3333	0	No
Unsolicited Applicant		Rob Balge	270-843-3333	4	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: On-Air Personalities

Recruitment Source Referring the Hires: All Access Website

Date Vacancy Opened: 6.01.10

Total Number of Persons

Date Vacancy Filled: 8.01.10 & 8.16.10

Interviewed for Vacancy: 5

Recruitment Sources Used to Fill the Vacancy:

Recruitment Source	Address	Contact	Phone Number	Total # Inter-viewed	Notification Requested?
WBVR/WLYE/WUHU/WBGN (on air ads)	1919 Scottsville Rd., Bowling Green, KY 42104	Mark Mackey	270-843-3333	0	No
WOGY/WYNU/WTJS/WTJJ/ WTSW/WILLI (on air ads)	122 Radio Road, Jackson, TN 38301	Verla Price	731-427-3316	0	No
WFGS/WNBS/WOFC (on air ads)	1500 Diuguid Rd., Murray, KY 42071	Scott Swalls	270-753-2400	0	No
WFKY/WSTV/WKYW (on air ads)	115 W. Main St., Frankfort, KY 40601	Bryan McFarland/ Garry Brown	502-875-1130	0	No
Employee Referral	1919 Scottsville Rd., Bowling Green, KY 42104	Mark Mackey	270-843-3333	0	No
Internal Posting	1919 Scottsville Rd., Bowling Green, KY 42104	Mark Mackey	270-843-3333	0	No
All Access	www.allaccess.com		N/A	4	No
KY Broadcasters Assoc.	www.kba.org	Gary White	888-843-5221	0	No
Career Services Central State University	www.centralstate.edu	Lesa Taylor DeVond	800-388-2781	0	No
Tenn. Broadcasting Assoc	www.tabtn@bellsouth.net	Jill Green	615-321-1626	0	No
Craigslist Foundation	www.craigslist.org	Jim Buckmaster	415-278-0405	0	No
WKU Broadcast Dept	www.bart.white@wku.edu	Bart White	270-745-2155	0	No
Bowling Green Chamber of Commerce	710 College St, Bowling Green, KY 42101.	Jessica Thompson	270-781-3200	0	No
Career Services @ WKU	www.career.services@wku.edu	Carol White	270-745-3095	0	No
Facebook Online		Rob Balge	270-843-3333	1	No
Murray St. University	2nd Floor, Ordway Hall, Murray, KY 42071	Marlo Rhodes	270-762-3735	0	No
WKU Dept. of Communications	www.carl.kell@wku.edu	Carl Kell	270-745-3296	0	No
www.beaverfm.com		Mark Mackey	270-843-3333	0	No
www.allhitwuhu107.com		Mark Mackey	270-843-3333	0	No
www.1340wbgn.com		Mark Mackey	270-843-3333	0	No
www.willie94.com		Mark Mackey	270-843-3333	0	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive

Recruitment Source Referring the Hiree: WUHU-FM Website

Date Vacancy Opened: 5.24.10

Total Number of Persons Interviewed for Vacancy: 9

Date Vacancy Filled: 8.30.10

Recruitment Sources Used to Fill the Vacancy:

Recruitment Source	Address	Contact	Phone Number	Total # Inter-viewed	Notification Requested?
WBVR/WLYE/WUHU/WBGN (on air ads)	1919 Scottsville Rd., Bowling Green, KY 42104	Mark Mackey	270-843-3333	3	No
WOGY/WYNU/WTJS/WTJJ/WTSW/WILLI (on air ads)	122 Radio Road, Jackson, TN 38301	Verla Price	731-427-3316	0	No
WFGS/WNBS/WOFC (on air ads)	1500 Diuguid Rd., Murray, KY 42071	Scott Swalls	270-753-2400	0	No
WFKY/WSTV/WKYW (on air ads)	115 W. Main St., Frankfort, KY 40601	Bryan McFarland/ Garry Brown	502-875-1130	0	No
Employee Referral	1919 Scottsville Rd., Bowling Green, KY 42104	Mark Mackey	270-843-3333	3	No
Internal Posting	1919 Scottsville Rd., Bowling Green, KY 42104	Mark Mackey	270-843-3333	0	No
Client Referral		Mark Mackey	270-843-3333	0	No
All About Country	www.allaboutcountry.com	Bill Hennes	910-313-2491	0	No
KY Broadcasters Assoc.	www.kba.org	Gary White	888-843-5221	0	No
Ohio Assoc of Broadcasting	www.oab.org	Patricia Geary	614-228-4052	0	No
Tenn. Broadcasting Assoc	www.tabtn@bellsouth.net	Jill Green	615-321-1626	0	No
Craigslist Foundation	www.craigslist.org	Jim Buckmaster	415-278-0405	0	No
WKU Broadcast Dept	www.bart.white@wku.edu	Bart White	270-745-2155	0	No
Bowling Green Chamber of Commerce	710 College St, Bowling Green, KY 42101.	Jessica Thompson	270-781-3200	0	No
Career Services @ WKU	www.career.services@wku.edu	Carol White	270-745-3095	0	No
B.R.A.S.S.	P.O. Box 1941, Bowling Green, KY	Katharine Collins	270-843-1183	0	No
Morehead St. University	www.morehead-csm.symplicity.com/employers	Julia Hawkins	606-783-2233	0	No
Glasgow, KY Dept. of Employment	445 N., Green St., Glasgow, KY 42141	Barry Symons	270-651-2121	0	No

All Access Online	www.allaccess.com	Joel Denver	Unavailable	0	No
Friend Referral	Unavailable	Unavailable	Unavailable	1	No
www.beaverfm.com		Mark Mackey	270-843-3333	1	No
www.allhitwuhu107.com		Mark Mackey	270-843-3333	1	No
www.1340wbgn.com		Mark Mackey	270-843-3333	0	No
www.willie94.com		Mark Mackey	270-843-3333	0	No

Date: September 30, 2010

To: Pam Johnson/EEO Coordinator

From: Mark Mackey, Market Manager
WBVR-FM/WUHU-FM/WLYE-FM/WBGN-AM
Bowling Green, KY

Re: New Position – Vice President of Sales

Tim Menowsky has been hired for the newly created position as Vice President of Sales for our cluster in Bowling Green. His start date is October 1, 2010.

This should be treated as an exigent hire as we have never had a Vice President of Sales until a recommendation for Tim Menowsky was received from our sister company, Keymarket Communications. This position was created due to Tim's experience and our unique needs.

If you have any questions, please let me know.

Mark Mackey

Date: November 12, 2010

To: Pam Johnson/EEO Coordinator

From: Mark Mackey/Market Manager
WBVR-FM/WUHU-FM/WLYE-FM/WBGN-AM
Bowling Green, KY

Re: New Position: General Sales Manager

Joe O'Neal has been hired to the newly created position of General Sales Manager for the Bowling Green cluster. His start date is November 15, 2010.

Please treat this hire as an exigent hire. We terminated our Local Sales Manager for cause and created a General Sales Management position exclusively due to the qualifications exhibited by Joe O'Neal.

If you have any question, please let me know.

Thank you,

Mark Mackey

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: WUHU Program
Director

Recruitment Source That Referred
The Hiree: Shane Media Ad on All Access

Date Vacancy Opened: 12.15.10
Date Vacancy Filled: 1.27.11

Total Number of Persons Interviewed
for the Vacancy: 4

Recruitment Sources Used to Fill the Vacancy:

Recruitment Source	Address	Contact	Phone Number	Total # Inter- viewed	Notification Requested?
WBVR/WLYE/WUHU/WBGN (on air ads)	1919 Scottsville Rd., Bowling Green, KY 42104	Christine Hillard	270-843-3333	0	No
WOGY/WYNU/WTJS/WTJJ/ WTSW/WILLI (on air ads)	122 Radio Road, Jackson, TN 38301	Verla Price	731-427-3316	0	No
WFGS/WNBS/WOFC (on air ads)	1500 Diuguid Rd., Murray, KY 42071	Scott Swalls	270-753-2400	0	No
WFKY/WSTV/WKYW (on air ads)	115 W. Main St., Frankfort, KY 40601	Bryan McFarland/ Garry Brown	502-875-1130	0	No
Employee Referral	1919 Scottsville Rd., Bowling Green, KY 42104	Christine Hillard	270-843-3333	0	No
Internal Posting	1919 Scottsville Rd., Bowling Green, KY 42104	Christine Hillard	270-843-3333	0	No
Client Referral		Christine Hillard	270-843-3333	0	No
Shane Media Consults	2500 Tanglewilde, #206 Houston, TX 77063	Pam Shane	713-952-9221	4	No
KY Broadcasters Assoc.	www.kba.org	Gary White	888-843-5221	0	No
Ohio Assoc of Broadcasting	www.oab.org	Patricia Geary	614-228-4052	0	No
Tenn. Broadcasting Assoc	www.tabtn@bellsouth.net	Jill Green	615-321-1626	0	No
Craigslist Foundation	www.craigslist.org	Jim Buckmaster	415-278-0405	0	No
WKU Broadcast Dept	www.bart.white@wku.edu	Bart White	270-745-2155	0	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hire: On-Air Ad

Date Vacancy Opened: 9.28.10

Total Number of Persons Interviewed for the Vacancy: 6

Date Vacancy Filled: 3.15.11

Recruitment Sources Used to Fill the Vacancy:

<i>Recruitment Source</i>	<i>Address</i>	<i>Contact</i>	<i>Phone Number</i>	<i>Total # Inter-viewed</i>	<i>Notification Requested ?</i>
WBVR/WLYE/WUHU/WBGN (on air ads)	1919 Scottsville Rd., Bowling Green, KY 42104	Mark Mackey	270-843-3333	4	No
WOGY/WYNU/WTJS/WTJJ/WTSW/WILLI (on air ads)	122 Radio Road, Jackson, TN 38301	Verla Price	731-427-3316	0	No
WFGS/WNBS/WOFC (on air ads)	1500 Diuguid Rd., Murray, KY 42071	Scott Swalls	270-753-2400	0	No
WFKY/WSTV/WKYW (on air ads)	115 W. Main St., Frankfort, KY 40601	Bryan McFarland/ Garry Brown	502-875-1130	0	No
Employee Referral	1919 Scottsville Rd., Bowling Green, KY 42104	Mark Mackey	270-843-3333	2	No
Internal Posting	1919 Scottsville Rd., Bowling Green, KY 42104	Mark Mackey	270-843-3333	0	No
Client Referral		Mark Mackey	270-843-3333	0	No
www.beaverfm.com		Mark Mackey	270-843-3333	0	No
www.willie94.com		Mark Mackey	270-843-3333	0	No
www.allhitwuhu107.com		Mark Mackey	270-843-3333	0	No
www.1340wbgn.com		Mark Mackey	270-843-3333	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 Western KY University Fall Career Expo	On October 28, 2010 Mark Mackey, GM, attended the event and received 10 resumes as attendance was low
#1 - Job Fair	Participated in Career Day at Bowling Green Jr. High School	Scott, evening DJ for WUHU-FM, attended the event on November 9, 2010 and set up a sound system to play CD of special music to discuss careers in broadcasting; 40-50 students attended
#1 - Job Fair	Participated in Job and Career Fair at Daymar College	On May 21, 2010, Mark Mackey, GM, attended the fair where he received 3 resumes for our sales opening. He also had several students inquire about our Internship Program.
#1 - Job Fair	Participated in Western Ky University Spring Career Fair	On March 31, 2011 Mark Mackey, GM, attended the Fair and received 18 resumes, 12 for sales, 5 for internships, 1 for on-air personality and 1 for administrative assistant
#5 - Internship	A. Reece – earned 3 credits	5/25/10 – 8/12/10 Western Ky University student assisted with promotions for 4 radio stations as well as clerical duties
#5 - Internship	J. Beattie – earned 3 credits	5/27/10 – 8/6/10 WKU student assisted with promotions and live action broadcasts
#5 - Internship	A. Matthews – earned 3 credits	5/24/10 – 8/12/10 WKU student assisted promotions director with clerical duties and performed voice tracking for WUHU-FM program director
#5 - Internship	S. Taylor – earned 3 credits	9/22/10 – 12/3/10 WKU student assisted with promotions and clerical duties
#5 - Internship	A. Matthews – earned 3 credits	9/14/10 – 12/3/10 WKU student assisted with promotions and voice tracking as well as live action broadcasts and reception duties
#5 - Internship	A. Kardasevic – earned 3 credits	9/13/10 – 12/6/10 WKU student assisted promotions director with various duties related to live action broadcasts and clerical tasks
#5 - Internship	B. Walter – earned 3 credits	1/17/11 to present WKU student assisted with various clerical duties, assisted with promotions and participated in live action broadcasts

#8 - Training	Forever Communications – PA	Gerald Getz, Company Sales Director, lead a detailed sales training May 25, 2010
#8 - Training	Forever Communications – PA	Gerald Getz, Company Sales Director, conducted training session on July 13, 2010
#8 - Training	Forever Communications - PA	Gerald Getz provided training for sales account executives related to marketing September 21, 2010
#8 – Training	Forever Communications - PA	Sales and marketing training was lead by Gerald Getz, Company Sales Director on November 16, 2010
#8 – Training	Forever Communications - PA	Gatekeeper strategies were taught by Gerald Getz, Company Sales Director on January 17 & 18,, 2011
#8 – Training	Forever Communications - PA	Marketing retail training was lead by Gerald Getz, Company Sales Director on February 21, 2011
#8 – Training	Forever Communications - PA	Client relationship training was lead by Gerald Getz, Company Sales Director on March 7, 2011
#10 - Sponsorship	Norm Haney, of WBGN, Scott Gurstein, of WUHU and Becky Quinn, Promotions Director	Norm, Scott and Becky participated in welcoming back students to the Western Ky University campus in August 2010
#16 – Outreach	Becky Quinn, Promotions Director	Throughout the year Becky gave detailed tours of the facilities to college and high school students, Girl Scouts, Cup Scouts, Brownies and others including station formats, broadcasting wattage, DJ Profiles, equipment and department responsibilities

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:

Pam Johnson
Forever Communications
1919 Scottsville Road
Bowling Green, KY 42104-3303
Phone: (270) 843-3333
Fax: (270) 843-0454