

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 outreach activities:

**Outreach commercials are scheduled to run the first two weeks of the month on all radio stations asking area organizations to contact us if they would like to be added to receive our employment openings

CLASSIFICATION	TYPE OF ACTIVITY	BRIEF DESCRIPTION
#6, #10, #11	Participated in Touch a Truck event with City of Jackson	June 28, 2019, Our station vans were present for this community event for children to walk through and explore various trucks. Station information packs with employment brochures were available.
#6, #11	Madison County 4 th of July Fireworks Show & Carnival co-sponsored with Madison Co Fire Department	July 4, 2019, set up booth for WOGY, WHHG, WYJJ & WLLI at the McKellar Sipes Airport with station information and employment brochures. This event is from 2p-10p. C. Wilbanks, L. Brown, R. Pettiford attended.
#6, #10, #11	Co-Sponsor toy & coat drive with THP, County & City Fire Department	December 7, 2019 Co-sponsored toy & coat drive at Food Drive R. Pettiford, C. Wilbanks, L. Brown. We had a booth set up to take donations and interact with the public
#4, #6, #11	Radio Station Group Tours	We give group tours of our facilities to organizations such as the Boys & Girl Scouts, Youth Village, Elementary, High School and College groups, Church groups and other similar groups. The tours provide an introduction to the Radio Broadcasting Industry and are offered for free. A typical tour includes information on the history of radio and our stations. We explain and demonstrate the broadcasting equipment used to transmit programming from the studio to the transmitter site, we explain the studio equipment and how it functions. An introduction and hands on recording of commercial production is demonstrated. An explanation of all positions and responsibility of station personnel is also given. We discuss our stations' formats, audience and coverage area. The tours are tailored to meet the goals of the specific groups
#8, #14	Update of Career Opportunities Brochure – annual review and update	March 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 is also includes our

		company's EEO policy.
#8, #14	Review of Handbook and EEO policies/procedures.	July 24, 2019 – Staff meeting to review the revised Forever Communications Employee handbook, as well as EEO policies/procedures. R. Vestal.
#8, #14	Sales Rally – Cadiz KY	Aug 18 th and 19 th 2019– All managers, account executives and sales assistants attended a two-day sales rally and training event in Cadiz, KY.
#6, #11	Annual Jackson Brew fest	Oct 26 th - Jackson Brew fest is a benefit in part for the Down Syndrome Assoc of West TN. We had a booth with staff handing out our employment brochures. Attendance was around 750.
#6, #11, #16	Participated in 29 th African American Street Festival	Aug 30-Sept 1, 2019. Set up booth at African American Street festival, gave out gift bags from Jackson Madison County Health Department & McDonalds and station information and received 2 applications.
#1, #4, #6	Participated in Job Fair & Career expo at American Job Center.	Oct 31, 2019 participated in Job Fair hosted by American Job Center. Forever Communications promoted the event and was a vendor. T. Reed handed out our employment brochures.
#4, #5, #7, #10, #16	Radio Talent Institute	July 25, 2019 – Christine Hillard, Pres/COO of Forever Communications, Inc. was a guest speaker at the 7th 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 Willis, a former Radio Talent Institute graduate who is currently a full-time employee of Forever Communications in Bowling Green, KY and Jared Mims, Exec. VP of Operations/Sales and Interactive Services 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 & several local broadcasts groups. Forever Communications is one of the founding underwriters for this non-profit program and provides multiple scholarships each year.
#1, #3, #4, #16	Participated in Career Fair	Sept 28, 2019, Lincoln Elementary Community Career Summit. 11am-2pm. T. Reed and K. Wise attended and handed out employment opportunities brochures. 70 people picked up our brochure.
#8	Regular Sales Department Meetings and Review Sessions	The sales department staff meets regularly to review sales goals, results, products and promotions. Along with reviews, these sessions include training opportunities in the form of printed materials, webinars and

	recorded educational materials.
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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 substantial 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 profession 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 reasonable 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:

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