

## ANNUAL EEO PUBLIC FILE REPORT

<b>Facility ID</b>	<b>Date Report Covers:</b> April 1, 2023 – March 31, 2024	<b>Employer:</b> Forever Media, Inc.	<b>Job Search to:</b> careers@forevermediainc.com
<b>67131</b> <b>54608</b> <b>54607</b> <b>67132</b> <b>62368</b> <b>25870</b>	<b>Stations, City of License:</b> WGTY (FM), Gettysburg, PA WYCR (FM), York/Hanover, PA WHVR, Hanover, PA WGET, Gettysburg, PA WPPY (FM), Starview, PA WRKY, Lancaster, PA	<b>Employment Unit Addresses:</b> 275 Radio Road Hanover, PA 17331  <b>On-Line Public File Location:</b> www.foreveryork.com	<b>Contact Person, Title, email, phone number:</b> David Davies, GM ddavies@forevermediainc.com 717-637-3831

This EEO Public File Report is filed in each Station’s public inspection file.

Forever Media and its affiliates and their Radio Station(s) do not and shall not discriminate, in any manner on the basis of race, ethnicity, religion, gender, or age respecting their recruiting, employment or advertising practices. We engage in a continuing effort to seek out prospective applicants for employment. We contacted agencies in the area of the station to solicit for full-time open positions of employment. This report reflects those agencies contacted. Those, which requested to be contacted, are so noted. We have found these agencies to be suppliers of possible employment candidates in our continuing outreach program to achieve dissemination of information to a broad section of the community.

Employer periodically re-evaluates the recruitment sources list for wide dissemination of vacancies.

**Full-Time Vacancies Filled:**

Job Title	Hire Date	Persons Hired	Persons Interviewed	Recruitment Sources Used from Master List	Referring Source
On Air Personality	4/19/23	1	1	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,27,28,30	3
Account Executive	7/24/23, 9/5/23, 10/2/24	3	5	1,2,3,4,5,6,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,27,30	3,2,3
Totals		4	6		

**Full-Time Recruitment Sources Master List:**

<b>Recruitment Source Number</b>	<b>Recruitment Source Name, Address, Phone, Contact, email, URL</b>	<b>Source Requested Notification</b>	<b>Referrals from this source</b>
1	Forever Media Web 275 Radio Road Hanover, PA 17331 www.foreveryork.com	No	0
2	Forever Media - On-Air Radio Stations WGTY/WYCR/WHVR/WGET/WPPY/WRKY 275 Radio Road Hanover, PA 17331 717-637-3831 www.foreveryork.com	No	2
3	Walk-Ins, Employee / Client Referrals /Other Linda Propheter, General Sales Manager 275 Radio Road Hanover, PA 17331 717-637-3831 lpropheter@forevermediainc.com	No	3
4	Indeed 177 Broad Street, 6 <sup>th</sup> Floor Stamford, CT 06901 888-746-9333 Customer Support www.indeed.com	No	1
5	Linked In www.linkedin.com	No	0
6	Pennsylvania Association of Broadcasters Gail Ponti 208 North 3 <sup>rd</sup> Street, Suite 105 Harrisburg, PA 17101 717-482-4820 gponti@pab.org	No	0
7	Maryland DC Delaware Broadcasters Association 804 E. Edenton Street Raleigh, NC 27601 410-653-4122 info@mdcd.com	No	0
8	Internal Job Posting – Cumberland Jeanie McLaughlin 350 Byrd Avenue Cumberland, MD 21502 301-722-6666 jmclaughlin@forevermediainc.com	No	0
	Internal Job Posting – Easton	No	0

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<b>9</b>	Patti Tibbitt 306 Port Street Easton, MD 21601 410-822-3301 <a href="mailto:ptibbitt@forevermediainc.com">ptibbitt@forevermediainc.com</a>		
<b>10</b>	Internal Job Posting - Havre de Grace Joseph Keane 707 Revolution Street Havre de Grace, MD 21078 866-664-1037 <a href="mailto:jkeane@forevermediainc.com">jkeane@forevermediainc.com</a>	No	0
<b>11</b>	Internal Job Posting – Brownsville Joyce Nicholson 123 Blaine Road Brownsville, PA 15417 724-938-2000 <a href="mailto:jnicholson@forevermediainc.com">jnicholson@forevermediainc.com</a>	No	0
<b>12</b>	Internal Job Posting – Pittsburgh Joyce Nicholson 2 Robinson Plaza, Suite 410 Pittsburgh, PA 15205 412-275-3393 <a href="mailto:jnicholson@forevermediainc.com">jnicholson@forevermediainc.com</a>	No	0
<b>13</b>	Internal Job Posting – Milford Nanci Black 1666 Blairs Pond Road Milford, DE 19963 302-422-7575 <a href="mailto:nblack@forevermediainc.com">nblack@forevermediainc.com</a>	No	0
<b>14</b>	Internal Job Posting – Wilmington Ken Scriven 2727 Shipley Road Wilmington, DE 19810 302-478-2700, 302-660-3446 <a href="mailto:kscriven@forevermediainc.com">kscriven@forevermediainc.com</a>	No	0
<b>15</b>	Harrisburg Area Community College Andrew Leister YL104A, 2010 Pennsylvania Avenue York, PA 17404 717-801-3338 <a href="mailto:ajleiste@hacc.edu">ajleiste@hacc.edu</a>	Yes	0
<b>16</b>	Pennsylvania State University – Mont Alto Patty Gochenauer 1 Campus Drive Mont Alto, PA 17237 717-749-6104 <a href="mailto:pmgoch@psu.edu">pmgoch@psu.edu</a>	Yes	0

<p><b>17</b></p>	<p>Pennsylvania State University – York                  Leigh Ann Fry                  1031 Edgecomb Ave                  York, PA 17403                  717-771-4053  <a href="mailto:lnm5048@psu.edu">lnm5048@psu.edu</a></p>	<p>No</p>	<p>0</p>
<p><b>18</b></p>	<p>Dickinson College                  28 N. College St                  P.O. Box 1773                  Carlisle, PA 17013                  717-245-1740  <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a></p>	<p>No</p>	<p>0</p>
<p><b>19</b></p>	<p>Lebanon Valley College                  101 North College Ave                  Annville, PA 17003                  717-867-6381, 717-867-6560  <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a></p>	<p>No</p>	<p>0</p>
<p><b>20</b></p>	<p>Messiah College                  One College Avenue                  Mechanicsburg, PA 17055                  717-691-6016  <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a></p>	<p>Yes</p>	<p>0</p>
<p><b>21</b></p>	<p>Mount St. Mary’s University                  16300 Old Emmitsburg Road                  Emmitsburg, MD 21727                  301-447-5630, 301-447-5202  <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a></p>	<p>No</p>	<p>0</p>
<p><b>22</b></p>	<p>Shippensburg University                  1871 Old Main Drive                  Shippensburg, PA 17257                  717-477-1484  <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a></p>	<p>Yes</p>	<p>0</p>
<p><b>23</b></p>	<p>York College of Pennsylvania                  441 Country Club Rd                  York, PA 17403                  717-815-1908  <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a></p>	<p>No</p>	<p>0</p>
<p><b>24</b></p>	<p>All Access Music Group                  Joel Denver                  24955 Pacific Coast Highway, C303                  Malibu, CA 90265  <a href="http://www.allaccess.com">www.allaccess.com</a>                  (Programming only)</p>	<p>No</p>	<p>0</p>

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<b>25</b>	Country Aircheck Monta Vaden 941 18 <sup>th</sup> Avenue, 2 <sup>nd</sup> Floor Nashville, TN 37212 <a href="http://www.countryaircheck.com">www.countryaircheck.com</a> (Programming only)	No	0
<b>26</b>	Joel Raab 668 Woodbourne Road, Suite 202 Langhorne, PA 19047 215-750-6868 <a href="http://www.joeraab.com">www.joeraab.com</a> (Programming only)	No	0
<b>27</b>	First Saint John's Lutheran Church Rev. James Driskell 140 West King Street York, PA 17403 717-386-3698 <a href="mailto:bm2driskell@aol.com">bm2driskell@aol.com</a>	Yes	0
<b>28</b>	Office of Vocational Rehabilitation KayLee Young 2550 Kingston Road Suite 101 York, PA 17402 717-771-4407 <a href="mailto:kaylyoung@pa.gov">kaylyoung@pa.gov</a>	Yes	0
<b>29</b>	TBC Holdings LLC tbcholdingsllc.com Cameron McDowell 724-513-6663	No	0
<b>30</b>	United Way of York County Anne Druck 880 East King Street York, PA 17403 717-771-3806, 717-771-3800 <a href="mailto:drucka@unitedway-york.org">drucka@unitedway-york.org</a>	Yes	0
		<b>Total</b>	<b>6</b>

**Outreach Activities List:**

<b>Outreach Number</b>	<b>Date</b>	<b>Recruitment Initiative</b>	<b>Description</b>	<b>Participants</b>
1	5/5/23	#1 Conventions, Job Fairs, Career Days, Career Fairs	<b>Conewago Valley Intermediate School Career Day.</b> Gave the students the opportunity to hear about different career fields. Presentation was on the radio broadcasting industry with focus on sales.	Rebecca Sieg, Account Executive
2	10/25/23	#1 Conventions, Job Fairs, Career Days, Career Fairs	<b>Frostburg State University Virtual Career and Internship Fair.</b> Engaged with students and alumni seeking employment opportunities.	Diane Fetty represented all of the Forever Media stations.
3	11/2/23	#1 Conventions, Job Fairs, Career Days, Career Fairs	<b>University of Delaware’s 2023 Communications, Marketing and Media Career Meetup.</b> Engaged with students and alumni seeking full-time, part-time and seasonal career opportunities and career advice relating to advertising, branding, communications, graphic design, public relations and media.	Diane Fetty represented all of the Forever Media stations.
4	11/8/23	#1 Conventions, Job Fairs, Career Days, Career Fairs	<b>York College of PA Communications Mock Interviews.</b> This event gave students the opportunity to be interviewed and hear about the radio industry and employment opportunities.	Dave Davies, General Manager
5	3/27/24	#1 Conventions, Job Fairs, Career Days, Career Fairs	<b>Frostburg State University Virtual Career and Internship Fair.</b> Engaged with students and alumni seeking employment opportunities.	Diane Fetty represented all of the Forever Media stations.
6	Ongoing	#2 Hosted Job Fairs	<b>FOREVER MEDIA</b> hosts an on-going job fair on its website <a href="http://www.forevermediainc.com">www.forevermediainc.com</a> where applicants have an opportunity to view open positions, by market, and submit a resume.	Diane Fetty, CHRD
7	12/28/23	#2 Hosted Job Fair	<b>Forever Media hosted a job fair</b> at 275 Radio Road, Hanover. This gave applicants an opportunity to talk about positions in the radio broadcast industry at our station.	Dave Davies, General Manager Robert Poff, Engineer Bill O’Brien, On Air Personality Lauren Kares-Yelk, Local Sales Manager
8	Ongoing	#5 Forever Media Internship Program	Forever Media Radio helps prepare students to take their place in society as active, critical and engaged media professionals. We provide internship opportunities to students every year. We work to design a program that allows students to earn college credit for hands on experience at the radio station. The Internships are designed to meet the needs of the radio station and academic requirements of the college or university where the student	None this period

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			is enrolled. Each internship is uniquely designed to help prepare students to take their place in society as active, critical and engaged media professionals. Students may work with the News Director, Program Director, Business Manager, Chief Engineer, Sales Manager or the General Manager to fulfill their internship. Promotional interns. They helped develop, plan, implement, and recap ways to market and promote the station group. They attend Live Action Broadcasts for the radio network and help promote the event.	
9	4/12/23	#8 Establishment of Training Programs for Station Personnel	Webinar: Jacobs Media Techsurvey 2023	Mike Stevens, Corporate Program Director
10	4/13/23	#8 Establishment of Training Programs for Station Personnel	Ally or Enemy? How RadioGPT™ will Transform Radio. Description: Daniel Anstandig, founder and CEO of Futuri, discusses AI and RadioGPT™ with Andreas Sannemann of Benztown and Ken Benson of P1 Media Group. Host(s): Global Radio Ideas, Ken Benson, Andreas Sannemann, Daniel Anstandig.	Mike Stevens, Corporate Program Director
11	4/20/23	#8 Establishment of Training Programs for Station Personnel	CRS 360 Webinar- The Lifecycle of a Song	Mike Stevens, Corporate Program Director
12	5/4-5/5/23	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held an in-person annual Board of Directors meeting at the Harrisburg Hilton.	Mike Sherry, VP of Sales; Dave Davies, General Manager
13	5/10/23	#8 Establishment of Training Programs for Station Personnel	Ask Me Anything In our third <b>Ask Me Anything (AMA) Webinar</b> , consultants Jay Nachlis and Meghan Campbell will discuss music testing. In this fast-paced 15-minute webinar moderated by Client Services Director Kimberly Bryant, Jay and Meghan will answer your questions about music testing for radio stations, including: <ul style="list-style-type: none"> <li>• Why conducting perceptual research before a music test is so valuable</li> <li>• How to select which songs to test</li> <li>• What are Fit and Compatibility and why do they matter?</li> </ul> Why accurate sound coding is essential for a successful music test	Mike Stevens, Corporate Program Director
14	5/11/23	#8 Establishment of Training Programs for Station Personnel	Edison Research Moms and Media Webinar	Mike Stevens, Corporate Program Director
15	5/18/23	#8 Establishment of Training Programs for Station Personnel	How you replace Scott Shannon, Lessons from an iconic New York PD. Description: Global Radio Ideas with Jim Ryan. Host(s): Global Radio Ideas, Ken Benson, Andreas Sannemann, Jim Ryan	Mike Stevens, Corporate Program Director
16	6/7/23	#8 Establishment of Training Programs for Station Personnel	Ask Me anything Episode 4 – Qualitative Research In this fast-paced 15-minute webinar moderated by Client Services Director	Mike Stevens, Corporate Program Director

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			<p>Kimberly Bryant, Jay and Meghan will answer your questions about qualitative research, including: What's the difference between qualitative and quantitative research? When should I use qualitative research and when should I use quantitative research? What are the benefits of pairing qualitative and quantitative and what order they should be in?</p> <p>What are the benefits of an online discussion group vs. a traditional focus group and vice versa? What is an IDI?</p> <p>What are some themes we've seen from qualitative research in the past year?</p>	
17	6/8/23	#8 Establishment of Training Programs for Station Personnel	Westwood One Advisory Board Call	Lynn Deppen, President Mike Stevens, Corporate Program Director
18	6/21/23	#8 Establishment of Training Programs for Station Personnel	Ok Boomer A Conversation with Gen Z Description: Gen-Z personalities and programmers compare notes with experienced industry veterans, to better understand how to connect and appeal to the next generation of audio consumers, employees, and co-workers in 2023 and beyond.	Mike Stevens, Corporate Program Director
19	6/27/23	#8 Establishment of Training Programs for Station Personnel	Copywriting Webinar A free 30-minute webinar on Wednesday, June 7 at 1p ET on <i>Radio Ink's</i> <a href="#">Facebook page</a> about copywriting	Mike Stevens, Corporate Program Director
20	7/12/23	#8 Establishment of Training Programs for Station Personnel	<p>Ask Me Anything - Episode 5: Personality/Show Research</p> <p>In our fourth Ask Me Anything (AMA) Webinar, consultants Jay Nachlis and Meghan Campbell answered questions related to qualitative research.</p> <p>In our next fast-paced 15-minute webinar moderated by Client Services Director Kimberly Bryant, Jay and Meghan will answer your questions about personality/show research, including: What are some of the best ways to measure the appeal of personalities and shows?</p> <p>How long should you wait before including a personality or show in a study? What are some of the most important things you can learn from personality research?</p> <p>Are there any personalities you shouldn't include in research?</p>	Mike Stevens, Corporate Program Director
21	8/16/23	#8 Establishment of Training Programs for Station Personnel	<p>Ask Me Anything - Episode 6: The Image Pyramid</p> <p>The Coleman Insights Image Pyramid is the foundation of the insights we provide to our clients. The Image Pyramid states that a radio station's ratings performance is largely based on the relatively simple images that listeners possess of that station.</p> <p>In our sixth Ask Me Anything webinar moderated by Client Services Director</p>	Mike Stevens, Corporate Program Director



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			<p>Kimberly Bryant, consultants Jay Nachlis and Meghan Campbell will answer your questions about the Image Pyramid and the layers that comprise it, such as:</p> <p>Why is a station's Base Music or Talk position the most important layer of the Image Pyramid?</p> <p>Why isn't Personality the most important layer?</p> <p>What are some challenges you see with some stations' Image Pyramids?</p> <p>What's an example of a great radio station's Image Pyramid?</p> <p>Does the Image Pyramid only apply to radio or can it apply to other media?</p>	
22	9/13/23	#8 Establishment of Training Programs for Station Personnel	AQ5: Radio Talent in the AI Era	Mike Stevens, Corporate Program Director
23	9/28/23 & 9/29/23	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held an in-person annual Board of Directors meeting at the Omni Hotel in Pittsburgh, PA.	Mike Sherry, VP of Sales
24	10/12/23	#8 Establishment of Training Programs for Station Personnel	<p>Checking in on the World's First AI presenter – Is this Radio's future</p> <p>Description: How Dylan Salisbury created the world's first AI radio presenter and what it means for broadcasters. Host(s): Global Radio Ideas, Ken Benson, Andreas Sannemann, Dylan Salisbury.</p>	Mike Stevens, Corporate Program Director
25	10/18/23	#8 Establishment of Training Programs for Station Personnel	Mike Stevens held a webinar with Program Directors from Westwood One and the Program Directors using Westwood One products.	Mike Stevens, Corporate Program Director
26	10/19/23	#8 Establishment of Training Programs for Station Personnel	Women in Leadership: Building a Diversified Broadcast Team. Geared towards learning a 3-tier approach which aids your organization in accessing, evaluating and implementing various strategies that help in recruiting, but also in creating a supportive and sustainable culture the retains female professionals.	Linda Propheter, General Sales Manager
27	10/25/23	#8 Establishment of Training Programs for Station Personnel	<p>Scary Research Stories - Description: Just in time for Halloween, our next Coleman Insights Ask Me Anything will delve into some of the things that haunt our dreams...err..nightmares.</p> <p>While you can be sure we'll offer valuable treats in this AMA, pay attention to the tricks...as we share some of the scariest things we see in research that you'll want to avoid. If the ratings ghosts keep you up at night and it feels like you're just spinning your wheels, don't worry pumpkin! Just ask us "witch" way to use research to escape the dungeon. It's not magic. It's a Coleman Insights Ask Me Anything event.</p>	Mike Stevens, Corporate Program Director

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	10/26/23	#8 Establishment of Training Programs for Station Personnel	Workforce Summit 2023. Workshop on employment. Business owners presented tactics they employ with the schools to help with vocational training. Employment challenges were discussed by the business community in attendance. Information given on bridging the generational gap.	Linda Propheet, General Sales Manager
28	11/9/23	#8 Establishment of Training Programs for Station Personnel	The Spoken Word Audio Report from NPR and Edison Research	Mike Stevens, Corporate Program Director
29	11/29/23 1/29/24	#8 Establishment of Training Programs for Station Personnel	FCC Political Broadcasting Requirements – Getting Ready for 2024	Mackenzie Machulcz, Office Assistant Tammy Signor, Business Manager
30	11/29/23	#8 Establishment of Training Programs for Station Personnel	Political Advertising Compliance Refresher Webinar – PAB and Michigan State Broadcasters	Mike Stevens, Corporate Program Director
31	11/29/23	#8 Establishment of Training Programs for Station Personnel	FCC Political Broadcasting Requirements – Getting Ready for 2024 Webinar highlighting the issues in political broadcasting.	Managers and GSMS
32	12/11/23	#8 Establishment of Training Programs for Station Personnel	Westwood One Advisory Board	Lynn Deppen, President Mike Stevens, Corporate Program Director
33	12/13/23	#8 Establishment of Training Programs for Station Personnel	Top 10 Findings from 2023 from Edison Research Description: It’s here at last! Throughout the year, we contemplate numerous findings from our custom studies as well as our syndicated datasets, carefully selecting those deemed list-worthy. This 30-minute webinar will showcase top findings on audio, podcasts, radio, exit polls, and more, presented by the researchers who worked on the projects.	Lynn Deppen, President Mike Stevens, Corporate Program Director
34	12/14- 12/15/23	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held an in-person annual Board of Directors meeting at the Bedford Springs Resort	Dave Davies, General Manager Mike Sherry, V.P. of Sales
35	12/23/23	#8 Establishment of Training Programs for Station Personnel	Top 10 Findings from 2023 from Edison Research Description: It’s here at last! Throughout the year, we contemplate numerous findings from our custom studies as well as our syndicated datasets, carefully selecting those deemed list-worthy. This 30-minute webinar will showcase top findings on audio, podcasts, radio, exit polls, and more, presented by the researchers who worked on the projects.	Mike Stevens, Corporate Program Director
36	1/10/24	#8 Establishment of Training Programs for Station Personnel	Luminate: Year End Music Webinar Description: 2023 Year-End Music Webinar where members of our expert insights team will talk through Luminate’s 2023 Year-End Music Report, giving context to the data that highlights some of the industry’s biggest trends over the past year.	Mike Stevens, Corporate Program Director

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37	1/17/24	#8 Establishment of Training Programs for Station Personnel	RAB Live Presentation - Key Takeaways from CES 2024, the Consumer Electronics Show	Mike Stevens, Corporate Program Director
38	1/18/24	#8 Establishment of Training Programs for Station Personnel	Email Marketing 101 Webinar. Covered what is email marketing with Marketron, how to set up an email campaign and how to overcome advertiser objections.	Linda Propheter, General Sales Manager
39	1/25/24	#8 Establishment of Training Programs for Station Personnel	Email Marketing 201 Webinar. Topics included best practices for email creatives and advanced email sales strategies.	Linda Propheter, General Sales Manager
40	2/15/24	#8 Establishment of Training Programs for Station Personnel	AI's Role, Impact and Future on Local Broadcasting: A Conversation with the NAB Sam Matheny Chief Technology Officer, NAB. With the meteoric rise in AI, what do broadcasters need to know about what's on the horizon. In this session, the NAB will define AI, what technologies are available to enhance local broadcasts, and tips to avoid potential pitfalls.	Mike Stevens, Corporate Program Director
41	2/22/24 - 4/11/24	#8 Establishment of Training Programs for Station Personnel	RAB Certified Leadership Masterclass. This is a PAB Member Professional Development Opportunity with an intensive training course being held online for 7 weeks. The weekly sessions allow participants to put into practice in their working environment what they are learning every week. There is a final exam to earn the CRSM certification and the group will continue with monthly group coaching sessions.	Linda Propheter, General Sales Manager
42	2/28/24, 2/29/24 & 3/1/24	#8 Establishment of Training Programs for Station Personnel	Country Radio Seminar (CRS), a three-day educational event held on February 28 – March 1, 2024, at the Omni in Nashville, TN, gathers key business leaders in various radio and music industry fields, featuring presentations on best business practices, emerging technology, personal career development, and new music showcases.	Mike Stevens, David Davies, Nancy Gleason, Jeremy Mulder and Scott Donato
43	Bi-Monthly	#8 Establishment of Training Programs for Station Personnel	Forever Media Corporate Program Director, Mike Stevens, conducts a bi-monthly telephone conference call with the Program Directors and General Managers to review, guide and train in order to help them succeed in their careers and the overall operation of the Radio Stations. These calls routinely include coaching and support from Forever Media President Lynn Deppen.	Program Directors and GMs with Mike Stevens
44	Weekly	#8 Establishment of Training Programs for Station Personnel	A weekly telephone conference call is held on Thursdays at 10:31 am with Production Directors and copywriters, who are divided into group, to share ideas for commercials and promos.	Production Directors and Copywriters
45	Weekly	#8 Establishment of Training Programs for Station Personnel	A weekly telephone conference call is held on Tuesdays at 10:31 am with the programming air staff, who are divided into group, to share ideas on air content.	Programming Staff

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46	Occasionally	#8 Establishment of Training Programs for Station Personnel	Mike Stevens will occasionally share a webinar or presentation to programming and/or production directors and copywriters as they are held by consultants and other broadcast organizations.	Programming/Production Staff
47	Daily	#8 Establishment of Training Programs for Station Personnel	Account Executives are provided with daily group sales meetings to further their understanding of sales, communication, marketing trends/opportunities and sales information. These morning meetings are usually led by the General Sales Manager or General Manager. When individual training is required, the Account Executives are assisted by the General Sales Manager and/or the General Manager.	Sales Staff
48	Monthly	#8 Establishment of Training Programs for Station Personnel	Forever Media Corporate Program Director, Mike Stevens conducts a monthly telephone conference call with Production Directors and Copy Writers to guide, and train in order to help them succeed in their careers, as well as share ideas and talk about trends in copy writing and production. These calls include coaching and support from Mike.	Production Directors and Copywriters with Mike Stevens
49	Monthly	#8 Establishment of Training Programs for Station Personnel	Forever Media makes available Monarch Solutions to the Sales Department. Monarch offers a web-based media-specific software platform that enables the sales department to maximize their advertising opportunities. The program provides media sales workflow while giving the exact information needed for prospecting, managing, evaluating, and closing business. Training tools for all aspects of sales are provided and available within this program.	All Management and sales staff
50	Annually and upon hire	#8 Establishment of Training Programs for Station Personnel	Forever Media supports and has a commitment to the principles of equal employment opportunity and intends to provide a work environment free from unlawful discrimination of any kind. In keeping with this commitment, upon hire, all new employees are put through Sexual Harassment training and every employee trained annually.	All Employees
51	Ongoing	#8 Establishment of Training Programs for Station Personnel	Forever Media incorporates an additional level of employee training with the ThinkZoom-P1Learning program. P1Learning provides on-line training and operations development solutions focused exclusively on the media industry. P1 provides selling techniques and concepts, tips, training, development leadership advice and legal compliance requirements to salespersons, human resources, supervisors and management. All Forever Media employees have access to hundreds of interactive courses, tests and written materials on a variety of topics relevant to the industry.	All Employees

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52	Weekly	#8 Establishment of Training Programs for Station Personnel	Forever Media General Managers schedule weekly, daily and individual meetings with Sales Account Executives to review, guide and train in order to help each succeed in their career. Additionally, every Tuesday morning, the Vice-President of Sales conducts a telephone-conferenced webinar to mentor all Forever Media station General Managers, General Sales Managers, Market Managers through a process of informal discussion of knowledge, education, coaching and support as it relates to work, career, or professional development.	VP of Sales, GM's, GSM's, Sales Staff, Market Managers
53	Ongoing	#8 Establishment of Training Programs for Station Personnel	The station's General Manager, General Sales Manager and Account Executives routinely train on-line with the Radio Advertising Bureau. During this period, all have earned Radio Marketing Professional Certifications from the Radio Advertising Bureau. These educational and instructional courses are designed to improve our sales team's knowledge about radio and offers educational/instructional courses designed to improve management, daily operations and leadership of the Radio Stations.	Sales Staff
54	Ongoing	#8 Establishment of Training Programs for Station Personnel	The General Manager and General Sales Manager have routinely trained on-line with the Pennsylvania Associations of Broadcasters (The Local Broadcast Sales Team & P1 Selling).	GM's, GSM's
55	Ongoing	#8 – Establishment of Training Programs for Station Personnel	Forever Media makes available Marketron. Marketron offers a web-based media-specific software platform that enables the traffic departments, production departments, and business managers to maximize their managing and invoicing of commercials, non-traditional revenue and digital. Training tools for all aspects are provided and available within this program.	Traffic Staff, Programming Staff, and Business Managers
56	Ongoing	#8 Establishment of Training Programs for Station Personnel	Forever Media makes available Nielsen. Nielsen offers platform training for the sales department. Training tools for all aspects are provided and available within this program including a monthly calendar of training sessions.	Sales Staff
57	Weekly	#8 Establishment of Training Programs for Station Personnel	Establishment of Digital sales products. Marketron offers a web-based digital-specific software platform that enables the sales, sales management to provide digital products to our clients. Training is ongoing and is incorporated into their weekly sales training sessions.	All Management and Sales Staff
58	5/4-5/5/23 9/27-9/28/23 12/14-12/15/23	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	PAB Talent Acquisition Committee was evolved to articulate the lack of success recruiting the next generation of reports, air talent, engineers, and sellers has become a crisis in our industry. Goal is to develop a plan to assist member stations with outreach to	Dave Davies, General Manager, Chairman of the Talent Acquisition Committee for the PAB

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			colleges and high schools.	
59	11/10/23 11/28/23 12/11/23 12/14/23	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	Delone Catholic High School through Broadcast Now PAB program has been receiving instruction from our digital strategist. Informational pieces about the station, market, or radio as a whole for them to review independently.	Brooke Wilson, Digital Strategist
60	1/18/24	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	Delone Catholic High School through Broadcast Now PAB program took a field trip to the radio station. Included were 5 students and 2 teachers. They interviewed several station employees at length. They were able to shadow several employees performing their daily job responsibilities.	Brooke Wilson, Digital Strategist, Robert Poff, Engineer; Eric Weiss, Production Director; Scott Donato, Program Director of WGTY; Lauren Kares-Yelk, Local Sales Manager.
61	2/6/24	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	Delone Catholic High School through Broadcast Now PAB program will be editing down video footage and compiling interview information to create the finished videos to submit to the program.	Brooke Wilson, Digital Strategist
62	Upon Request	#16 – Radio Station Group Tours	We routinely give group tours of our facility, 275 Radio Road, Hanover, PA to organizations such as the Boy and Girl Scouts, elementary and high school 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 station formats, audience and coverage area. The tours are tailored to meet the goals of the specific groups. To request a tour contact: WGET/WGTY/WYCR/WHVR, 275 Radio Road, Hanover, PA 17331. Attn: GM or call 717-637-3831. ddavies@forevermediainc.com	
63	8/4/23	Office of Vocational Rehabilitation	As part of Workforce Exploration Week. We had 3 students and 1 business service representative take a tour of the radio station after they received information on radio and digital sales, and programming.	Linda Propheter, General Sales Manager; Lauren Kares-Yelk, Local Sales Manager; Joe Bleacher, Digital Strategist; and Jeff Naugle, Program Director for WYCR.
64	1/18/24	Delone Catholic	5 students and 2 teachers took a tour of the radio station.	Brooke Wilson, Digital Strategist; Robert Poff, Engineer; Eric Weiss, Production Director; Scott Donato, Program Director for WGTY