

EEO PUBLIC FILE REPORT

**WYLE(FM) – GROVE CITY, PA
WKST(AM) – NEW CASTLE, PA
WJST(AM)– NEW CASTLE, PA**

This EEO Public File Report Covers April 1, 2017 – March 31, 2018

This EEO Public File Report is filed in Stations WWGY(FM) changed call sign to WYLE(FM) on 9/30/17; WKST(AM); WJST(AM) public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on March 31, 2018, the station filled the following full-time vacancies:

Sales Executive	1
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The station interviewed a total of 3 people for all full-time vacancies during the period covered in this report.

RECRUITMENT SOURCES USED

Attachment A contains the following information for the full-time vacancies:

- The recruitment source(s) used to fill each vacancy;
- 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 the vacancies.

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.

Employment Unit Address: 219 Savannah Gardner Road, New Castle PA 16101

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

Jill Hamilton
Business Manager - EEO Officer for
Forever Media, Inc. Meadville / Franklin / Titusville / New Castle Stations
900 Water Street, Downtown Mall
Meadville PA 16335
Phone: 814-724-1111
Fax: 814-333-9628

ATTACHMENT A
FULL-TIME VACANCY EEO INFORMATION

Forever Media, Inc. is an equal opportunity employer and does not discriminate in the hiring, training or promotion of employees by reason of race, color, religion, sex, or national origin. 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. The attachment exemplifies 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.

Name of Recruitment Source	Contact Person	Address	Address	Did the Source Request Notification?	# of Referrals
www.forevernorthwestpa.com**	Jim Shields	www.forevernorthwestpa.com	-----	No	0
Pa Assoc of Broadcasters	Gail Ponti	www.pab.org	-----	No	0
PA Careerlink	On-line	www.cwds.state.pa.us	-----	No	0
Pittsburgh Veteran Center	Director of Job Placement	2500 Baldwick Rd.	Pittsburgh PA 15205	No	0
Veteran's Outreach & Assistance	----	140 W. Sixth Street	Erie PA 16501	No	0
Troy A. Wood Human Service Complex	Director of Job Placement	1 Dale Avenue	Franklin PA 16323	No	0
Greater Erie Community Action Committee	----	18 West 9th Street	Erie PA 16501	No	0
Ohio/Illinois Centers for Broadcasting	Nat'l Director of Placement, Attn: Gary James	9885 Rockside Road, Ste # 160	Valley View OH 44125	No	0
Westminster College	Katy Demedal	319 S. Market Street	New Wilmington PA 16142	No	0
Thiel College	Student Job Placement	75 College Avenue	Greenville PA 10125	No	0
Allegheny College	Office of Career Education	520 N. Main Street	Meadville PA 16335	No	0
Lawrence Co. Community Action Partnership	----	241 W. Grant Street	New Castle PA 16101	No	0
All Access	On-line	www.allaccess.com	On-line	No	0
Internal Posting	Jim Shields	900 Water St., Downtown Mall	Meadville PA 16335	No	0
Internal Posting	Jim Shields	1243 Liberty Street, Ste 501	Franklin PA 16323	No	0
Internal Posting	Jon Jacubec	219 Savannah Gardner Rd.	New Castle PA 16101	No	0

Internal Posting	Beth Thomas	109 Plaza Drive, Ste # 2	Johnstown PA 15905	No	0
Internal Posting	Bethany McManamy	One Forever Drive	Hollidaysburg PA 16648	No	0
Internal Posting	Scott Cohagan	2551 Park Center Blvd	State College PA 16803	No	0
Internal Posting	Joyce Nicholson	1370 Washington Pike	Bridgeville PA 15017	No	0
Internal Posting	Jeanie McLaughlin	350 Byrd Ave.	Cumberland MD 21502	No	0
Internal Posting	Karen Smith	275 Radio Road	York PA 17331	No	0
Indeed.com	On-line	www.indeed.com	-----	No	3
Exploreclarion.com	On-Line	www.exploreclarion.com	-----	No	0
Explorevenango.com	On-Line	www.explorevenango.com	-----	No	0
Explorejeffersonpa.com	On-Line	www.explorejeffersonpa.com	-----	No	0
Franklin Area Chamber	Jodi	1327 Liberty Street	Franklin PA 16323	No	0
Meadville Area Chamber	On-Line	www.meadvillechamber.com	-----	No	0

**Web Site ads appeared on web pages for stations
WGYF(FM); WGYI(FM); WUZZ(FM); WUUZ(FM); WXMJ(FM);
WHMJ(FM); WFRA(AM); WTIV(AM); WMGW(AM); WYLE(FM);
WKST(AM); WJST(AM) which are posted all year long.

JOB VACANCY EEO INFORMATION

NC-1

Job Title of Vacancy:	Account Executive
Date Vacancy Opened:	1/1/17
Date Vacancy Filled:	7/10/17
Total Persons Interviewed:	3
Recruitment Source of Hiree(s):	Indeed.com
	<u>1</u>
Total Hiree(s):	1

Recruitment Sources Used to Fill the Vacancy:

Recruitment Source	Address	Contact Person	Telephone	Total # Interviewed	Requested Notification
www.forevernorthwestpa.com	www.forevernorthwestpa.com	Jim Shields	814-724-1111	0	No
Pa Assoc of Broadcasters	www.pab.org	Gail Ponti	717-482-4820	0	No
Pa Careerlink	www.cwds.state.pa.us	On-line	814-337-5574	0	No
Pittsburgh Veteran Center	2500 Baldwick Rd.	Director of Job Placement	412-920-1765	0	No
Veteran's Outreach & Assistance	140 W. Sixth Street, Erie PA 16501	----	814-453-5719	0	No
Troy A. Wood Human Service Complex	1 Dale Avenue, Franklin PA 16323	Director of Job Placement	814-432-9551	0	No
Greater Erie Community Action Committee	18 West 9 th St., Erie PA 16501	-----	814-459-4581	0	No
Ohio/Illinois Centers for Broadcasting	9885 Rockside Road, Ste # 160, Valley View OH 44125	Nat'l Dir. Of Placement: Gary James	216-503-5900	0	No
Westminster College	319 S. Market St., New Wilmington PA 16142	Katy Demedal	724-946-6338	0	No
Thiel College	75 College Avenue, Greenville PA 10125	Student Job Placement	800-248-4435	0	No
Allegheny College	520 N. Main Street, Meadville PA 16335	Office of Career Education	814-332-3100	0	No
Lawrence Co. Community Action Partnership	241 W. Grant Street, New Castle PA 16101	----	724-658-7258	0	No
www.allaccess.com	www.allaccess.com	On-line	---	0	No
Internal Posting	900 Water St., Downtown Mall, Meadville PA 16335	Jim Shields	814-724-1111	0	No
Internal Posting	1243 Liberty Street, Ste 501, Franklin PA 16323	Jim Shields	814-432-2188	0	No

Internal Posting	219 Savannah Gardner Rd., New Castle PA 16101	Jon Jacobec	724-654-5502	0	No
Internal Posting	109 Plaza Drive, Ste # 2, Johnstown PA 15905	Beth Thomas	814-255-4186	0	No
Internal Posting	One Forever Drive, Hollidaysburg PA 16648	Bethany McManamy	814-941-9800	0	No
Internal Posting	2551 Park Center Blvd, State College PA 16803	Scott Cohagan	814-237-9800	0	No
Internal Posting	1370 Washington Pike, Bridgeville PA 15017	Joyce Nicholson	412-221-1629	0	No
Internal Posting	350 Byrd Ave., Cumberland MD 21502	Jeanie McLaughlin	301-722-6666	0	No
Internal Posting	275 Radio Road, York PA 17331	Karen Smith	717-630-0479	0	No
Indeed.com	www.indeed.com	On-line	---	3	No
Exploreclarion.com	www.exploreclarion.com	On-line	----	0	No
Explorevenango.com	www.explorevenango.com	On-line	----	0	No
Explorejeffersonpa.com	www.explorejeffersonpa.com	On-line	----	0	No
Franklin Area Chamber	1327 Liberty St., Franklin PA 16323	Jodi	814-432-5823	0	No
Meadville Chamber	908 Diamond Park, Meadville PA 16335	On-line	814-337-8030	0	No

**Web Site ads appeared on web pages for stations WGY(FM); WGYI(FM); WUZZ(FM); WUUZ(FM); WXMJ(FM); WHMJ(FM); WFRA(AM); WTIV(AM); WMGW(AM); WYLE(FM); WKST(AM); WJST(AM) which are posted all year long.

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. Stations WYLE(FM), WKST(AM), and WJST(AM) have engaged in the following outreach activities during the year covered by this report:

#1 Participation of Job Fairs

- ◆ Forever Media, Inc. sponsored and partnered with the Careerlink Job Fair on April 5, 2017 at the Cranberry Mall, Cranberry PA. Our General Manager, Jim Shields, attended the fair and met with prospective employees and collected their resumes.
- ◆ Forever Media, Inc. attended the Career Expo on April 25, 2017 at Edinboro University at the Pogue Student Center, Edinboro PA. Our General Sales Manager, Helen Powers, met with prospective employees and interested job seekers.
- ◆ On Thursday, October 3rd, 2017, a job fair was held at California University of Pennsylvania Convocation Center from 11am-2 pm. The fair is open to Cal U students and alumni wishing to break away from the often-anonymous on-line application process and meet face-to-face with multiple companies in one convenient location. It attracts employers seeking to fill positions in finance, communications, science, non-profit, public service, technology and more! In attendance for Forever Media was Diane Fetty, CHR.D.

#2 Forever Media, Inc. Hosted Job Fair

- ◆ Forever Media, Inc. hosted a Job Fair on Tuesday, April 18, 2017 at the Days Inn Meadville Conference Center, Meadville PA. Our General Sales Manager, Helen Powers, and Meadville sales staff attended the event to assist clients and accept resumes from potential job seekers.

#4 Conventions, Career Days, and Workshops

- Meadville Area Middle School Career Day on May 25, 2017. Our General Manager, Jim Shields, spoke to the Middle School students with a presentation on radio broadcasting and careers in the radio industry.
- General Manager, Jim Shields, was one of the guest speakers for the Martin Luther King, Jr. Mentoring Program at the Meadville Area Middle School, Meadville PA on Wednesday, February 21, 2018.

ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL:

- Annually, and upon each new hire, every Forever Media, Inc, employee is mandated to review policies and procedures for unlawful harassment including sexual harassment. After attending training sessions, each employee signs-off indicating their understanding of what encompasses harassment and the appropriate action to take in the event of an occurrence.
- Forever Media, Inc, incorporates an additional level of employee training with the PAB-P1Selling program. P1Selling provides on-line training and operations development solutions focused exclusively on the media industry. P1 provides selling techniques and concepts, tips, training, leadership development advice and legal compliance requirements to salespersons, human resources, supervisors and management. All employees have access to hundreds of interactive courses, tests and written materials on a variety of topics relevant to the industry.
- Forever Media, Inc, General/Sales 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.

- Account Executives are provided with weekly 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 or the General Manager.
- The station's general manager and account executives have been routinely training on-line with the Radio Advertising Bureau. During this period, all account executives 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.
- Sunday, April 2nd – Tuesday, April 4th, 2017 Managers, Program Directors, Business Department, and Owners convened at the Toftrees Resort and Conference Center in State College, PA for a three-day Leadership Retreat. The scheduled seminar events covered Matrix Solutions CRM Sales & Intelligence Platform demonstration, Collective Contesting & Rules presented by Nick Galli, President Gene Barr of the PA Chamber of Commerce discussing the Chamber's role in radio, PA State Senator Jake Corman speaking on impending laws affecting radio and broadcasters, PA Association of Broadcasters President Joe Conti talked about upcoming events and tools that will benefit PAB members, Attorney Allan Moskowitz spoke on FCC Guidelines in conjunction with Equal Employment Opportunity annual reports, the Forever Creative websites and radio apps, Triton Digital discussion, Radio Advertising Bureau member benefits with Dolores Nolon, Radio Station Imaging with Joel Raab, and a presentation by 321 Blink Digital. There were approximately 42 employees/owners/managers present and 19 presenters/guests at this event that offered much opportunity for education.
- Forever Media makes available Matrix Solutions to the Sales Department. Matrix 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.
- Sunday, March 25th – Tuesday, March 27th, 2018 Managers, Program Directors, Business and Traffic Departments, and Owners convened at the Toftrees Resort and Conference Center in State College, PA for a three-day **FOREVER MEDIA LEADERSHIP RETREAT**. The scheduled seminar events covered multiple topics dealing with programming, sales, business, traffic and new technology. Employees, managers and owners attended and several presenters/guests at this event offered much opportunity for education, career development and networking.

PARTICIPATION IN EDUCATIONAL EVENTS:

- Participation in Scholarship Program Kerby Confer, Partner/Member of Forever Media, has devoted time and financially pledged to establish the Confer Radio Talent Institute at Bloomsburg University of Pennsylvania. The Institute ran from July 10 - July 19, 2017.
- Job Shadowing allows students to experience radio and make an educated decision for their future. On February 12, 2018 Luke D. job shadowed Operations Manager John Thomas at our New Castle studio. He spent four hours with John learning about radio and radio careers.
- *February 5-7, 2018 The Country Radio Seminar was held in Nashville, TN. The seminar is a three-day event of educational programming, panels of key business leaders in various fields, presentations on new technology, business practices, and personal career development topics, new music showcases, and professional

networking. In attendance for Forever Media was Lynn Deppen, President and Mike Sherry, Vice-President of Sales.

- On Wednesday, October 18, 2017 at 1:00PM, the Pennsylvania Association of Broadcasters held a webinar titled “The Changing Face of the FCC’s EEO Rule in 2017”. This session provided information on the increased flexibility broadcasters have recently been given in meeting their EEO obligations, their latest enforcement actions, and the prospects for streamlining the EEO paperwork burdens. Lauren Lynch Flick, Senior Counsel, Pillsbury Winthrop Shaw Pittman, Washington DC was the speaker. Forever Managers viewed the webinar.

Radio Station Group Tours

We routinely give group tours of our facilities at 219 Savannah Gardner Road, New Castle 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:

Forever Media, Inc.

900 Water Street, Downtown Mall

Meadville PA 16335

Phone: 814-724-1111