

## **EEO PUBLIC FILE REPORT**

**WWGY(FM) – GROVE CITY, PA**

**WKST(AM) – NEW CASTLE, PA**

**WJST(AM)– NEW CASTLE, PA**

**This EEO Public File Report Covers April 1, 2016 – March 31, 2017**

This EEO Public File Report is filed in Stations WWGY(FM); 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, 2017, the station filled the following full-time vacancies:

Traffic Director	1
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The station interviewed a total of 4 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.

<b>Name of Recruitment Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Address</b>	<b>Did the Source Request Notification?</b>	<b># of Referrals</b>
<a href="http://www.forevernorthwestpa.com">www.forevernorthwestpa.com</a> **	Jim Shields	<a href="http://www.forevernorthwestpa.com">www.forevernorthwestpa.com</a>	-----	No	0
Pa Assoc of Broadcasters	Gail Ponti	<a href="http://www.pab.org">www.pab.org</a>	-----	No	0
PA Careerlink	On-line	<a href="http://www.cwds.state.pa.us">www.cwds.state.pa.us</a>	-----	No	1
Westminster College	Katy Demedal	319 S. Market Street	New Wilmington PA 16142	No	0
St. Benedict Education Center	Sharon Staszewski	847 North Main St., Ste # 2	Meadville PA 16335	No	0
Veteran's Outreach & Assistance	----	140 W. Sixth Street	Erie PA 16501	No	0
Venango Co. Area Vocational Technical School	----	1 Vo-Tech Drive	Oil City PA 16301	No	0
Crawford Co. Career & Technical Center	----	860 Thurston Road	Meadville PA 16335	No	0
Shenango Valley Urban League	----	601 Indiana Avenue	Farrell PA 16121	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
Lawrence Co. Community Action Partnership	----	241 W. Grant Street	New Castle PA 16101	No	0

All Access	On-line	<a href="http://www.allaccess.com">www.allaccess.com</a>	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	<a href="http://www.indeed.com">www.indeed.com</a>	-----	No	1
Referral	-----	-----	-----	No	1
Walk-in	-----	219 Savannah Gardner Rd.	New Castle PA 16101	No	0
Craigslist.org	On-line	<a href="http://www.craigslist.org">www.craigslist.org</a>	-----	No	0
Radio Advertising (Forever Media)*	Jim Shields	900 Water Street	Meadville PA 16335	No	1

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

\*On Air ads on stations WWGY(FM); WKST(AM); WJST(AM)

# JOB VACANCY EEO INFORMATION

NC-1

Job Title of Vacancy:	Traffic Director
Date Vacancy Opened:	6/2/16
Date Vacancy Filled:	6/13/16
Total Persons Interviewed:	4
Recruitment Source of Hiree(s):	Referral <u>1</u>
Total Hiree(s):	1

Recruitment Sources Used to Fill the Vacancy:

Recruitment Source	Address	Contact Person	Telephone	Total # Interviewed	Requested Notification
<a href="http://www.forevernorthwestpa.com**">www.forevernorthwestpa.com**</a>	<a href="http://www.forevernorthwestpa.com">www.forevernorthwestpa.com</a>	Jim Shields	814-724-1111	0	No
Pa Assoc of Broadcasters	<a href="http://www.pab.org">www.pab.org</a>	Gail Ponti	717-482-4820	0	No
Pa Careerlink	<a href="http://www.cwds.state.pa.us">www.cwds.state.pa.us</a>	On-line	814-337-5574	1	No
Westminster College	319 S. Market St., New Wilmington PA 16142	Katy Demedal	724-946-6338	0	No
St. Benedict Education Center	847 North Main Street, Ste # 2, Meadville PA 16335	Sharon Staszewski	814-452-4072	0	No
Veteran's Outreach & Assistance	140 W. Sixth Street, Erie PA 16501	-----	814-453-5719	0	No
Venango Co. Area Vocational Technical School	1 Vo-Tech Drive, Oil City PA 16301	-----	814-677-3097	0	No
Crawford Co. Career & Technical Center	860 Thurston Road, Meadville PA 16335	-----	814-724-6024	0	No
Shenango Valley Urban League	601 Indiana Avenue, Farrell PA 16121	-----	724-981-5310	0	No
Greater Erie Community Action Committee	18 West 9 <sup>th</sup> 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
Lawrence Co. Community Action Partnership	241 W. Grant Street, New Castle PA 16101	----	724-658-7258	0	No
<a href="http://www.allaccess.com">www.allaccess.com</a>	<a href="http://www.allaccess.com">www.allaccess.com</a>	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 Jacubec	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	<a href="http://www.indeed.com">www.indeed.com</a>	On-line	---	1	No
Referral	---	---	---	1	No
Walk-in	219 Savannah Gardner Rd., New Castle PA 16101	----	----	0	No
Craigslist.org	<a href="http://www.craigslist.org">www.craigslist.org</a>	On-line	---	0	No
Radio Advertising (Forever Media)*	900 Water Street, Meadville PA 16335	Jim Shields	814-724- 1111	1	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); WWGY(FM); WKST(AM) which are posted all year long.

\*On Air ads on stations WWGY(FM); WKST(AM); WJST(AM)

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

#### **#4 Meadville Area Middle School Career Day**

- ◆ We attended the Meadville Area Middle School Career Day on May 26, 2016. Our General Manager, Jim Shields, spoke to the Middle School students with a presentation on radio broadcasting and careers in the radio industry.
- ◆ We attended the St. Mark Catholic Center 7<sup>th</sup> grade Career Day on May 23, 2016. Our General Manager, Jim Shields, spoke to the 7<sup>th</sup> grade students with a presentation on radio broadcasting and careers in the radio industry.

#### **#1 Forever Media Career & Job Fairs:**

- Forever Media, Inc. organized and presented a Career & Job Fair on April 26, 2016 at the Days Inn Meadville Conference Center. We organized a group of 31 companies wishing to hire new employees and present their companies to interested job seekers. We also had our own booth that was represented by our Sales Manager who met with prospective employees and interested job seekers.
- March 24, 2017 9AM to 2PM: Participation in the 2017 PSU College of Communications JobExpo, located in the HUB Robeson Center Alumni Hall at University Park, Pennsylvania. The Pennsylvania State University's College of Communications is the largest ACEEJMC accredited undergraduate communications program in the country. This Job Expo is designed for Penn State's top-notch advertising, public relations, film/video, journalism, media studied and telecommunications students and alumni to meet with Radio Broadcasting Groups, public relations firms, newspapers, magazines, production companies and broadcast and cable organizations. We have found that participation in this Job Expo has provided us an opportunity to meet strong candidates with relevant experience in an extremely efficient manner. By participating in the 2017 JobExpo.Comm, we had access to over 5,000 students in attendance from Penn State. Representing Forever Media was Scott Cohagan, Manager.
- JUNIATA COLLEGE CAREER DAY February 24, 2017 11AM to 3PM: Participation in the 2017 Juniata College Career Day event at Juniata College in Huntingdon PA in the Kennedy Sports and Recreation Center. This event was designed to bring students together with employers and alumni from 120+ business, industry and public service in one convenient location and time to discuss student career options, internships and full-time employment opportunities. In attendance from Forever Media was Bethany Hildebrand, Sales Dept Asst.
- Forever Media, Inc. and Careerlink co-hosted the Oil Region 2016 Career Fair on April 6, 2016 at the Cranberry Mall. Our General Manager, Jim Shields, attended the fair and met with prospective employees and collected their resumes.

#### **#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 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. For this period, we had internships as per the following:

No interns this period.

- 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.

#### **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 General Sales Manager has been routinely training on-line with the Radio Advertising Bureau. Education/instructional courses are designed to improve Management, daily operations and leadership of the sales team.
- August 28-30, 2016, Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Whistler, BC. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. Specifically, discussion on the Labor Department plan for mandatory overtime beginning December 2016. It also offered attendees the opportunity to network with other like-minded radio broadcast management. Speakers representing Forever Media at the meeting: Lynn Deppen, Carol Logan.
- The Radio Association of Broadcasters (RAB) and National Association of Broadcasters (NAB) held their Radio Show 2016 conference in Nashville, TN September 21<sup>st</sup> – 23rd. Forever VP of Sales and three managers were in attendance. The conference brought radio broadcasters and industry colleagues together to share knowledge, discover the latest innovations, network with industry leaders and explore creative business strategies for the digital age.
- February 12-14, 2017 Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Naples, FL. The conference attendees discussed problems, concerns, and opportunities regarding the radio broadcast business during various daily sessions. Speakers representing Forever Media at the meeting: Lynn Deppen, Carol Logan.
- 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.

#### **PARTICIPATION IN EDUCATIONAL EVENTS:**

- Kerby Confer, Partner/Member of Forever Media, has endowed Bloomsburg University to establish the Confer Radio Talent Institute. It is a ten-day program of speaker and training events in radio programming, sales, management, production, promotion and ownership that is held annually. The program places emphasis on



entry-level position preparation to help each student get his/her career started. The Radio Talent Institute System is an incubator of well-rounded, well-educated college talent with a passion for radio and a determination to get into the business. Scholarships for the institute are available. The event was held July 5<sup>th</sup> – 15<sup>th</sup>, 2016 on Bloomsburg University campus with one day on location in Philadelphia.

[www.confer.nationalradiotalentsystem.com](http://www.confer.nationalradiotalentsystem.com)

- On Thursday, June 2, 2016 at 1:00PM, the Pennsylvania Association of Broadcasters held a webex meeting titled “Online Public Files – Radio, You’re Up Next!”. This session provided explanation on the FCC’s recent rules requiring radio stations to maintain their public files in the FCC’s online public file system. What was covered: Timing of online public file for radio, why the file is important, what goes in the file, what are the most common issues that lead to fines, details of some of the obligations. David Oxenford presented the webex. Forever Managers viewed the webinar.
- May 25 – June 1, 2016 Michael Vennare, Radio General Manager in Forever Media and a Junior Achievement Instructor/Educator, instructed students at McKee Elementary School 5<sup>th</sup> Grade (West Allegheny School District) on money, business, career opportunities and education. Additionally, he further expressed the role of radio in the community, how the business works and the job opportunities available.
- August 3, 2016 – Dave Pavlic, Radio General Sales Manager in Forever Media, met with Kristine Doppelheuer, the Assistant Director, Career Advisor in Eberly College of Science & Technology and Employer Relations Coordinator with California University of PA. The meeting was to discuss the opportunities available with our group of stations, and how to better reach the students to generate more interest in opportunities available at our station group. The meeting took place at the Career and Professional Development Center at California University of PA.

### **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