

ANNUAL EEO PUBLIC FILE REPORT

Facility ID #	Date Report Covers: 4/1/19 – 3/31/20	Employer: FOREVER MEDIA, INC.	Job Search to: careers@forevermediainc.com
24940 12918 88380 76254 49789 24942 74089 49777 21421 74469 71246 24997	Stations, City of License: WGYF-FM, Meadville PA WRQI-FM, Saegertown PA WRQW-FM, Cooperstown PA WXMJ-FM, Cambridge Springs PA WHMJ-FM, Franklin PA WMGW-AM, Meadville PA WTIV-AM, Titusville PA WFRA-AM, Franklin PA WGYI-FM, Oil City PA WYLE-FM, Grove City PA WKST-AM, New Castle PA WUZZ-AM, New Castle PA	Employment Unit Addresses: 900 Water Street, Downtown Mall, Meadville PA 16335 1243 Liberty Street, Ste. 501, Franklin PA 16323 219 Savannah Gardner Road, New Castle PA 16101 87 Stambaugh Ave, Ste. 3 Sharon PA 16146 On-Line Public File location: www.forevernorthwestpa.com	Contact Person, Title, email, phone number: Jim Shields, GM jshields@forevermediainc.com 814-724-1111

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

Employer 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. 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
Sales Manager	6/17/19	1	5	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 32, 33, 35, 40, 41	33
Account Executive	7/1/19	1	5	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21,	32

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				22, 23, 24, 25, 26, 27, 28, 32, 35, 36, 37, 38, 39, 40	
Account Executive	7/23/19	1	4	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 29, 30, 31, 32, 33, 35, 36, 37, 38, 39, 40	32
Account Executive	8/7/19	1	4	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 29, 30, 31, 32, 33, 35, 36, 37, 38, 39, 40	35
Account Executive	10/7/19	1	4	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 29, 30, 31, 32, 33, 35, 36, 37, 38, 39, 40	33
Account Executive	2/17/20	1	2	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 39, 40	32
Total		6	24		

Full-Time Recruitment Sources Master List:

Recruitment Source Number	Recruitment Source Name, Address, Phone, Contact, email, URL	Source Requested Notification	Referrals from this source
1	www.forevernorthwestpa.com Jim Shields 900 Water St. Meadville PA 16335 814-724-1111	No	
2	Pennsylvania Assoc of Broadcasters Gail Ponti 208 N. 3 rd Street Harrisburg PA 17101 717-482-4820 www.pag.org.	No	
3	PA Careerlink 260 Chestnut St., Meadville PA 16335 814-337-5574 www.cwds.state.pa.us	No	
4	Pittsburgh Veteran Center Director of Job Placement 2500 Baldwick Rd. Pittsburgh PA 15205 412-920-1765	No	
5	Opportunities Unlimited of Erie 2185 8 th St., Erie PA 16505 814-878-2070	No	
6	Clarion University Bill Bailey 419 Becht Hall, 840 Wood St, Clarion PA 16214 814-393-2000 www.clarion.edu	No	
7	Gannon University Erin Hart 109 University Square, Erie PA 16541 814-871-7000 www.gannon.edu	No	
8	Ohio/Illinois Centers for Broadcasting Gary James 9885 Rockside Rd., St #160, Valley View OH 44125 216-503-5900	No	

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	www.beonair.com		
9	Westminster College Katy Demedal 319 S. Market St. New Wilmington PA 16142 724-946-6338 www.westminster.edu	No	
10	Center for Employment Opportunities 100 Ross St #416 Pittsburgh PA 15219 412-444-1025 www.ceoworks.org	No	
11	Allegheny College Office of Career Education 520 N. Main Street, Meadville PA 16335 814-333-3100 www.allegheny.edu	No	
12	University of Pittsburgh (Titusville) Career Services 504 East Main St., Titusville PA 16354 814-827-4400 www.UPT.Pitt.edu	No	
13	All Access www.allaccess.com	No	
14	Internal Posting-Brownsville Joyce Nicholson 123 Blaine Road, Brownsville PA 15417 724-938-2000 jnicholson@forevermediainc.com	No	
15	Internal Job Posting-Cumberland Joyce McLaughlin 350 Byrd Avenue Cumberland, MD 21502 301-722-6666 jmclaughlin@forevermediainc.com	No	
16	Internal Job Posting – Hollidaysburg Jody Downing 1 Forever Drive, Hollidaysburg, PA 1664 814-941-9800 jdowning@forevermediainc.com	No	
17	Internal Job Posting – Johnstown Shelly Lovenduski 109 Plaza Drive, Johnstown, PA 15905	No	

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	814-255-4186 slovenduski@forevermediainc.com		
18	Internal Job Posting – State College Cristin Dadant 2551 Park Center Blvd. State College, PA 16801 814-237-9800 businesssc@forevermediainc.com	No	
19	Internal Job Posting – Meadville Jill Hamilton 900 Water St., Downtown Mall Meadville PA 16335 814-724-1111 jhamilton@forevermediainc.com	No	
20	Internal Job Posting –Franklin Mary Rutherford 1243 Liberty St. Franklin PA 16323 814-432-2188 mrutherford@forevermediainc.com	No	
21	Internal Job Posting –Sharon Angie Magazine 87 Stambaugh Ave Sharon, PA 16146 724-308-7208 amagazine@forevermediainc.com	No	
22	Internal Job Posting –New Castle John Thomas 219 Savannah Gardner Road, New Castle PA 16101 724-654-5501 jthomas@forevermediainc.com	No	
23	Internal Job Posting – Robinson Dottie McCartney 2 Robinson Plaza, Suite 410 Pittsburgh, PA 15205 412-275-3393 dmccartney@foreverpittsburgh.com	No	
24	Internal Job Posting – York/Hanover Tammy Signor 275 Radio Road Hanover, PA 17331 717-637-3831 tsignor@forevermediainc.com	No	
25	Internal Job Posting- Easton Lynn Moore 306 Port Street	No	

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	Easton, MD 21601 410-822-3301 lmoore@forevermediainc.com		
26	Internal Job Posting – Bellaire Annie Howell 56325 High Ridge Rd. Bellaire OH 43906 740-676-5661 ahowell@forevermediainc.com	No	
27	Internal Job Posting – Bridgeville Joyce Nicholson 1370 Washington Pike Bridgeville PA 15017 412-221-1629 jnicholson@forevermediainc.com	No	
28	Internal Job Posting – Lebanon Bryan Smith 440 Rebecca St. Lebanon PA 17046 717-272-7651 bsmith@forevermediainc.com	No	
29	Internal Job Posting – Wilmington Susan Datilio 2727 Shipley Road Wilmington DE 19810 302-478-2700 sdatilio@forevermediainc.com	No	
30	Internal Job Posting – Havre de Grace Naomi Ellis 707 Revolution Street Havre de Grace MD 21078 866-664-1037 neillis@forevermediainc.com	No	
31	Internal Job Posting – Milford Mark Schollenberger 1666 Blairs Pond Rd. Milford DE 19963 mschollengerger@forevermediainc.com	No	
32	Indeed Customer Support 177 Broad Street,6th Floor, Stamford CT 06901 888-746-9333 www.indeed.com	No	12
33	Walk-Ins, Employee/ Client Referrals/Other Jim Shields, General Manager 900 Water Street, Downtown Mall Meadville PA 16335	No	6

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	814-724-1111 jshields@forevermediainc.com		
35	Radio Advertising (Forever Media, Inc.) Jim Shields, General Manager WGYY-FM, WGYI-FM, WRQI-FM, WRQW-FM, WXMJ-FM, WHMJ-FM, WYLE-FM, WMGW-AM, WTIV-AM, WFRA-AM, WKST-AM, WUZZ-AM	No	6
36	Explore Clarion 814-918-2003 info@exploreclearion.com	No	
37	Explore Venango www.explorevenango.com	No	
38	Explore Jefferson PA 814-918-2003 info@explorefeffersonpa.com	No	
39	Franklin Area Chamber of Commerce Jodi 1237 Liberty St. Franklin PA 16323 814-432-5823 www.franklinareachamber.org	No	
40	Meadville Area Chamber 908 Diamond Square Meadville PA 16335 814-337-8030 www.meadvillechamber.com	No	
41	Linked-in www.linkedin.com	No	
		Total	24

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	4/10/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	Forever Media co-sponsored a job fair with the Oil Region Careerlink Career Fair. As a sponsor we provided advertising and assistance in executing the Career Fair.	Cindy Grant, Franklin Sales Mgr (and Franklin sales team)
2	5/16/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	Forever Media-Brownsville participated in a Job Fair presented by the Greater Connellsville Chamber of Commerce. The event featured 20 local and regional companies offering information on employment opportunities in a variety of fields. Information on all current employment opportunities with Forever Media, Inc. was offered to attendees.	David Pavlic represented all of the stations of Forever Media.
3	5/23/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	Jim Shields went to the Meadville Middle School and talked to 7th and 8th grade students about careers and opportunities in Radio.	Jim Shields, General Manager
4	10/29/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	Forever Media participated in the Job and Networking Fair at the Community College of Allegheny County.	Diane Fetty, CHRD, represented all of the stations of Forever Media.
5	1/10/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	Cindy Grant, Franklin Sales Manager, participated in the Pa. Careerlink event at Venango Catholic High School in Oil City. Cindy helped senior students with mock interviews for upcoming job opportunities.	Cindy Grant, Franklin Sales Manager
6	2/28/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	JUNIATA COLLEGE CAREER DAY Participation in the 2020 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.	Bethany Hildebrand represented all of the Forever Media.
7	3/20/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF COMMUNICATIONS</u> Participation in the 2020 PSU College of Communications Virtual JobExpo. 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	All company stations participated, Diane Fetty CHRD

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			<p>opportunity to meet strong candidates with relevant experience in an extremely efficient manner covering the entire mid-Atlantic region. By participating in the 2020 Virtual JobExpo Comm, we had access to over 5,000 students from Penn State. Penn State University changed its job fair to a virtual event in light of the Covid-19 situation in the country at this time.</p>	
8	2/19/20	#6 Participation in Programs Designed to Promote Outreach	<p>Dr. Martin Luther King, Jr. Mentoring Program presented the “Meadville, The Beloved Community Fair”. The fair was the brainchild of Dr. Armendia Dixon for underprivileged children. Seventy local businesses, agencies, government offices and health care facilities presented booths to explain to the children what their company/ agency does and how it helps the community. Forever Media was represented with a booth and Justin Kibler talked with the children and their parents about radio and how we help and support the local community.</p>	<p>Jim Shields was Emcee of the event and Justin Kibler was the Forever Media booth representative.</p>
9	None this period.	#5 Forever Media Internship Program	<p>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. 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.</p>	
10	05/05/19 and 05/06/19	#8 Establishment of Training Programs for Station Personnel	<p>Pennsylvania Association of Broadcasters held the 2019 Board of Directors Meeting in Hershey, PA. Presentations of broadcast innovations, programming and legal concerns.</p>	<p>Bobbi Castellucci, Dave Davis and Mike Sherry, VP of Sales</p>
11	8/25/19 through 8/27/19	#8 Establishment of Training Programs for Station Personnel	<p>Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in the Gaylord Opryland Hotel in Nashville, TN. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. It also offered attendees the opportunity to network with other like-minded radio broadcast management.</p>	<p>Lynn Deppen, President, Mike Sherry, VP of Sales, William Vernon, Market Manager</p>
12	09/12/19	#8 Establishment of	<p>Pennsylvania Association of Broadcasters held a</p>	<p>Dave Davies,</p>

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	And 09/13/19	Training Programs for Station Personnel	Board of Directors Meeting in Philadelphia, PA. Presentations of broadcast innovations, programming and legal concerns.	Market Manager
13	10/20/19 Through 10/22/19	#8 Establishment of Training Programs for Station Personnel	Managers and Owners convened at the Wyndham Garden in York, 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. Managers and Owners attended and several presenters/guests at this event offered much opportunity for education, career development and networking.	Managers and Owners
14	12/12/19 and 12/13/19	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2019 Board of Directors Meeting in Bedford Springs, PA. Presentations of broadcast innovations, programming and legal concerns.	Mike Sherry, VP Sales, Bobbi Castellucci, Market Mgr.
15	2/23/20- 2/25/20	#8 Establishment of Training Programs for Station Personnel	Forever Media Manager/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in San Diego, CA. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. It also offered attendees the opportunity to network with other like-minded radio broadcast management. Attended by Mike Sherry, VP of Sales.	Michael Sherry, VP of Sales, Donald Alt, Owner
16	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
17	Bi-Weekly	#8 Establishment of Training Programs for Station Personnel	Forever Media Corporate Program Director, Mike Stevens, conducts a bi-weekly 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 and Radio Consultant Joel Raab.	Program Directors and GMs
18		#8 Establishment of Training Programs for Station Personnel	Forever Media makes available Matrix 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.	Sales Staff
19	Annually	#8 Establishment of Training Programs for	Forever Media supports and has a commitment to the principals of equal employment	All Employees

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		Station Personnel	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.	
20		#8 Establishment of Training Programs for Station Personnel	Forever Media incorporates an additional level of employee training with the ThinkZoom-P1 Learning program. P1 Learning 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
21		#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
22		#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
23		#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
24	7/8/19 through 7/17/19	#10 Participation in Educational Events	Kerby Confer, Partner/Member of Forever Media, has endowed Bloomsburg University to establish the Confer Radio Talent Institute. It is an annual ten-day program of speakers and training events that range from on-air performance to programming to sales, management, production, promotions, social media, digital, engineering, ownership and practically all aspects of radio. 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	Bobbi Castellucci, Lynn Deppen, Dave Davies, Dan Dzikowski, Alyssa Keith, Scott Cohagan, Mike Stevens

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			and a determination to get into the business. Scholarships for the institute are available. The event was held on Bloomsburg University campus. Digital Display ads promoting the Institute were also placed on our web site: www.forevermediainc.com .	
25	Upon Request	#16 Radio Station Group Tours	We routinely give group tours of our facilities 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. Jim Shields, GM 814-724-1111	