

# **EEO PUBLIC FILE REPORT**

**WFRA(AM) Franklin, PA  
WGYI(FM) Oil City, PA**

**This EEO Public File Report  
Covers April 1, 2018 to March 31, 2019**

This EEO Public File Report is filed in Station WFRA(AM); WGYI(FM) 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, 2019, the station filled the following full-time vacancies:

Sales Account Executives – 2

### **ACTIVITY TO REPORT THIS PERIOD**

The station interviewed a total 11 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.

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Employment Unit Address: 1243 Liberty Street, Ste. 501, Franklin PA 16323

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

jhamilton@forevermediainc.com

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>Recruitment Sources</b>	<b>Contact Person</b>	<b>Email / Web Address</b>	<b>Address</b>	<b>City, State, Zip</b>	<b>Phone/FAX</b>	<b>Did Source Request Notify?</b>	<b>How many Referrals from this source</b>
Forever Media Website www.forevernorthwestpa.com	Jill Hamilton	jhamilton@forevermediainc.com	900 Watertown Street, Downtown Mall	Meadville, PA 16335	814-724-1111	No	0
Pennsylvania Association of Broadcasters	Gail Ponti	gponti@pab.com	208 North 3 <sup>rd</sup> Street Suite 105	Harrisburg, PA 17101	717-482-4820	No	0
PA Careerlink	On-line	www.cwds.state.pa.us	260 Chestnut St.	Meadville PA 16335	814-337-5574	No	0
Pittsburgh Veteran Center	Director of Job Placement	www.vetcenter.va.org	2500 Baldwick Rd.	Pittsburgh PA 15205	412-920-1765	No	0
Troy A. Wood Human Service Complex	Director of Job Placement	www.co.venango.pa.us	1 Dale Ave.	Franklin PA 16323	814-432-9551	No	0
Ohio/Illinois Centers for Broadcasting	Gary James	www.beonair.com	9885 Rockside Road, Ste # 160	Valley View OH 44125	216-503-5900	No	0
Westminster College	Katy Demedal	demedal@westminster.edu	319 S. Market Street	New Wilmington PA 16142	724-946-6338	No	0
Allegheny College	Office of Career Education	www.allegheny.edu	520 N. Main Street	Meadville PA 16335	814-333-3100	No	0
All Access	On-Line	www.allaccess.com	HWY C30324955 PACIFIC COAST	MALIBU, CA 90265	310-457-6616	No	0

Internal Posting-Meadville, PA	Jim Shields	jshields@forevermediainc.com	900 Water St., Downtown Mall	Meadville PA 16335	814-724-1111	No	0
Internal Posting-Franklin, PA	Mary Rutherford	mrutherford@forevermediainc.com	1243 Liberty Street, Suite 501	Franklin PA 16323	814-432-2188	No	0
Internal Posting-New Castle, PA	John Thomas	jthomas@forevermediainc.com	219 Savannah Gardner Rd.	New Castle PA 16101	814-654-5502	No	0
Internal Posting-Johnstown, PA	Shelly Lovenduski	slovenduski@forevermediainc.com	109 Plaza Drive, Ste # 2	Johnstown PA 15905	814-255-4186	No	0
Internal Posting-Hollidaysburg, PA	Jody Downing	jdowning@forevermediainc.com	One Forever Drive	Hollidaysburg PA 16648	814-941-4800	No	0
Internal Posting-State College, PA	Scott Cohagan	scohagan@forevermediainc.com	2551 Park Center Blvd	State College PA 16803	814-237-9800	No	0
Internal Posting-Bridgeville, PA	Joyce Nicholson	jnicholson@forevermediainc.com	1370 Washington Pike	Bridgeville PA 15017	412-221-1629	No	0
Internal Posting-Brownsville, PA	Joyce Nicholson	jnicholson@forevermediainc.com	123 Blaine Rd.	Brownsville PA 15417	724-938-2000	No	0
Internal Posting-Cumberland, MD	Jeanie McLaughlin	jmclaughlin@forevermediainc.com	350 Byrd Ave.	Cumberland MD 21502	301-722-6666	No	0
Internal Posting-York, Pa	Tammy Signor	tsignor@forevermediainc.com	275 Radio Road	York PA 17331	717-630-0479	No	0
Internal Posting-Pittsburgh, PA	Dottie McCartney	dmccartney@forevermediainc.com	2 Robinson Plaza, Ste 410	Pittsburgh PA 15205	412-275-3393	No	0
Internal Posting-Easton, MD	Lynn Moore	lmoore@forevermediainc.com	306 Port Street	Easton MD 21601	410-822-3301	No	0
Internal Posting-Bellaire, OH	Annie Howell	ahowell@forevermediainc.com	56325 High Ridge Road	Bellaire OH 43906	740-676-5661	No	0
Indeed.com	On-line	www.indeed.com	177 Broad Street,6 <sup>th</sup> Fl	Stamford CT 06901	888-746-9333	No	2
Exploreclarion.com	On-line	info@exploreclarion.com	N/A	N/A	814-918-2003	No	0
Exploreenango.com	On-line	www.exploreenango.com	N/A	N/A	814-676-8521	No	0

Explorejeffersonpa.com	On-line	www.explorejeffersonpa.com	N/A	N/A	740-282-6226	No	0
Franklin Area Chamber	Jodi	jodi@franklinareachamber.org	1237 Liberty Street	Franklin PA 16323	814-432-5843	No	0
Meadville Area Chamber	On-line	www.meadvillechamber.com	908 Diamond Park	Meadville PA 16335	814-337-8030	No	0
Referrals	Jim Shields	jshields@forevermediainc.com	900 Water Street, Downtown Mall	Meadville PA 16335	814-724-1111	No	1
Radio Advertising (Forever Media, Inc.)*** WGYI-FM; WRQW-FM; WHMJ-FM; WFRA-AM	Jim Shields	jshields@forevermediainc.com	900 Water Street, Downtown Mall	Meadville PA 16335	814-724-1111	No	6
Walk-Ins	Jim Shields	jshields@forevermediainc.com	900 Water Street, Downtown Mall	Meadville PA 16335	814-724-1111	No	0
Opportunities Unlimited of Erie	N/A	www.stairwaysbh.org	2185 8 <sup>th</sup> Street	Erie PA 16505	814-878-2070	No	0
Senior Employment Center	N/A	www.matureservices.org	4495 Market Street, Ste. 300	Boardman OH 44512	330-782-0978	No	0
Center for Employment Opportunities	N/A	www.ceoworks.org	100 Ross Street # 416	Pittsburgh PA 15219	412-444-1025	No	0
Hispanic American Council	N/A	mcrc@mcrerie.org	554 E. 10 <sup>th</sup> Street	Erie PA 16503	814-455-0212	No	0
Veteran's Outreach & Assistance	Don Reeve	www.veteransoutreachcenter.org	1222 French Street # 100	Erie PA 16501	814-453-5719	No	0
Greater Erie Community Action Committee	Danny J. Jones	www.gecac.org	18 West 9th Street	Erie PA 16501	814-459-4581	No	0
Thiel College	Student Job Placement	www.thiel.edu	75 College Ave.	Greenville PA 16125	724-589-2000	No	0
Lawrence County Community Action Partnership	Thomas Scott	www.lccap.org	241 W. Grant Street	New Castle PA 16101	724-658-7258	No	0
Forever Career Fair	Cindy Grant	www.cgrant@forevermediainc.com	1243 Liberty Street, Ste 501	Franklin, PA 16323	814-432-2188	No	2

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** Sales Account Executive

**Recruitment Source That**

**Forever Career Fair**

**Date Vacancy Opened:** March 20, 2018

**Total Number Hired:**

**1**

**Date Vacancy Filled:** June 19, 2018

**Total Number of Persons  
Interviewed for the  
Vacancy:**

**3**

### Recruitment Sources Used to Fill the Vacancy

Recruitment Sources	Contact Person	Email / Web Address	Address	City, State, Zip	Phone/FAX	Did Source Request Notify?	How many Referrals from this source
Forever Media Website www.forevernorthwestpa.com	Jill Hamilton	jhamilton@forevermediainc.com	900 Watertown Street, Downtown Mall	Meadville, PA 16335	814-724-1111	No	0
Pennsylvania Association of Broadcasters	Gail Ponti	gponti@pab.com	208 North 3 <sup>rd</sup> Street Suite 105	Harrisburg, PA 17101	717-482-4820	No	0
PA Careerlink	On-line	www.cwds.state.pa.us	260 Chestnut St.	Meadville PA 16335	814-337-5574	No	0
Pittsburgh Veteran Center	Director of Job Placement	www.vetcenter.va.org	2500 Baldwick Rd.	Pittsburgh PA 15205	412-920-1765	No	0
Troy A. Wood Human Service Complex	Director of Job Placement	www.co.venango.pa.us	1 Dale Ave.	Franklin PA 16323	814-432-9551	No	0
Ohio/Illinois Centers for Broadcasting	Gary James	www.beonair.com	9885 Rockside Road, Ste # 160	Valley View OH 44125	216-503-5900	No	0
Westminster College	Katy Demedal	demedal@westminster.edu	319 S. Market Street	New Wilmington PA 16142	724-946-6338	No	0
Allegheny College	Office of Career Education	www.allegheny.edu	520 N. Main Street	Meadville PA 16335	814-333-3100	No	0
All Access	On-Line	www.allaccess.com	HWY C30324955 PACIFIC COAST	MALIBU, CA 90265	310-457-6616	No	0

Internal Posting-Meadville, PA	Jim Shields	jshields@forevermediainc.com	900 Water St., Downtown Mall	Meadville PA 16335	814-724-1111	No	0
Internal Posting-Franklin, PA	Mary Rutherford	mrutherford@forevermediainc.com	1243 Liberty Street, Suite 501	Franklin PA 16323	814-432-2188	No	0
Internal Posting-New Castle, PA	John Thomas	jthomas@forevermediainc.com	219 Savannah Gardner Rd.	New Castle PA 16101	814-654-5502	No	0
Internal Posting-Johnstown, PA	Shelly Lovenduski	slovenduski@forevermediainc.com	109 Plaza Drive, Ste # 2	Johnstown PA 15905	814-255-4186	No	0
Internal Posting-Hollidaysburg, PA	Jody Downing	jdowning@forevermediainc.com	One Forever Drive	Hollidaysburg PA 16648	814-941-4800	No	0
Internal Posting-State College, PA	Scott Cohagan	scohagan@forevermediainc.com	2551 Park Center Blvd	State College PA 16803	814-237-9800	No	0
Internal Posting-Bridgeville, PA	Joyce Nicholson	jnicholson@forevermediainc.com	1370 Washington Pike	Bridgeville PA 15017	412-221-1629	No	0
Internal Posting-Cumberland, MD	Jeanie McLaughlin	jmclaughlin@forevermediainc.com	350 Byrd Ave.	Cumberland MD 21502	301-722-6666	No	0
Internal Posting-York, Pa	Tammy Signor	tsignor@forevermediainc.com	275 Radio Road	York PA 17331	717-630-0479	No	0
Indeed.com	On-line	www.indeed.com	177 Broad Street,6 <sup>th</sup> Fl	Stamford CT 06901	888-746-9333	No	0
Exploreclarion.com	On-line	info@exploreclearion.com	N/A	N/A	814-918-2003	No	0
Explorevenango.com	On-line	www.explorevenango.com	N/A	N/A	814-676-8521	No	0
Explorejeffersonpa.com	On-line	www.explorejeffersonpa.com	N/A	N/A	740-282-6226	No	0
Franklin Area Chamber	Jodi	jodi@franklinareachamber.org	1237 Liberty Street	Franklin PA 16323	814-432-5843	No	0
Meadville Area Chamber	On-line	www.meadvillechamber.com	908 Diamond Park	Meadville PA 16335	814-337-8030	No	0
Referrals	Jim Shields	jshields@forevermediainc.com	900 Water Street, Downtown Mall	Meadville PA 16335	814-724-1111	No	0

Radio Advertising (Forever Media, Inc.)*** WGYI-FM; WRQWI-FM; WHMJ-FM; WFRA-AM	Jim Shields	jshields@forevermediainc.com	900 Water Street, Downtown Mall	Meadville PA 16335	814-724-1111	No	1
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Opportunities Unlimited of Erie	N/A	www.stairwaysbh.org	2185 8 <sup>th</sup> Street	Erie PA 16505	814-878-2070	No	0
Senior Employment Center	N/A	www.matureservices.org	4495 Market Street, Ste. 300	Boardman OH 44512	330-782-0978	No	0
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## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** Sales Account Executive

**Recruitment Source That Referred the Hiree:**

**Referral**

**Date Vacancy Opened:** September 11, 2018

**Total Number Hired:** 1

**Date Vacancy Filled:** January 2, 2019

**Total Number of Persons Interviewed for the Vacancy:** 8

### Recruitment Sources Used to Fill the Vacancy

Recruitment Sources	Contact Person	Email / Web Address	Address	City, State, Zip	Phone/FAX	Did Source Request Notify?	How many Referrals from this source
Forever Media Website www.forevernorthwestpa.com	Jill Hamilton	jhamilton@forevermediainc.com	900 Watertown Street, Downtown Mall	Meadville, PA 16335	814-724-1111	No	0
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Troy A. Wood Human Service Complex	Director of Job Placement	www.co.venango.pa.us	1 Dale Ave.	Franklin PA 16323	814-432-9551	No	0
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Internal Posting-New Castle, PA	John Thomas	jthomas@forevermediainc.com	219 Savannah Gardner Rd.	New Castle PA 16101	814-654-5502	No	0
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Internal Posting-State College, PA	Scott Cohagan	scohagan@forevermediainc.com	2551 Park Center Blvd	State College PA 16803	814-237-9800	No	0
Internal Posting-Bridgeville, PA	Joyce Nicholson	jnicholson@forevermediainc.com	1370 Washington Pike	Bridgeville PA 15017	412-221-1629	No	0
Internal Posting-Cumberland, MD	Jeanie McLaughlin	jmclaughlin@forevermediainc.com	350 Byrd Ave.	Cumberland MD 21502	301-722-6666	No	0
Internal Posting-York, Pa	Tammy Signor	tsignor@forevermediainc.com	275 Radio Road	York PA 17331	717-630-0479	No	0
Internal Posting-Pittsburgh, PA	Dottie McCartney	dmccartney@forevermediainc.com	2 Robinson Plaza, Ste 410	Pittsburgh PA 15205	412-275-3393	No	0
Internal Posting-Bellaire, OH	Annie Howell	ahowell@forevermediainc.com	56325 High Ridge Road	Bellaire OH 43906	740-676-5661	No	0
Indeed.com	On-line	www.indeed.com	177 Broad Street,6 <sup>th</sup> Fl	Stamford CT 06901	888-746-9333	No	2
Exploreclarion.com	On-line	info@exploreclarion.com	N/A	N/A	814-918-2003	No	0
Explorevenango.com	On-line	www.explorevenango.com	N/A	N/A	814-676-8521	No	0
Explorejeffersonpa.com	On-line	www.explorejeffersonpa.com	N/A	N/A	740-282-6226	No	0
Franklin Area Chamber	Jodi	jodi@franklinareachamber.org	1237 Liberty Street	Franklin PA 16323	814-432-5843	No	0

Meadville Area Chamber	On-line	www.meadvillechamber.com	908 Diamond Park	Meadville PA 16335	814-337-8030	No	0
Referrals	Jim Shields	jshields@forevermediainc.com	900 Water Street, Downtown Mall	Meadville PA 16335	814-724-1111	No	1
Radio Advertising (Forever Media, Inc.)*** WGYI-FM; WRQW-FM; WHMJ-FM; WFRA-AM	Jim Shields	jshields@forevermediainc.com	900 Water Street, Downtown Mall	Meadville PA 16335	814-724-1111	No	5
Walk-Ins	Jim Shields	jshields@forevermediainc.com	900 Water Street, Downtown Mall	Meadville PA 16335	814-724-1111	No	0
Hispanic American Council	N/A	mcrc@mcrerie.org	554 E. 10 <sup>th</sup> Street	Erie PA 16503	814-455-0212	No	0
Veteran's Outreach & Assistance	Don Reeve	www.veteransoutreachcenter.org	1222 French Street # 100	Erie PA 16501	814-453-5719	No	0
Greater Erie Community Action Committee	Danny J. Jones	www.gecac.org	18 West 9th Street	Erie PA 16501	814-459-4581	No	0
Thiel College	Student Job Placement	www.thiel.edu	75 College Ave.	Greenville PA 16125	724-589-2000	No	0
Lawrence County Community Action Partnership	Thomas Scott	www.lccap.org	241 W. Grant Street	New Castle PA 16101	724-658-7258	No	0

## Attachment B

### OUTREACH ACTIVITIES

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time periods covered by this report. The stations have engaged in the following outreach activities:

#### **#1 Job Fairs, Career Days, Career Fairs**

PENN HIGHLANDS JOB AND INTERNSHIP FAIR- Wednesday April 4, 2018. Location – Penn Highlands Richland Campus, Johnstown, PA. The event was designed to bring students and the general public together with employers representing over 50+ businesses in a ten-county region. Participants had the ability to meet and discuss career options, full and part-time employment opportunities. Representing Forever Media Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

JUNIATA COLLEGE CAREER DAY February 22, 2019 from 11a.m. to 3 p.m.: Participation in the 2019 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 representing Forever Media Inc. was Bethany Hildebrand, Sales Assistant.

#### **JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF COMMUNICATIONS**

March 15, 2019 from 9 a.m. to 2 p.m.: Participation in the 2019 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 2019 JobExpo Comm, we had access to over 5,000 students in attendance from Penn State. Representing Forever Media, Inc. was Scott Cohagan, General Manager and Tom Schmidt, Sales Manager.

Forever Media, Inc. sponsored and partnered with the Careerlink Job Fair on April 5, 2018 at the Cranberry Mall, Cranberry PA. Our General Manager, Jim Shields, attended the fair and met with prospective employees and collected their resumes.

## **#2 Forever Media, Inc. Hosted Job Fairs**

Forever Media, Inc. hosted a Job Fair on Thursday, May 24, 2018 at the Park Inn by Radisson, Clarion PA. Our General Sales Manager, Cindy Grant, and Franklin sales staff attended the event to assist clients and accept resumes from potential job seekers.

Forever Media, Inc. hosted a Job Fair on Tuesday, April 24, 2018 at the Country Club, 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.

Forever Media, Inc. hosted a Job Fair on Tuesday, September 18, 2018 at the Galleria Mall, Johnstown, PA 15904. The event featured over 30 local, regional and national companies offering information on employment opportunities in a variety of fields including health care, manufacturing, marketing, media and much more. Over 200 people attended this event. Representing Forever Media, Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

Forever Media, Inc. hosted a Job Fair on Tuesday, February 12, 2019 at the Galleria Mall, Johnstown, PA 15904. The event featured more than 25 local, regional and national companies offering information on employment opportunities in a variety of fields including health care, manufacturing, marketing, media and much more. Over 200 people attended this event. Representing Forever Media, Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

## **#7 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 9<sup>th</sup> through July 18<sup>th</sup>, 2018. Commercials aired on WBUS(FM), WFGE(FM), WMAJ(FM), WQWK, WAPY(FM) and WRSC encouraging interested students to apply to attend the Institute. Digital Display ads promoting the Institute were also placed on [www.forevermediainc.com](http://www.forevermediainc.com).

## **#8 Establishment of Training Programs for Station Personnel**

The National Association of Broadcasters (NAB) held their Radio Show 2018 conference in Las Vegas, NV from April 7<sup>th</sup> through 12<sup>th</sup>, 2018. Forever's President, Lynn Deppen, representing all of the stations for Forever Media, Inc., was in attendance to learn more about radio's new strategies and new platforms. 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.

May 6-7, 2018 Pennsylvania Association of Broadcasters held the 2018 Gold Metal Meeting in Hershey, PA. Presentations of broadcast innovations, programming and legal concerns. Honored guests were acknowledged and Awards for Excellence in Broadcasting were presented at

the banquet. Vice President of Sales Mike Sherry and Altoona Market Manager Bobbi Castellucci, representing all of the stations for Forever Media, Inc., attended the event.

On August 19-21, 2018, Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Mackinac Island, Michigan. 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. Speakers representing all of the stations for Forever Media at the meeting: Lynn Deppen, Michael Sherry, and Scott Cohagan.

The Radio Show was held on September 25<sup>th</sup> – September 28, 2018 in Orlando, FL. Connect with radio power players, discover creative ideas and rock out to red-hot performances. It's the ultimate destination for the go-getters of radio. Whether you're a seasoned pro or a young professional, this is your chance to help shape the future of radio – and have some fun. From tailored development opportunities to non-stop networking and live entertainment, it's everything you need to send your career into overdrive. Attended by Mike Sherry, VP of Sales representing all the stations for Forever Media, Inc.

Stonick Recruitment & Retention Seminar, with Chris Stonick, was held on November 1, 2018 at Hoss's Steak & Sea House in Seneca PA and also on November 2, 2018 at the Country Club in Meadville PA. This training session was held for clients and employers to help utilize radio in their recruitment and retention of employees.

October 1-2, 2018 Pennsylvania Association of Broadcasters held the 2018 Board of Directors Meeting in Hershey, PA. Presentations of broadcast innovations, programming and legal concerns. Altoona Market Manager Bobbi Castellucci attended the event representing all the stations for Forever Media, Inc.

Stonick Recruitment & Retention Seminar, with Chris Stonick, was held on November 1, 2019 at Hoss's Steak & Sea House in Seneca PA and also on November 2, 2019 at the Country Club in Meadville PA. This training session was held for clients and employers to help utilize radio in their recruitment and retention of employees.

On December 14, 2018, Mike Sherry, VP of Sales at Forever Media, Inc. attended the PAB Board meeting held in Bedford Springs, PA with Dave Davies and Bobbi Castellucci (General Managers) who represented all the stations for Forever Media, Inc.

On February 24-26, 2019, Forever Media Managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Indian Wells, 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, Lynn Deppen, President and Jim Shields, GM who represented all the stations for Forever Media, Inc.

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.

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.

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.

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.

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.

Forever Media supports and has a commitment to the principals 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.

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.

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.

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.

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).

### **#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 and a determination to get into the business. Scholarships for the institute are available. The event was held July 9 – 18, 2018 on Bloomsburg University campus. On Tuesday, July 10, 2018, Bobbi Castellucci presented RAB Training Modules #7 "Understanding Competitive Media". On July 12, 2018, Dave Davies presented RAB Training Module #12 & #13, "Addressing Objections and Closings" and "More Sales through Buyer Style Identification" and Lynn Deppen spoke about "Engineering: RF & IT". On July 13<sup>th</sup>, 2018, Scott Cohagan presented RAB Training Module #17 "Goal Setting and Time Management." On July 16, 2018, Mike Stevens spoke about "Basics of Doing a Great Music Radio Show". On July 17, 2018, Matthew Bortner participated in a Q&A panel regarding "Adjusting from College to the Pros". Digital Display ads promoting the Institute were also placed on [www.forevermediainc.com](http://www.forevermediainc.com).

### **Radio Station Group Tours**

We routinely give group tours of our facility at 900 Water Street Downtown Mall, Meadville, PA 16335 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

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