

# **EEO PUBLIC FILE REPORT**

## **For Radio Stations**

WBUS (FM) 93.7, Boalsburg, PA  
WAPY (FM) 103.1, State College, PA  
WMAJ - FM 99.5, Centre Hall, PA  
WQWK 1450, State College, PA  
WRSC 1390, State College, PA  
WFGE (FM) 101.1, State College, PA

## **Employment Unit Address:**

2551 Park Center Blvd.  
State College, PA 16801

**This EEO Public File Report  
Covers the One-Year Period  
April 1, 2017 - March 31, 2018**

This EEO Public File Report is filed in each Stations public inspection file pursuant to Section 73.2080(c) (6) of the Federal Communications Commission's ("FCC") rules.

Each station routinely provides on-air announcements to notify groups in the community to come forward to request full-time job vacancy notification. If your organization would like to be contacted regarding future vacancies, please contact:

Kiaia R. Cole, Business Manager  
Forever Media, Inc.  
State College, PA 16801  
Phone: 814-237-9800  
Fax: 814-237-2477  
E-mail: [kcole@forevermediainc.com](mailto:kcole@forevermediainc.com)

During this one-year period, the stations filled the following full-time vacancies:

BRAND CONSULTANT / ACCOUNT EXECUTIVE – 2

BUSINESS MANAGER – 1

The station interviewed a total of 15 people for all full-time vacancies during the period covered in this report.

## **ATTACHMENT A**

### **EEO INFORMATION FOR FULL-TIME VACANCIES**

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.

Attachment A contains the following information for each full-time vacancy:

1. The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number
2. The recruitment source that referred the hiree for each full-time vacancy

3. The total number of persons interviewed for each full-time vacancy; and
- 4 The total number of interviewees referred by each recruitment source used in connection with each vacancy

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Phone Number</b>	<b># Referred by Source</b>	<b>Request Notification</b>
On Air Recruitment Forever Stations – WBUS(FM), WQWK, WAPY(FM), WRSC, WMAJ - FM, WFGE (FM)	2551 Park Center Blvd State College, PA 16801	Scott Cohagan	814-237-9800 <small>scohagan@forevermediainc.com</small>	1	No
Website Forever Media <small>www.foreverstatecollege.com</small> WBUS(FM), WQWK, WAPY(FM), WRSC, WMAJ - FM, WFGE (FM)	2551 Park Center Blvd State College, PA 16801	Scott Cohagan	814-237-9800 <small>scohagan@forevermediainc.com</small>	4	No
Online Streaming Ads – WBUS(FM), WAPY(FM), WRSC, WMAJ - FM, WFGE(FM)	2551 Park Center Blvd State College, PA 16801	Scott Cohagan	814-237-9800 <small>scohagan@forevermediainc.com</small>	0	No
Forever Media Corporate Website <small>www.forevermediainc.com</small>	One Forever Drive Hollidaysburg, PA 16648	Scott Cohagan	814-237-9800 <small>scohagan@forevermediainc.com</small>	0	No
Penn State University College of Communication-Job Expo	208-D Carnegie Building University Park, PA 16802	Bob Martin	814-863-4674 <small>Rpm163@psu.edu</small>	3	No
Juniata College Career Day	1700 Moore Street Huntingdon, PA 16652	Tammy Stuber	814-641-3350 <small>Juniata.edu</small>	0	No
Career Link of Centre County	240 Match Factory Place Bellefonte, PA 16823	David Myers	814-272-5465 <b>Online posting</b>	3	No
Referral Friend/Family	2551 Park Center Blvd. State College, PA 16801	Scott Cohagan	814-237-9800 <small>scohagan@forevermediainc.com</small>	2	No

Referral Employee	2551 Park Center Blvd. State College, PA 16801	Scott Cohagan	814-237-9800 <a href="mailto:scohagan@forevermediainc.com">scohagan@forevermediainc.com</a>	0	No
Pennsylvania Association of Broadcasters	208 North 3 <sup>rd</sup> St Suite 105 Harrisburg, PA 17101	Gail Ponti	717-482-4820 <a href="mailto:gponti@pab.org">gponti@pab.org</a>	0	No
South Hills School of Business & Technology	480 Waupelani Dr. State College, PA 16801	Ms. Yoder	814-234-7755 <a href="mailto:ryoder@southhills.edu">ryoder@southhills.edu</a>	0	No
Bellefonte Intervalley Chamber of Commerce	320 West High Street Bellefonte, PA 16823	Gary Hoover	814-355-2917 <a href="mailto:contact@bellefontechamber.org">contact@bellefontechamber.org</a>	0	No
Chamber of Business & Industry of Centre County	131 S. Fraser St. State College, PA 16801	Liisa Bartges	814-235-1666 <a href="#">Online Posting</a>	0	No
Penn State Career Services Employment Relations	101 Bank of America Career Services Center University Park, PA 16802	Kathy Early	814-865-2377 <a href="#">Online posting</a>	0	No
Lock Haven University Communication Media Department	127 Russell Hall Lock Haven, PA 17745	Dr. Karen Kline	570-484-2376 <a href="mailto:kkline@lockhaven.edu">kkline@lockhaven.edu</a>	0	No
State College Young Professionals	PO Box 871 Lemont, PA 16851	Emily Bartlett	814-865-5453 <a href="mailto:scvp@scyounghpros.com">scvp@scyounghpros.com</a> send link to job board	0	No
Penn State University College of Continuing Education	121 Outreach Building University Park, PA 16802	Esther Niedermyer	814-865-4700	0	No
Nittany Lion Career Network	<a href="http://Psu.scm.symplicity.com/employers">Psu.scm.symplicity.com/employers</a>	Rob Hopkins	<a href="#">Online posting</a>	0	No
Centre Daily Times Career Builder	P.O. Box 89 State College, PA 16804	Heidi McNeal	866-438-1485 <a href="#">Online posting</a>	0	No
Indeed.com	177 Broad Street, 6 <sup>th</sup> Floor Stamford, CT 06901	Online Posting	203-328-2691	2	No
Internal Posting Forever Media State College	2551 Park Center Blvd State College, PA 16801	Scott Cohagan	814-237-9800 <a href="mailto:scohagan@forevermediainc.com">scohagan@forevermediainc.com</a>	0	No
Internal Posting Forever Media NWP	900 Water Street Meadville, PA 16335	Jill Hamilton	814-724-1111 <a href="mailto:jhamilton@forevermediainc.com">jhamilton@forevermediainc.com</a>	0	No
Internal Posting Forever Media Johnstown	109 Plaza Drive, Suite 2 Johnstown, PA 15905	Shelly Johnson	814-255-4186 <a href="mailto:tdietz@forevermediainc.com">tdietz@forevermediainc.com</a>	0	No
Internal Posting Forever Media Altoona	One Forever Drive Hollidaysburg, PA 16648	Jody Downing	814-941-9800 <a href="mailto:pjmitchell@forevermediainc.com">pjmitchell@forevermediainc.com</a>	0	No

Internal Posting Forever Media New Castle	219 Savannah Gardner Rd New Castle, PA 16101	Jill Hamilton	724-654-5502 Jshields@forevermediainc.com	0	No
Internal Posting Forever Media Franklin	1243 Liberty St., Suite 501 Franklin, PA 16323	Jill Hamilton	814-432-2188 jshields@forevermediainc.com	0	No
Internal Posting Forever Media Cumberland	350 Byrd Avenue Cumberland, MD 21502	Jeanie McLaughlin	301-722-6666 rcornwell@forevermediainc.com	0	No
Internal Posting Forever Media York	275 Radio Road Hanover, PA 17331	Tammy Signor	717-637-3831 ddavies@forevermediainc.com	0	No
Internal Posting Forever Media Wheeling	56325 High Ridge Road Bellaire, OH 43906	Annie Howell	740-676-5661 rhasson@forevermediainc.com	0	No
Internal Posting Forever Media Midshore	306 Port Street Easton, MD 21601	Lynn Moore	410-822-3301 jfickes@forevermediainc.com	0	No
Internal Posting Forever Media Robinson	2 Robinson Plaza, Suite 410 Pittsburgh, PA 15205	Dottie McCartney	412-275-3393 mvennare@forevermediainc.com	0	No
Internal Posting Forever Media Brownsville	123 Blaine Road Brownsville, PA 15417	Joyce Nicholson	724-938-2000 mvennare@forevermediainc.com	0	No
Penn State Altoona	3000 Ivyside Dr Altoona, PA 16601	Rebecca Maguda	814-949-5000 Rvb5@psu.edu	0	No

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** Brand Consultant / Account Executive

**Recruitment Source That Referred the Hiree:** Indeed.com; On Air Recruitment WBUS(FM), WMAJ - FM, WAPY(FM)

**Date Vacancy Opened:** 03/20/2017

**Total Number of Persons Interviewed for the Vacancy:** 9

**Date Vacancy Filled:** 9/11/2017; 9/11/2017

**Total Number of Persons Hired:** 2

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Phone Number	Total # Interviewed	Request Notification
On Air Recruitment Forever Stations – WBUS(FM), WQWK, WAPY(FM), WRSC, WMAJ - FM, WFGE(FM)	2551 Park Center Blvd. State College, PA 16801	Scott Cohagan	814-237-9800	0	No
Forever Media Station Website www.foreverstatecollege.com WBUS(FM), WAPY(FM), WMAJ - FM, WRSC, WQWK, WFGE(FM)	2551 Park Center Blvd. State College, PA 16801	Scott Cohagan	814-237-9800	3	No
Online Streaming Ads – WBUS(FM), WAPY(FM), WRSC, WMAJ - FM, WFGE(FM)	2551 park Center Blvd State College, PA 16801	Scott Cohagan	814-237-9800	0	No
Forever Media Corporate Website www.forevermediainc.com	One Forever Drive Hollidaysburg, PA 16648	Scott Cohagan	814-237-9800	0	No
Career Link of Centre County	240 Match Factory Place Bellefonte, PA 16823	David Myers	814-272-5465 Online posting	1	No
Referral Friend/Family	2551 Park Center Blvd. State College, PA 16801	Scott Cohagan	814-237-9800	0	No
Referral Employee	2551 Park Center Blvd. State College, PA 16801	Scott Cohagan	814-237-9800	0	No
PA Association of Broadcasters	208 N. 3 <sup>rd</sup> St. Suite 105 Harrisburg, PA 17101	Gail Ponti	717-482-4820	0	No
South Hills School of Business & Technology	480 Waupelani Drive State College, PA 16801	Ms. Yoder	814-234-7755	0	No
Bellefonte Intervalley Chamber of Commerce	320 West High Street Bellefonte, PA 16823	Gary Hoover	814-355-2917	0	No
Penn State Career Services Employment Relations	101 Bank of America Career Services Center University Park, PA 16802	Kathy Early	814-865-2377	0	No

Lock Haven University Communication Media Department	127 Russell Hall Lock Haven, PA 17745	Dr. Karen Kline	570-484-22376	0	No
Pennsylvania State University College of Continuing Education	121 Outreach Building University Park, PA 16802	Esther Neidermyer	814-865-4700	0	No
Career Builder.com Centre Daily Times	P.O. Box 89 State College, PA 16801	Heidi McNeal	866-438-1485	0	No
Indeed.com	177 Broad Street, 6 <sup>th</sup> Floor Stamford, CT 06901	Online post	203-328-2691	2	No
Penn State College of Communications – Job Expo	208-D Carnegie Building University Park, PA 16802	Bob Martin	814-863-4674	3	No
Internal Posting Forever Media State College	2551 Park Center Blvd. State College, PA 16801	Scott Cohagan	814-237-9800	0	No
Internal Posting Forever Media NWPA	900 Water Street Meadville, PA 16335	Jill Hamilton	814-724-1111	0	No
Internal Posting Forever Media Johnstown	109 Plaza Drive, Suite 2 Johnstown, PA 15905	Shelly Lovenduski	814-255-4186	0	No
Internal Posting Forever Media Altoona	One Forever Drive Hollidaysburg, PA 16648	Jody Downing	814-941-9800	0	No
Internal Posting Forever Media New Castle	219 Savannah Gardner Road New Castle, PA 16101	Jill Hamilton	724-654-5502	0	No
Internal Posting Forever Media Franklin	1243 Liberty Street, Suite 501 Franklin, PA 16323	Jim Shields	814-432-2188	0	No
Internal Posting Forever Media Cumberland	350 Byrd Avenue Cumberland, MD 21502	Jeanie McLaughlin	301-722-6666	0	No
Internal Posting Forever Media York	275 Radio Road Hanover, PA 17331	Tammy Signor	717-637-3831	0	No
Internal Posting Forever Media Wheeling	56325 High Ridge Road Bellaire, OH 43906	Annie Howell	740-676-5661	0	No
Internal Posting Forever Media Midshore	306 Port Street Easton, MD 21601	Lynn Moore	410-822-3301	0	No
Internal Posting Forever Media Robinson	2 Robinson Plaza, Suite 410 Pittsburgh, PA 15202	Dottie McCartney	412-275-3393	0	No
Internal Posting Forever Media Brownsville	123 Blaine Road Brownsville, PA 15417	Joyce Nicholson	724-938-2000	0	No
Penn State Altoona	3000 Ivyside Park Altoona, PA 16601	Rebecca Maguda	814-949-5000	0	No
Chamber of Business & Industry of Centre County	131 S. Fraser St. State College, PA 16801	Liisa Bartges	814-235-1666	0	No
State College Young Professionals	PO Box 567925 Atlanta, GA 31156	Emily Bartlett	814-865-5453 <a href="mailto:scyp@scyoungpros.com">scyp@scyoungpros.com</a> send link to job board	0	No
Nittany Lion Career Network	<a href="http://Psu.scm.symplicity.com/employers">Psu.scm.symplicity.com/employers</a>	Rob Hopkins	Online posting	0	No

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy: Business Manager**

**Recruitment Source That Referred the Hire: Career Link of Centre County**

**Date Vacancy Opened: 05/29/2017**

**Total Number of Persons Interviewed for the Vacancy: 6**

**Date Vacancy Filled: 07/06/2017**

**Total Number of Persons Hired: 1**

### Recruitment Sources Used to Fill the Vacancy

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Phone Number</b>	<b>Total # Inter-viewed</b>	<b>Request Noti-fication</b>
On Air Recruitment Forever Stations – WBUS(FM), WQWK, WAPY(FM), WRSC, WMAJ - FM, WFGE(FM)	2551 Park Center Blvd. State College, PA 16801	Scott Cohagan	814-237-9800	1	No
Forever Media Station Website www.foreverstatecollege.com WBUS(FM), WAPY(FM), WMAJ - FM, WRSC, WQWK, WFGE(FM)	2551 Park Center Blvd. State College, PA 16801	Scott Cohagan	814-237-9800	1	No
Online Streaming Ads – WBUS(FM), WAPY(FM), WRSC, WMAJ - FM, WFGE(FM)	2551 park Center Blvd State College, PA 16801	Scott Cohagan	814-237-9800	0	No
Forever Media Corporate Website www.forevermediainc.com	One Forever Drive Hollidaysburg, PA 16648	Scott Cohagan	814-237-9800	0	No
Career Link of Centre County	240 Match Factory Place Bellefonte, PA 16823	David Myers	814-272-5465	2	No
Referral Friend/Family	2551 Park Center Blvd. State College, PA 16801	Scott Cohagan	814-237-9800	2	No
Referral Employee	2551 Park Center Blvd. State College, PA 16801	Scott Cohagan	814-237-9800	0	No
State College Young Professionals	PO Box 567925 Atlanta, GA 31156	Emily Bartlett	814-865-5453 <a href="mailto:scyp@scyongpros.com">scyp@scyongpros.com</a> send link to job board	0	No
PA Association of Broadcasters	208 North 3 <sup>rd</sup> St Suite 105 Harrisburg, PA 17101	Gail Ponti	717-482-4820	0	No
South Hills School of Business & Technology	480 Waupelani Drive State College, PA 16801	Ms. Yoder	814-234-7755	0	No
Bellefonte Intervalley Chamber of Commerce	320 West High Street Bellefonte, PA 16823	Gary Hoover	814-355-2917	0	No



Penn State Career Services Employment Relations	101 Bank of America Career Services Center University Park, PA 16802	Kathy Early	814-865-2377	0	No
Lock Haven University Communication Media Department	127 Russell Hall Lock Haven, PA 17745	Dr. Karen Kline	570-484-22376	0	No
Pennsylvania State University College of Continuing Education	121 Outreach Building University Park, PA 16802	Esther Neidermyer	814-865-4700	0	No
Career Builder.com Centre Daily Times	P.O. Box 89 State College, PA 16801	Heidi McNeal	866-438-1485	0	No
Internal Posting Forever Media State College	2551 Park Center Blvd. State College, PA 16801	Scott Cohagan	814-237-9800	0	No
Internal Posting Forever Media NWPA	900 Water Street Meadville, PA 16335	Jill Hamilton	814-724-1111	0	No
Internal Posting Forever Media Johnstown	109 Plaza Drive, Suite 2 Johnstown, PA 15905	Shelly Lovenduski	814-255-4186	0	No
Internal Posting Forever Media Altoona	One Forever Drive Hollidaysburg, PA 16648	Jody Downing	814-941-9800	0	No
Internal Posting Forever Media New Castle	219 Savannah Gardner Road New Castle, PA 16101	Jill Hamilton	724-654-5502	0	No
Internal Posting Forever Media Franklin	1243 Liberty Street, Suite 501 Franklin, PA 16323	Jill Hamilton	814-432-2188	0	No
Internal Posting Forever Media Cumberland	350 Byrd Avenue Cumberland, MD 21502	Jeanie McLaughlin	301-722-6666	0	No
Internal Posting Forever Media York	275 Radio Road Hanover, PA 17331	Tammy Signor	717-637-3831	0	No
Internal Posting Forever Media Wheeling	56325 High Ridge Road Bellaire, OH 43906	Annie Howell	740-676-5661	0	No
Internal Posting Forever Media Midshore	306 Port Street Easton, MD 21601	Lynn Moore	410-822-3301	0	No
Internal Posting Forever Media Robinson	2 Robinson Plaza, Suite 410 Pittsburgh, PA 15202	Dottie McCartney	412-275-3393	0	No
Internal Posting Forever Media Brownsville	123 Blaine Road Brownsville, PA 15417	Joyce Nicholson	724-938-2000	0	No
Penn State Altoona	3000 Ivyside Park Altoona, PA 16601	Rebecca Maguda	814-949-5000	0	No
Nittany Lion Career Network	Psu.scm.symplicity.com/employers	Rob Hopkins	Online posting	0	No

## **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:

#### **Radio Station Group Tours**

We routinely give group tours of our facility at 2551 Park Center Blvd., State College, to organizations such as Boy and Girl Scouts, elementary and high school groups, church groups, daycares 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 given by station management in programming and sales and our production / programming team. The tours are tailored to meet the goals of the specific groups.

We gave a tour to children and families involved with the Centre County Youth Service Borough on 11/22/17. The tour was requested by Christine Bishop and Andrea Fisher. The tour was given by Scott Cohagan, General Manager, and Chris Prospero, Operations Director & On-Air Personality.

To request a tour, contact:  
Forever Media  
2551 Park Center Blvd.  
State College, PA 16801  
Attention: General Manager  
Phone: 814-237-9800

## **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.

## **Participation in Educational Events**

On June 22, 2017 Scott Cohagan, General Manager and Bob Taylor Chief Engineer and Program Director of WRSC and WQWK participated in the Penn State Football Career Night. This event helped current student athlete's converse with professionals from different areas in the job market. The event helped to prepare student athletes to do the right things now for when the playing on the field ends. Scott and Bob were able to speak with many student athletes about career opportunities in Media and the Radio Broadcasting industry and how they can best prepare for those careers.

On July 14, 2017, Scott Cohagan, General Manager, was a guest faculty instructor at the Confer Radio Talent Institute on the Bloomsburg University campus. A significant part of the Institute are sessions that include RAB sales sessions so the students have the opportunity to be certified as Radio Marketing Professionals by the RAB . There are 17 internet modules in total that the students watch but the sessions that include those modules are led by radio professionals. In the session, Scott presented RAB Training Module #17 "Goal Setting and Time management." A major part of the concept of the Radio Talent Institute, radio professionals sharing with these students/future broadcasters what you think they need to know. All the sessions of the ten day Institute are taught by broadcasters.

On November 13, 2017, Christopher Forshey, Creative Service Director, was a guest speaker for Penn State Altoona COMM 260 News Writing and Reporting Class. Christopher was invited by Instructor James Albanese - Instructor in the Communications Department, Division of Arts & Humanities. He addressed the topics of the broadcasting and news industry, issues of "fake news" and journalistic credibility and strategies for students who might consider a career in the news industry.

On October 4, 2017, Scott Cohagan, General Manager met with Lauren Smith, a Penn State University senior to discuss Radio Broadcasting, Broadcast Journalism and how to be successful in the industry.

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

The Station's Account Executives have been routinely training on-line with the Radio Advertising Bureau. These are education/instructional courses designed to improve our sales team.

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 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 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.

Upon each new hire and annually, every Forever Media 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. Diane Fetty, CHRD.

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 as well as introduce new accreditations.

The General Sales Manager has been routinely training on-line with the Pennsylvania Associations of Broadcasters (The Local Broadcast Sales Team & P1 Selling). Education/instructional courses are designed to improve management, daily operations and leadership of the sales team.

The General 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 Radio Stations.

The General Manager has been routinely training on-line with the Pennsylvania Associations of Broadcasters (The Local Broadcast Sales Team & P1 Selling). Education/instructional courses are designed to improve management, daily operations and leadership of the Radio Stations.

April 2<sup>nd</sup> – April 4<sup>th</sup>, 2017 Managers, Program Directors, Business Department, 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 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.

On April 3, 2017 Allan G. Moskowitz, Esq. conducted training to management staff to insure that station personnel were educated with EEO Compliance. In attendance were the General Manager, General Sales Manager, Operations Director, Interactive Director, and WBUS(FM) Brand Manager.

On April 3, 2017 Nick Gali, Esq. conducted training covering contest rules and FCC Guidelines. In attendance were the General Manager, General Sales Manager, Operations Director, Interactive Director, and WBUS(FM) Brand Manager.

May 7-8, 2017 Pennsylvania Association of Broadcasters held the 2017 Annual Convention in Hershey, PA. Presentations of broadcast innovations, programming, legal concerns and ratings were contributed by SoCast Digital, comScore, David

Oxenford ESQ, and Nielsen. Honored guests were acknowledged and Awards for Excellence in Broadcasting were presented at the banquet. Vice President of Sales Mike Sherry attended the event.

July 10<sup>th</sup> through July 19<sup>th</sup>, Matthew Bortner, Part Time Studio Operator and On-Air Personality / Reporter participated in the Confer Radio Talent Institute at Bloomsburg University of Pennsylvania as a student. He successfully completed the Institute

August 27-29, 2017, Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Toronto, Ontario Canada. 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 Forever Media at the meeting: Lynn Deppen, Bobbi Castellucci.

The Radio Association of Broadcasters (RAB) and National Association of Broadcasters (NAB) held their Radio Show 2017 conference in Austin, Texas September 5<sup>th</sup> through 8<sup>th</sup>, 2017. Forever VP of Sales was 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. Forever Media VP of Sales Mike Sherry was in attendance.

On October 18<sup>th</sup>, 2017 Scott Cohagan, General Manager, participated in a webinar entitled "The Changing Face of the FCC's EEO Rule in 2017." The webcast provided an overview of the current EEO Rule. This webinar was offered by the Pennsylvania Association of Broadcasters and the Massachusetts Broadcasters Association and was presented by Lauren Lynch Flick, Senior Counsel, Pillsbury Winthrop Shaw Pittman.

On November 30<sup>th</sup>, 2017 Scott Cohagan, General Manager, and Tom Schmidt, General Sales Manager participated in a webinar entitled "Preparing for the 2018 Elections." The webinar discussed Political rules, and what you need to know to navigate the Political Advertising process. This webinar was offered by the Pennsylvania Association of Broadcasters.

On December 13<sup>th</sup>, 2017 Andrea McCool, Interactive Director, participated in a webinar entitled 'How to Measure (and Grow) Key Digital Metrics at Your Radio Stations.' The webinar covered a variety of topics including: What Metrics to measure in digital, How to measure these metrics, Tricks to optimize them, Tools to help you with you analysis and Building a monthly reporting dashboard.

On January 30, 2018 at 2:00PM, the Pennsylvania Association of Broadcasters held a webinar addressing the March 1<sup>st</sup> deadline to move Public Inspection Files online. The webinar focused on the technical challenges, what the FCC said it will do, how to accomplish the task efficiently and how to maintain the online file. Forever Managers viewed the webinar.

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.

February 18-20, 2018 Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Scottsdale, Arizona. 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.

March 25<sup>th</sup> – Tuesday, March 27<sup>th</sup>, 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.

On March 26, 2018 Diane Fetty, CHRD, conducted training covering Sexual Harassment in the workplace and General Human Resources information. In attendance were the General Manager, General Sales Manager, Operations Director, Interactive Director, WBUS(FM) Brand Manager, Business Manager and Traffic Director.

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, all new employees are put through Sexual Harassment training as well as every employee annually is trained. During this period, the annual training was provided 10/24/17-11/02/17. The training was provided by the Business Manager and Program Directors / Brand Managers.

### **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<sup>th</sup> through July 19<sup>th</sup>, 2017. Commercials aired on WBUS(FM), WFGE(FM), WMAJ - FM, WQWK, WAPY(FM) and WRSC encouraging interested students to apply to attend the Institute.

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

*Pennsylvania CareerLink Centre County Job Fair*

Contact: Karen Dabney  
CareerLink Centre County  
240 Match Factory Place  
Bellefonte, PA 16823  
Telephone: (814) 548-7587 X 241  
Fax: (814) 548-7591

Date / Time: April 20, 2017 10AM-2PM

Location: Central Pennsylvania Institute of Science and Technology, Pleasant Gap.

Representing Forever Media, Inc.: Michelle Walizer, Business Manager, and Tom Schmidt, General Sales Manager

All stations and job opportunities were represented.

Description: The Pennsylvania CareerLink brings businesses to campus to interview and talk with students / graduates. We had the opportunity to meet and talk with over 100 prospective candidates.

Along with participating in the job fair, we also helped promote this event through radio advertising on WBUS(FM), WFGE(FM), WMAJ - FM, WQWK, WAPY(FM) and WRSC.

California University of Pennsylvania Convocation Center

Date / Time: October 3, 2017 11AM-2PM

Location: California University of Pennsylvania Convocation Center

Representing Forever Media, Inc.: Diane Fetty, CHRD.

Description: 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!

Pennsylvania CareerLink Centre County Job Fair

Contact: Cher Harpster  
CareerLink Centre County  
240 Match Factory Place  
Bellefonte, PA 16823  
Telephone: (814) 548-7587 X 241



Fax: (814) 548-7591

Date / Time: October 26, 2017 10AM-2PM

Location: Central Pennsylvania Institute of Science and Technology, Pleasant Gap.

Representing Forever Media, Inc.: Kiaia Cole, Business Manager.

All stations and job opportunities were represented.

Description: The Pennsylvania CareerLink brings businesses to campus to interview and talk with students / graduates. We had the opportunity to meet and talk with over 100 prospective candidates.

*Juniata College Career Day*

Contact: Juniata College  
Tammy Stuber  
1700 Moore Street  
Huntingdon, PA 16652  
Telephone: 814-641-3350

Date / Time: February 23, 2018 11AM-3PM

Location: Juniata College, Intra-mural Gymnasium of Kennedy Sports & Rec Center, Huntingdon, Pennsylvania.

Representing Forever Media, Inc.: Bethany Hildebrand, Sales Assistant

All stations and job opportunities were represented.

Description: Juniata College brings businesses to interview and talk with prospective students / candidates.

*Job Expo: The Pennsylvania State University - The College of Communications*

Contact: Bob Martin  
Assistant Dean for Internships and Career Placement  
208-D Carnegie Building  
University Park, PA 16802-5101  
Telephone: (814) 863-4674  
Fax: (814) 863-8044  
E-mail: [rpm163@psu.edu](mailto:rpm163@psu.edu)

Date / Time: March 16, 2018 9AM-2PM

Location HUB-Robeson Center, Alumni Hall at University Park, Pennsylvania.

Representing Forever Media, Inc.: Scott Cohagan, General Manager and Tom Schmidt, General Sales Manager

All station jobs and opportunities were represented.

Description: 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 studies 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 in an extremely efficient manner. We have benefited from hiring Penn State students as well as expanding our internship program in the past. By participating in the 2018 Job Expo, we had access to hundreds of resumes from Penn State Students.