

# **EEO PUBLIC FILE REPORT**

## **For Radio Stations**

WMAJ (FM) 93.7, Boalsburg, PA  
WAPY (FM) 103.1, State College, PA  
WBUS (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, 2018 to March 31, 2019**

This EEO Public File Report is filed in each Station's WBUS, WQWK, WAPY, WRSC, WMAJ, WFGE public inspection files pursuant to Section 73.2080(c) (6) of the Federal Communications Commission's ("FCC") rules.

During this one-year period ending March 31, 2019, the stations filled the following full-time vacancies:

BRAND CONSULTANT / ACCOUNT EXECUTIVE – 2

BUSINESS MANAGER – 1

**ACTIVITY TO REPORT THIS PERIOD:**

The station interviewed a total of 25 people for all full-time vacancies during the period covered in this report.

**RECRUITMENT SOURCES USED:**

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

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person, and telephone number
- The recruitment source that referred the hire 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 each vacancy

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: 2551 Park Center Blvd., State College, PA 16801

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:

Matthew L Decker, Business Manager      Phone: 814-237-9800  
State College, PA 16801                      Fax: 814-237-2477  
E-mail: [mdecker@forevermediainc.com](mailto:mdecker@forevermediainc.com)

## 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.

| <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.<br>State College, PA 16801                          | Scott Cohagan         | 814-237-9800                   | 10                          | No                           |
| Forever Media Station Website www.foreverstatecollege.com<br>WBUS(FM), WAPY(FM), WMAJ(FM), WRSC, WQWK, WFGE(FM) | 2551 Park Center Blvd.<br>State College, PA 16801                          | Scott Cohagan         | 814-237-9800                   | 0                           | No                           |
| Online Streaming Ads – WBUS(FM), WAPY(FM), WRSC, WMAJ(FM), WFGE(FM)   | 2551 Park Center Blvd<br>State College, PA 16801                           | Scott Cohagan         | 814-237-9800                   | 0                           | No                           |
| Forever Media Corporate Website<br>www.forevermediainc.com  | One Forever Drive<br>Hollidaysburg, PA 16648                               | Scott Cohagan         | 814-237-9800                   | 0                           | No                           |
| Career Link of Centre County  | 240 Match Factory Place Bellefonte,<br>PA 16823                            | David Myers           | 814-272-5465<br>Online posting | 0                           | No                           |
| Referral<br>Friend/Family   | 2551 Park Center Blvd.<br>State College, PA 16801                          | Scott Cohagan         | 814-237-9800                   | 2                           | No                           |
| Referral<br>Employee  | 2551 Park Center Blvd.<br>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<br>17101               | Gail Ponti            | 717-482-4820                   | 0                           | No                           |
| South Hills School of Business & Technology   | 480 Waupelani Drive<br>State College, PA 16801                             | Ms. Yoder             | 814-234-7755                   | 0                           | No                           |
| Bellefonte Intervally Chamber of Commerce   | 320 West High Street<br>Bellefonte, PA 16823                               | Gary Hoover           | 814-355-2917                   | 0                           | No                           |
| Penn State Career Services<br>Employment Relations  | 101 Bank of America<br>Career Services Center<br>University Park, PA 16802 | Kathy Early           | 814-865-2377                   | 0                           | No                           |
| Lock Haven University<br>Communication Media Department   | 127 Russell Hall<br>Lock Haven, PA 17745                                   | Dr. Karen Kline       | 570-484-22376                  | 0                           | No                           |

|   |   |                      |   |    |    |
|---|---|----------------------|---|----|----|
| Pennsylvania State University College of Continuing Education | 121 Outreach Building<br>University Park, PA 16802            | Esther<br>Neidermyer | 814-865-4700  | 0  | No |
| Career Builder.com<br>Centre Daily Times                      | P.O. Box 89<br>State College, PA 16801                        | Heidi<br>McNeal      | 866-438-1485  | 0  | No |
| Indeed.com  | 177 Broad Street, 6 <sup>th</sup> Floor<br>Stamford, CT 06901 | Online post          | 203-328-2691  | 13 | No |
| Penn State College of Communications – Job Expo               | 208-D Carnegie Building University<br>Park, PA 16802          | Bob Martin           | 814-863-4674  | 0  | No |
| Internal Posting<br>Forever Media State College               | 2551 Park Center Blvd.<br>State College, PA 16801             | Scott<br>Cohagan     | 814-237-9800  | 0  | No |
| Internal Posting<br>Forever Media NWPA                        | 900 Water Street<br>Meadville, PA 16335                       | Jill Hamilton        | 814-724-1111  | 0  | No |
| Internal Posting<br>Forever Media Johnstown                   | 109 Plaza Drive, Suite 2<br>Johnstown, PA 15905               | Shelly<br>Lovenduski | 814-255-4186  | 0  | No |
| Internal Posting<br>Forever Media Altoona                     | One Forever Drive<br>Hollidaysburg, PA 16648                  | Jody<br>Downing      | 814-941-9800  | 0  | No |
| Internal Posting Forever Media New Castle                     | 87 Stambaugh Avenue, Suite 3,<br>Sharon, PA 16146             | Jill Hamilton        | 724-654-5502  | 0  | No |
| Internal Posting Forever Media Franklin                       | 1243 Liberty Street, Suite 501<br>Franklin, PA 16323          | Jill Hamilton        | 814-432-2188  | 0  | No |
| Internal Posting Forever Media Cumberland                     | 350 Byrd Avenue<br>Cumberland, MD 21502                       | Jeanie<br>McLaughlin | 301-722-6666  | 0  | No |
| Internal Posting Forever Media York                           | 275 Radio Road<br>Hanover, PA 17331                           | Tammy<br>Signor      | 717-637-3831  | 0  | No |
| Internal Posting Forever Media Wheeling                       | 56325 High Ridge Road<br>Bellaire, OH 43906                   | Annie<br>Howell      | 740-676-5661  | 0  | No |
| Internal Posting Forever Media Midshore                       | 306 Port Street<br>Easton, MD 21601                           | Lynn Moore           | 410-822-3301  | 0  | No |
| Internal Posting Forever Media Robinson                       | 2 Robinson Plaza, Suite 410<br>Pittsburgh, PA 15202           | Dottie<br>McCartney  | 412-275-3393  | 0  | No |
| Internal Posting Forever Media Brownsville                    | 123 Blaine Road<br>Brownsville, PA 15417                      | Joyce<br>Nicholson   | 724-938-2000  | 0  | No |
| Penn State Altoona  | 3000 Ivyside Park<br>Altoona, PA 16601                        | Rebecca<br>Maguda    | 814-949-5000  | 0  | No |
| Chamber of Business & Industry of Centre County               | 131 S. Fraser St. State College, PA<br>16801                  | Tyann<br>McDaniel    | 814-235-1666  | 0  | No |
| State College Young Professionals                             | PO Box Lemont 53,<br>Lemont, PA 16851                         | Emily<br>Bartlett    | 814-865-5453<br>scyp@scyoungpros<br>.com<br>send link to job<br>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:** Brand Consultant / Account Executive

**Recruitment Source That Referred the Hire:** On-Air Ad - WAPY(FM)

**Date Vacancy Opened:** 04/10/2018

**Total Number of Persons Interviewed for the Vacancy:** 3

**Date Vacancy Filled:** 6/18/2018

**Total Number of Persons Hired:** 1

### 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.<br>State College, PA 16801                          | Scott Cohagan     | 814-237-9800                   | 3                   | No                   |
| Forever Media Station Website www.foreverstatecollege.com<br>WBUS(FM), WAPY(FM), WMAJ(FM), WRSC, WQWK, WFGE(FM) | 2551 Park Center Blvd.<br>State College, PA 16801                          | Scott Cohagan     | 814-237-9800                   | 0                   | No                   |
| Online Streaming Ads – WBUS(FM), WAPY(FM), WRSC, WMAJ(FM), WFGE(FM)   | 2551 Park Center Blvd<br>State College, PA 16801                           | Scott Cohagan     | 814-237-9800                   | 0                   | No                   |
| Forever Media Corporate Website<br>www.forevermediainc.com  | One Forever Drive<br>Hollidaysburg, PA 16648                               | Scott Cohagan     | 814-237-9800                   | 0                   | No                   |
| Career Link of Centre County  | 240 Match Factory Place Bellefonte,<br>PA 16823                            | David Myers       | 814-272-5465<br>Online posting | 0                   | No                   |
| Referral<br>Friend/Family   | 2551 Park Center Blvd.<br>State College, PA 16801                          | Scott Cohagan     | 814-237-9800                   | 0                   | No                   |
| Referral<br>Employee  | 2551 Park Center Blvd.<br>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<br>17101               | Gail Ponti        | 717-482-4820                   | 0                   | No                   |
| South Hills School of Business & Technology   | 480 Waupelani Drive<br>State College, PA 16801                             | Ms. Yoder         | 814-234-7755                   | 0                   | No                   |
| Bellefonte Intervalley Chamber of Commerce  | 320 West High Street<br>Bellefonte, PA 16823                               | Gary Hoover       | 814-355-2917                   | 0                   | No                   |
| Penn State Career Services<br>Employment Relations  | 101 Bank of America<br>Career Services Center<br>University Park, PA 16802 | Kathy Early       | 814-865-2377                   | 0                   | No                   |
| Lock Haven University<br>Communication Media Department   | 127 Russell Hall<br>Lock Haven, PA 17745                                   | Dr. Karen Kline   | 570-484-22376                  | 0                   | No                   |
| Pennsylvania State University College of Continuing Education   | 121 Outreach Building<br>University Park, PA 16802                         | Esther Neidermyer | 814-865-4700                   | 0                   | No                   |

|   |   |                      |  |   |    |
|---|---|----------------------|--|---|----|
| Career Builder.com<br>Centre Daily Times        | P.O. Box 89<br>State College, PA 16801                        | Heidi<br>McNeal      | 866-438-1485   | 0 | No |
| Indeed.com                                      | 177 Broad Street, 6 <sup>th</sup> Floor<br>Stamford, CT 06901 | Online post          | 203-328-2691   | 0 | No |
| Penn State College of Communications – Job Expo | 208-D Carnegie Building University<br>Park, PA 16802          | Bob Martin           | 814-863-4674   | 0 | No |
| Internal Posting<br>Forever Media State College | 2551 Park Center Blvd.<br>State College, PA 16801             | Scott<br>Cohagan     | 814-237-9800   | 0 | No |
| Internal Posting<br>Forever Media NWPA          | 900 Water Street<br>Meadville, PA 16335                       | Jill Hamilton        | 814-724-1111   | 0 | No |
| Internal Posting<br>Forever Media Johnstown     | 109 Plaza Drive, Suite 2<br>Johnstown, PA 15905               | Shelly<br>Lovenduski | 814-255-4186   | 0 | No |
| Internal Posting<br>Forever Media Altoona       | One Forever Drive<br>Hollidaysburg, PA 16648                  | Jody<br>Downing      | 814-941-9800   | 0 | No |
| Internal Posting Forever Media New Castle       | 87 Stambaugh Avenue, Suite 3,<br>Sharon, PA 16146             | Jill Hamilton        | 724-654-5502   | 0 | No |
| Internal Posting Forever Media Franklin         | 1243 Liberty Street, Suite 501<br>Franklin, PA 16323          | Jill Hamilton        | 814-432-2188   | 0 | No |
| Internal Posting Forever Media Cumberland       | 350 Byrd Avenue<br>Cumberland, MD 21502                       | Jeanie<br>McLaughlin | 301-722-6666   | 0 | No |
| Internal Posting Forever Media York             | 275 Radio Road<br>Hanover, PA 17331                           | Tammy<br>Signor      | 717-637-3831   | 0 | No |
| Internal Posting Forever Media Wheeling         | 56325 High Ridge Road<br>Bellaire, OH 43906                   | Annie<br>Howell      | 740-676-5661   | 0 | No |
| Internal Posting Forever Media Midshore         | 306 Port Street<br>Easton, MD 21601                           | Lynn Moore           | 410-822-3301   | 0 | No |
| Internal Posting Forever Media Robinson         | 2 Robinson Plaza, Suite 410<br>Pittsburgh, PA 15202           | Dottie<br>McCartney  | 412-275-3393   | 0 | No |
| Internal Posting Forever Media Brownsville      | 123 Blaine Road<br>Brownsville, PA 15417                      | Joyce<br>Nicholson   | 724-938-2000   | 0 | No |
| Penn State Altoona                              | 3000 Ivyside Park<br>Altoona, PA 16601                        | Rebecca<br>Maguda    | 814-949-5000   | 0 | No |
| Chamber of Business & Industry of Centre County | 131 S. Fraser St. State College, PA<br>16801                  | Tyann<br>McDaniel    | 814-235-1666   | 0 | No |
| State College Young Professionals               | PO Box Lemont 53,<br>Lemont, PA 16851                         | Emily<br>Bartlett    | 814-865-5453<br>scyp@scyounghpros<br>.com<br>send link to job<br>board | 0 | No |
| Nittany Lion Career Network                     | Psu.scm.symplicity.com/employers                              | Rob<br>Hopkins       | Online posting   | 0 | No |

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy: Business Manager**

**Recruitment Source That Referred the Hire: Radio – Indeed.com**

**Date Vacancy Opened: 05/21/2018**

**Total Number of Persons Interviewed for the Vacancy: 17**

**Date Vacancy Filled: 08/22/2018**

**Total Number of Persons Hired: 1**

### Recruitment Sources Used to Fill the Vacancy

| Name of Recruitment Source  | Address  | Contact Person    | Phone Number                   | Total # Inter-viewed | Request Noti-fication |
|---|--|-------------------|--------------------------------|----------------------|-----------------------|
| On Air Recruitment Forever Stations – WBUS(FM), WQWK, WAPY(FM), WRSC, WMAJ(FM), WFGE(FM)                        | 2551 Park Center Blvd.<br>State College, PA 16801                          | Scott Cohagan     | 814-237-9800                   | 5                    | No                    |
| Forever Media Station Website www.foreverstatecollege.com<br>WBUS(FM), WAPY(FM), WMAJ(FM), WRSC, WQWK, WFGE(FM) | 2551 Park Center Blvd.<br>State College, PA 16801                          | Scott Cohagan     | 814-237-9800                   | 0                    | No                    |
| Online Streaming Ads – WBUS(FM), WAPY(FM), WRSC, WMAJ(FM), WFGE(FM)   | 2551 Park Center Blvd<br>State College, PA 16801                           | Scott Cohagan     | 814-237-9800                   | 0                    | No                    |
| Forever Media Corporate Website<br>www.forevermediainc.com  | One Forever Drive<br>Hollidaysburg, PA 16648                               | Scott Cohagan     | 814-237-9800                   | 0                    | No                    |
| Career Link of Centre County  | 240 Match Factory Place Bellefonte,<br>PA 16823                            | David Myers       | 814-272-5465<br>Online posting | 0                    | No                    |
| Referral<br>Friend/Family   | 2551 Park Center Blvd.<br>State College, PA 16801                          | Scott Cohagan     | 814-237-9800                   | 1                    | No                    |
| Referral<br>Employee  | 2551 Park Center Blvd.<br>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<br>17101               | Gail Ponti        | 717-482-4820                   | 0                    | No                    |
| South Hills School of Business & Technology   | 480 Waupelani Drive<br>State College, PA 16801                             | Ms. Yoder         | 814-234-7755                   | 0                    | No                    |
| Bellefonte Intervalley Chamber of Commerce  | 320 West High Street<br>Bellefonte, PA 16823                               | Gary Hoover       | 814-355-2917                   | 0                    | No                    |
| Penn State Career Services<br>Employment Relations  | 101 Bank of America<br>Career Services Center<br>University Park, PA 16802 | Kathy Early       | 814-865-2377                   | 0                    | No                    |
| Lock Haven University<br>Communication Media Department   | 127 Russell Hall<br>Lock Haven, PA 17745                                   | Dr. Karen Kline   | 570-484-22376                  | 0                    | No                    |
| Pennsylvania State University College of Continuing Education   | 121 Outreach Building<br>University Park, PA 16802                         | Esther Neidermyer | 814-865-4700                   | 0                    | No                    |



|   |   |                      |  |    |    |
|---|---|----------------------|--|----|----|
| Career Builder.com<br>Centre Daily Times        | P.O. Box 89<br>State College, PA 16801                        | Heidi<br>McNeal      | 866-438-1485   | 0  | No |
| Indeed.com                                      | 177 Broad Street, 6 <sup>th</sup> Floor<br>Stamford, CT 06901 | Online post          | 203-328-2691   | 11 | No |
| Penn State College of Communications – Job Expo | 208-D Carnegie Building University<br>Park, PA 16802          | Bob Martin           | 814-863-4674   | 0  | No |
| Internal Posting<br>Forever Media State College | 2551 Park Center Blvd.<br>State College, PA 16801             | Scott<br>Cohagan     | 814-237-9800   | 0  | No |
| Internal Posting<br>Forever Media NWPA          | 900 Water Street<br>Meadville, PA 16335                       | Jill Hamilton        | 814-724-1111   | 0  | No |
| Internal Posting<br>Forever Media Johnstown     | 109 Plaza Drive, Suite 2<br>Johnstown, PA 15905               | Shelly<br>Lovenduski | 814-255-4186   | 0  | No |
| Internal Posting<br>Forever Media Altoona       | One Forever Drive<br>Hollidaysburg, PA 16648                  | Jody<br>Downing      | 814-941-9800   | 0  | No |
| Internal Posting Forever Media New Castle       | 87 Stambaugh Avenue, Suite 3,<br>Sharon, PA 16146             | Jill Hamilton        | 724-654-5502   | 0  | No |
| Internal Posting Forever Media Franklin         | 1243 Liberty Street, Suite 501<br>Franklin, PA 16323          | Jill Hamilton        | 814-432-2188   | 0  | No |
| Internal Posting Forever Media Cumberland       | 350 Byrd Avenue<br>Cumberland, MD 21502                       | Jeanie<br>McLaughlin | 301-722-6666   | 0  | No |
| Internal Posting Forever Media York             | 275 Radio Road<br>Hanover, PA 17331                           | Tammy<br>Signor      | 717-637-3831   | 0  | No |
| Internal Posting Forever Media Wheeling         | 56325 High Ridge Road<br>Bellaire, OH 43906                   | Annie<br>Howell      | 740-676-5661   | 0  | No |
| Internal Posting Forever Media Midshore         | 306 Port Street<br>Easton, MD 21601                           | Lynn Moore           | 410-822-3301   | 0  | No |
| Internal Posting Forever Media Robinson         | 2 Robinson Plaza, Suite 410<br>Pittsburgh, PA 15202           | Dottie<br>McCartney  | 412-275-3393   | 0  | No |
| Internal Posting Forever Media Brownsville      | 123 Blaine Road<br>Brownsville, PA 15417                      | Joyce<br>Nicholson   | 724-938-2000   | 0  | No |
| Penn State Altoona                              | 3000 Ivyside Park<br>Altoona, PA 16601                        | Rebecca<br>Maguda    | 814-949-5000   | 0  | No |
| Chamber of Business & Industry of Centre County | 131 S. Fraser St. State College, PA<br>16801                  | Tyann<br>McDaniel    | 814-235-1666   | 0  | No |
| State College Young Professionals               | PO Box Lemont 53,<br>Lemont, PA 16851                         | Emily<br>Bartlett    | 814-865-5453<br>scyp@scyounghpros<br>.com<br>send link to job<br>board | 0  | No |
| Nittany Lion Career Network                     | Psu.scm.symplicity.com/employers                              | Rob<br>Hopkins       | Online posting   | 0  | No |

## FULL-TIME VACANCY EEO INFORMATION

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

**Recruitment Source That Referred the Hire:** Referral-Friend

**Date Vacancy Opened:** 06/19/2018

**Total Number of Persons Interviewed for the Vacancy:** 5

**Date Vacancy Filled:** 03/01/2019

**Total Number of Persons Hired:** 1

### 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.<br>State College, PA 16801                          | Scott Cohagan     | 814-237-9800                   | 2                   | No                   |
| Forever Media Station Website www.foreverstatecollege.com<br>WBUS(FM), WAPY(FM), WMAJ(FM), WRSC, WQWK, WFGE(FM) | 2551 Park Center Blvd.<br>State College, PA 16801                          | Scott Cohagan     | 814-237-9800                   | 0                   | No                   |
| Online Streaming Ads – WBUS(FM), WAPY(FM), WRSC, WMAJ(FM), WFGE(FM)   | 2551 Park Center Blvd<br>State College, PA 16801                           | Scott Cohagan     | 814-237-9800                   | 0                   | No                   |
| Forever Media Corporate Website<br>www.forevermediainc.com  | One Forever Drive<br>Hollidaysburg, PA 16648                               | Scott Cohagan     | 814-237-9800                   | 0                   | No                   |
| Career Link of Centre County  | 240 Match Factory Place Bellefonte,<br>PA 16823                            | David Myers       | 814-272-5465<br>Online posting | 0                   | No                   |
| Referral<br>Friend/Family   | 2551 Park Center Blvd.<br>State College, PA 16801                          | Scott Cohagan     | 814-237-9800                   | 1                   | No                   |
| Referral<br>Employee  | 2551 Park Center Blvd.<br>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<br>17101               | Gail Ponti        | 717-482-4820                   | 0                   | No                   |
| South Hills School of Business & Technology   | 480 Waupelani Drive<br>State College, PA 16801                             | Ms. Yoder         | 814-234-7755                   | 0                   | No                   |
| Bellefonte Intervalley Chamber of Commerce  | 320 West High Street<br>Bellefonte, PA 16823                               | Gary Hoover       | 814-355-2917                   | 0                   | No                   |
| Penn State Career Services<br>Employment Relations  | 101 Bank of America<br>Career Services Center<br>University Park, PA 16802 | Kathy Early       | 814-865-2377                   | 0                   | No                   |
| Lock Haven University<br>Communication Media Department   | 127 Russell Hall<br>Lock Haven, PA 17745                                   | Dr. Karen Kline   | 570-484-22376                  | 0                   | No                   |
| Pennsylvania State University College of Continuing Education   | 121 Outreach Building<br>University Park, PA 16802                         | Esther Neidermyer | 814-865-4700                   | 0                   | No                   |

|   |   |                      |  |   |    |
|---|---|----------------------|--|---|----|
| Career Builder.com<br>Centre Daily Times        | P.O. Box 89<br>State College, PA 16801                        | Heidi<br>McNeal      | 866-438-1485   | 0 | No |
| Indeed.com                                      | 177 Broad Street, 6 <sup>th</sup> Floor<br>Stamford, CT 06901 | Online post          | 203-328-2691   | 2 | No |
| Penn State College of Communications – Job Expo | 208-D Carnegie Building University<br>Park, PA 16802          | Bob Martin           | 814-863-4674   | 0 | No |
| Internal Posting<br>Forever Media State College | 2551 Park Center Blvd.<br>State College, PA 16801             | Scott<br>Cohagan     | 814-237-9800   | 0 | No |
| Internal Posting<br>Forever Media NWPA          | 900 Water Street<br>Meadville, PA 16335                       | Jill Hamilton        | 814-724-1111   | 0 | No |
| Internal Posting<br>Forever Media Johnstown     | 109 Plaza Drive, Suite 2<br>Johnstown, PA 15905               | Shelly<br>Lovenduski | 814-255-4186   | 0 | No |
| Internal Posting<br>Forever Media Altoona       | One Forever Drive<br>Hollidaysburg, PA 16648                  | Jody<br>Downing      | 814-941-9800   | 0 | No |
| Internal Posting Forever Media New Castle       | 87 Stambaugh Avenue, Suite 3,<br>Sharon, PA 16146             | Jill Hamilton        | 724-654-5502   | 0 | No |
| Internal Posting Forever Media Franklin         | 1243 Liberty Street, Suite 501<br>Franklin, PA 16323          | Jill Hamilton        | 814-432-2188   | 0 | No |
| Internal Posting Forever Media Cumberland       | 350 Byrd Avenue<br>Cumberland, MD 21502                       | Jeanie<br>McLaughlin | 301-722-6666   | 0 | No |
| Internal Posting Forever Media York             | 275 Radio Road<br>Hanover, PA 17331                           | Tammy<br>Signor      | 717-637-3831   | 0 | No |
| Internal Posting Forever Media Wheeling         | 56325 High Ridge Road<br>Bellaire, OH 43906                   | Annie<br>Howell      | 740-676-5661   | 0 | No |
| Internal Posting Forever Media Midshore         | 306 Port Street<br>Easton, MD 21601                           | Lynn Moore           | 410-822-3301   | 0 | No |
| Internal Posting Forever Media Robinson         | 2 Robinson Plaza, Suite 410<br>Pittsburgh, PA 15202           | Dottie<br>McCartney  | 412-275-3393   | 0 | No |
| Internal Posting Forever Media Brownsville      | 123 Blaine Road<br>Brownsville, PA 15417                      | Joyce<br>Nicholson   | 724-938-2000   | 0 | No |
| Penn State Altoona                              | 3000 Ivyside Park<br>Altoona, PA 16601                        | Rebecca<br>Maguda    | 814-949-5000   | 0 | No |
| Chamber of Business & Industry of Centre County | 131 S. Fraser St. State College, PA<br>16801                  | Tyann<br>McDaniel    | 814-235-1666   | 0 | No |
| State College Young Professionals               | PO Box Lemont 53,<br>Lemont, PA 16851                         | Emily<br>Bartlett    | 814-865-5453<br>scyp@scyounpros<br>.com<br>send link to job<br>board | 0 | No |
| Nittany Lion Career Network                     | Psu.scm.symplicity.com/employers                              | Rob<br>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:

#### **#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 all of the stations for Forever Media Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

CAREERLINK JOB FAIR - 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, representing all of the stations for Forever Media, Inc., attended the fair and met with prospective employees and collected their resumes.

JUNIATA COLLEGE CAREER DAY February 22, 2019 from 11 a.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 all of the stations for 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 all of the stations for Forever Media, Inc. was Scott Cohagan, General Manager and Tom Schmidt, Sales Manager.

## **#2 FOREVER MEDIA, INC. HOSTED JOB FAIRS**

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 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, 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 all of the stations for 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 all of the stations for Forever Media, Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

## **#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.

## **#7 PARTICIPATION IN SCHOLARSIP 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) and [www.foreverstatecollege.com](http://www.foreverstatecollege.com)

## **#8 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 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 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 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 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, CHR.D.

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).

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.

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 on April 23<sup>rd</sup>, 2018. The training was provided by the Business Manager and Program Directors / Brand Managers.

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 at Forever Media, Inc. 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 of the stations for Forever Media, Inc.

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 April 24<sup>th</sup>, 2018 at the Country Inn & Suites, State College, PA and again on October 16<sup>th</sup>, 2018 at the Ramada Conference Center, State College, 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 6, 2019, Mike Stevens conducted commercial training and reviewed the market's top 20 accounts and discussed ways to improve copy writing and commercial production.

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.

#### **#10 PARTICIPATION IN EDUCATIONAL EVENTS**

On June 28<sup>th</sup>, 2018, Scott Cohagan, General Manager and Robert 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 Robert 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.

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).

On September 19<sup>th</sup>, 2018, General Manager, Scott Cohagan participated in a speaker series with South Hills School of Business & Technology’s Advertising & Public Relations class recently hosted. Second-year Business Administration--Management & Marketing students were given the opportunity to gain insights into what it’s like to work in a career in media and to get valuable information about radio promotions, as well as print and digital advertising. South Hills adjunct instructor and organizer of the speaker series was Cathy Brown,

On September 21<sup>st</sup>, 2018, Jeff Brown, morning radio personality for WBUS participated in a speaker series with South Hills School of Business & Technology’s Advertising & Public Relations class. Jeff spoke to the students about “Writing Creative Copy” for radio commercials. Jeff talked about the importance of creating messages to reach target audiences and discussed how the same principles apply when preparing a resume when job searching. South Hills adjunct instructor and organizer of the speaker series was Cathy Brown.

On October 31<sup>st</sup>, 2018, 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. They 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 February 11<sup>th</sup>, 2019, Scott Cohagan, General Manager was a guest panelist at the annual Advanced Resume Workshop for students from the College of Communications at The Pennsylvania State University. Scott was one of a select few professionals from the local/regional communications industry to discuss the Penn State University student's resume and cover letters. The Workshop was hosted by Robert P. Martin, Assistant Dean for Internships and Career Placement at the Donald P. Bellisario College of Communications at the University Park Campus.

On March 27<sup>th</sup>, 2019, Tony Ricciardi, radio personality and Program Director for WBUS participated in a Career Fair with Juniata Valley High School. Tony spoke to the students about "Radio production and careers in this area." Michael L. Estep, High School Principal at Juniata Valley School District was the organizer of the Career Fair.

On March 27<sup>th</sup>, 2019 Christopher Forshey, Creative Service Director, was a guest speaker at Penn State Altoona Mass Media and Journalism Class. Christopher spoke to the students about jobs in media, the state of media and issues with today's journalism. James Albanese, Communications Instructor, invited Christopher Forshey to speak to the class.

### **#16 RADIO STATION GROUP TOURS**

We routinely offer group tours of our facility at 2551 Park Center Blvd., State College, PA 16801 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.

On April 9<sup>th</sup>, 2018 we gave a tour to Cub Scout Pack 44 from Pine Grove Mills, PA. The tour was requested by Megan Gilligan. The tour was given by Scott Cohagan, General Manager, Chris Prospero, Operations Director & On-Air Personality, and Tony Ricciardi, Program Director & On-Air Personality.

On Monday June 25<sup>th</sup>, 2018, two groups of children from Daybridge Child Development Center, a local day care center, visited Forever Media State College. The tour was supervised by Mark Kaffetto and given by Lucas Bubb, Production Director & On-Air Personality and Tony Ricciardi, Program Director & On-Air Personality.

To request a tour, contact:  
Forever Media  
2551 Park Center Blvd.  
State College, PA 16801  
Attention: General Manager  
[scohagan@forevermediainc.com](mailto:scohagan@forevermediainc.com)  
Phone: 814-237-9800