

State College, PA ANNUAL EEO PUBLIC FILE REPORT

Facility ID:	Date Report Covers: April 1, 2019- March 31, 2020	Employer: Forever Media, Inc.	Job Search to: careers@forevermediainc.com
6025	Stations, City of License: WMAJ (FM) 93.7, Boalsburg, PA	Employment Unit Address: 2551 Park Center Blvd. State College, PA	Contact Person, Title, email, phone number: Andrew Kreiser, GM akreiser@forevermediainc.com
48926	WAPY (FM) 103.1, State College, PA	On-Line Public File location: www.foreverstatecollege.com	814-237-9800
3956	WBUS (FM) 99.5, Centre Hall, PA		
48923	WQWK 1450, State College, PA		
64849	WRSC 1390, State College, PA		
1057	WFGE (FM) 101.1, State College, PA		

This EEO Public File Report is filed in each Station’s online FCC Public File.

Employer is an equal opportunity employer and does not discriminate in the recruiting, hiring, training, or promotion of employees or, in its advertising practices by reason of race, color, religion, sex, or national origin. We engage in a continuing and evolving effort to seek out prospective applicants for employment. The Annual EEO Reports herein exemplify those agencies contacted. Those, which requested to be contacted, are sonoted. We have found these agencies to be suppliers of diverse and qualified employment candidates in our continuing outreach program to achieve dissemination of information to a broad section of the community. We periodically re-evaluate the recruitment process to enhance wide dissemination. As a result, we believe our overall package of recruiting initiatives has been successful over the past two reporting periods.

Full-Time Vacancies Filled:

Job Title	Hire Date	Persons Hired	Persons Interviewed	Recruitment Sources Used from Master List	Recruitment Source
General Sales Manager	6/17/19	1	3	1,2,3,4,5,6,7,9,10,11,12,13,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32	1
Sales Asst.	09/23/19	1	3	1,2,3,4,5,6,7,9,10,11,12,13,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32	15

Full-Time Recruitment Sources Master List:

Recruitment Source Number	Recruitment Source Name, Address, Phone, Contact, email, URL	Source Requested Notification	Referrals Interviewed
1	On Air Recruitment Forever Stations – WBUS(FM), WQWK, WAPY(FM), WRSC, WMAJ(FM), WFGE(FM) 2551 Park Center Blvd., State College, PA 16801 814-237-9800 Andrew Kreiser akreiser@forevermediainc.com	No	1
2	Forever Media Station Website WBUS(FM), WAPY(FM), WMAJ(FM), WRSC, WQWK, WFGE(FM) 2551 Park Center Blvd., State College, PA 16801 814-237-9800 www.foreverstatecollege.com Andrew Kreiser akreiser@forevermediainc.com	No	
3	Online Streaming Ads – WBUS(FM), WAPY(FM), WRSC, WMAJ(FM), WFGE(FM) 2551 Park Center Blvd., State College, PA 16801 814-237-9800 Andrew Kreiser akreiser@forevermediainc.com	No	
4	Forever Media Corporate Website www.forevermediainc.com One Forever Drive, Hollidaysburg, PA 16648 814-237-9800 Andrew Kreiser akreiser@forevermediainc.com	No	
5	Career Link of Centre County 240 Match Factory Place, Bellefonte, PA 16823 David Myers 814-272-5465	No	
6	Referral Friend/Family 814-237-9800 Andrew Kreiser akreiser@forevermediainc.com	No	1
7	Referral Employee 814-237-9800 Andrew Kreiser akreiser@forevermediainc.com	No	
8	PA Association of Broadcasters 208 N. 3 rd St. Suite 105 Harrisburg, PA 17101 717-482-4820 Gail Ponti	No	
9	South Hills School of Business & Technology 480 Waupelani Drive, State College, PA 16801 814-234-7755 Ms. Yoder	No	
10	Bellefonte Intervalley Chamber of Commerce 320 West High Street, Bellefonte, PA 16823 814-355-2917 Gary Hoover	No	
11	Penn State Career Services	No	

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	Employment Relations 101 Bank of America, Career Services Center University Park, PA 16802 814-865-2377 Kathy Early		
12	Lock Haven University Communication Media Department 127 Russell Hall, Lock Haven, PA 17745 570-484-2376 Dr. Karen Kline	No	
13	Pennsylvania State University College of Continuing Education 121 Outreach Building, University Park, PA 16802 814-865-4700 Esther Neidermyer	No	
14	Career Builder.com Centre Daily Times P.O. Box 89, State College, PA 16801 866-438-1485 Heidi McNeal	No	
15	Indeed.com 177 Broad Street, 6 th Floor, Stamford, CT 06901 203-328-2691 Online Post	No	4
16	Penn State College of Communications – Job Expo 208-D Carnegie Building University Park, PA 16802 814-863-4674 Bob Martin	No	
17	Internal Posting Forever Media State College 2551 Park Center Blvd., State College, PA 16801 814-237-9800 Andrew Kreiser akreiser@forevermediainc.com	No	
18	Internal Posting Forever Media NWPA 900 Water Street, Meadville, PA 16335 814-724-1111 Jill Hamilton	No	
19	Internal Posting Forever Media Johnstown 109 Plaza Drive, Suite 2, Johnstown, PA 15905 814-255-4186 Shelly Lovenduski	No	
20	Internal Posting Forever Media Altoona One Forever Drive, Hollidaysburg, PA 16648 814-941-9800 Jody Downing	No	
21	Internal Posting Forever Media New Castle 87 Stambaugh Avenue, Suite 3, Sharon, PA 16146 724-654-5502 Jill Hamilton	No	
22	Internal Posting Forever Media Franklin 1243 Liberty Street, Suite 501, Franklin, PA 16323 814-432-2188 Jill Hamilton	No	

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23	Internal Posting Forever Media Cumberland 350 Byrd Avenue, Cumberland, MD 21502 301-722-6666 Jeanie McLaughlin	No	
24	Internal Posting Forever Media York 275 Radio Road, Hanover, PA 17331 717-637-3831 Tammy Signor	No	
25	Internal Posting Forever Media Wheeling 56325 High Ridge Road, Bellaire, OH 43906 740-676-5661 Annie Howell	No	
26	Internal Posting Forever Media Midshore 306 Port Street, Easton, MD 21601 410-822-3301 Lynn Moore	No	
27	Internal Posting Forever Media Robinson 2 Robinson Plaza, Suite 410, Pittsburgh, PA 15202 412-275-3393 Dottie McCartney	No	
28	Internal Posting Forever Media Brownsville 123 Blaine Road, Brownsville, PA 15417 724-938-2000 Joyce Nicholson	No	
29	Penn State Altoona 3000 Ivyside Park, Altoona, PA 16601 814-949-5000 Rebecca Maquda	No	
30	Chamber of Business & Industry of Centre County 131 S. Fraser St. State College, PA 16801 814-235-1666 Tyann McDaniel	No	
31	State College Young Professionals PO Box Lemont 53, Lemont, PA 16851 814-865-5453 Emily Bartlett scyp@scyongpros.com	No	
32	Nittany Lion Career Network psu.scm.symplicity.com/employers Rob Hopkins Online Posting	No	
33	Internal Job Posting-Havre de Grace 707 Revolution Street Havre de Grace, MD 21078 866-664-1037 Stacie.monz@forevermediainc.com	No	
34	Internal Job Posting – Milford 1666 Blairs Pond Road Milford, DE 19963 302-422-7575 sgay@forevermediainc.com	No	
35	Internal Job Posting – Wilmington 2727 Shipley Road Wilmington, DE 19810 302-478-2700 jmarzan@forevermediainc.com	No	

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36	Internal Job Posting – Lebanon, PA 440 Rebecca Street Lebanon, PA 17046 717-272-7651 bsmith@forevermediainc.com	No	
		Total	6

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	5/16/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	Forever Media-Brownsville participated in a Job Fair presented by the Greater Connellsville Chamber of Commerce. The event featured 20 local and regional companies offering information on employment opportunities in a variety of fields. Information on all current employment opportunities with Forever Media, Inc. was offered to attendees.	David Pavlic represented all of the stations of Forever Media
2	6/27/2019	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>Penn State Football 2019 Career Night:</u> On June 27th, 2019, 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.	Scott Cohagan, GM and Robert Taylor, Engineer
3	10/29/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	Forever Media participated in the Job and Networking Fair at the Community College of Allegheny County.	Diane Fetty, CHRD, represented all of the stations of Forever Media
4	2/28/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>JUNIATA COLLEGE CAREER DAY</u> Participation in the 2020 Juniata College Career Day event at Juniata College in Huntingdon, PA in the Kennedy Sports and Recreation Center. This event was designed to bring students together with employers and alumni from 120+ business, industry and public service in one convenient location and time to discuss student career options, internships and full-time employment opportunities.	Bethany Hildebrand represented all of the Forever Media stations.
5	3/20/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF COMMUNICATIONS</u> Participation in the 2020 PSU College of Communications Virtual JobExpo. The Pennsylvania State University's College of Communications is the largest ACEEJMC accredited undergraduate communications program in the country. This Job Expo is designed for Penn State's top-notch advertising, public relations, film/video, journalism, media	All Forever Media stations participated, Diane Fetty CHRD

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			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 covering the entire mid-Atlantic region. By participating in the 2020 Virtual JobExpo Comm, we had access to over 5,000 students from Penn State. Penn State University changed its job fair to a virtual event in light of the Covid-19 situation in the country at this time.	
6	Open	#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. 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.	
7	05/05/19 and 05/06/19	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2019 Board of Directors Meeting in Hershey, PA. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of Sales
8	8/25/19 through 8/27/19	#8 Establishment of Training Programs for Station Personnel	Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in the Gaylord Opryland Hotel in Nashville, TN. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. It also offered attendees the opportunity to network with other like-minded radio broadcast management.	Lynn Deppen, President, Mike Sherry, VP of Sales, William Vernon, Market Manager
9	09/12/19 And 09/13/19	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held a Board of Directors Meeting in Philadelphia, PA. Presentations of broadcast	Dave Davies, Market Manager

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			innovations, programming and legal concerns.	
10	10/20/19 Through 10/22/19	#8 Establishment of Training Programs for Station Personnel	Managers and Owners convened at the Wyndham Garden in York, PA for a three-day Forever Media Leadership Retreat. The scheduled seminar events covered multiple topics dealing with programming, sales, business, traffic and new technology. Managers and Owners attended and several presenters/guests at this event offered much opportunity for education, career development and networking.	All Forever Media Managers, Sales Managers, Corporate staff and Owners
11	12/12/19 and 12/13/19	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2019 Board of Directors Meeting in Bedford Springs, PA. Presentations of broadcast innovations, programming and legal concerns.	Mike Shery, VP Sales, Bobbi Castellucci, Market Mgr.
12	2/23/20-2/25/20	#8 Establishment of Training Programs for Station Personnel	Forever Media Manager/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in San Diego, CA. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. It also offered attendees the opportunity to network with other like-minded radio broadcast management. Attended by Mike Sherry, VP of Sales.	Michael Sherry, VP of Sales, Donald Alt, Owner
13	Daily	#8 Establishment of Training Programs for Station Personnel	Account Executives are provided with daily group sales meetings to further their understanding of sales, communication, marketing trends/opportunities and sales information. These morning meetings are usually led by the General Sales Manager or General Manager. When individual training is required, the Account Executives are assisted by the General Sales Manager and/or the General Manager.	All Forever Media Sales Staff
14		#8 Establishment of Training Programs for Station Personnel	Forever Media Corporate Program Director, Mike Stevens, conducts a bi-weekly telephone conference call with the Program Directors and General Managers to review, guide and train in order to help them succeed in their careers and the overall operation of the Radio Stations. These calls routinely include coaching and support from Forever Media President Lynn Deppen and Radio Consultant Joel Raab.	All Forever Media Program Directors and GMs
15		#8 Establishment of Training Programs for Station Personnel	Forever Media makes available Matrix Solutions to the Sales Department. Matrix offers a web-based media-specific software platform that enables the sales department	All Forever Media Sales Staff

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			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.	
16	Annually	#8 Establishment of Training Programs for Station Personnel	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.	All Forever Media Employees
17		#8 Establishment of Training Programs for Station Personnel	Forever Media incorporates an additional level of employee training with the ThinkZoom-P1 Learning program. P1 Learning provides on-line training and operations development solutions focused exclusively on the media industry. P1 provides selling techniques and concepts, tips, training, development leadership advice and legal compliance requirements to salespersons, human resources, supervisors and management. All Forever Media employees have access to hundreds of interactive courses, tests and written materials on a variety of topics relevant to the industry.	All Forever Media Employees
18		#8 Establishment of Training Programs for Station Personnel	Forever Media General Managers schedule weekly, daily and individual meetings with Sales Account Executives to review, guide and train in order to help each succeed in their career. Additionally, every Tuesday morning, the Vice-President of Sales conducts a telephone-conferenced webinar to mentor all Forever Media station General Managers, General Sales Managers, Market Managers through a process of informal discussion of knowledge, education, coaching and support as it relates to work, career, or professional development.	VP of Sales, GM's, GSM's, Sales Staff, Market Managers
19		#8 Establishment of Training Programs for Station Personnel	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.	All Forever Media Sales Staff

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20		#8 Establishment of Training Programs for Station Personnel	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.	All Forever Media GM, GSM, Sales Staff
21		#8 Establishment of Training Programs for Station Personnel	The General Manager and General Sales Manager have routinely trained on-line with the Pennsylvania Associations of Broadcasters (The Local Broadcast Sales Team & P1 Selling).	All Forever Media GM's, GSM's
22		#8 Establishment of Training Programs for Station Personnel	Forever Media makes available Marketron. Marketron offers a web-based media-specific software platform that enables the traffic departments, production departments, and business managers to maximize their managing and invoicing of commercials, non-traditional revenue and digital. Training tools for all aspects are provided and available within this program.	All Forever Media Traffic staff, Programming Staff, and Business Managers
23		#8 Establishment of Training Programs for Station Personnel	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.	All Forever Media Sales Staff
24		#8 Establishment of Training Programs for Station Personnel	Forever Media makes available Matrix to the Sales Department. Matrix offers a web-based media specific software platform that enables the sales department to maximize their advertising opportunities. The program provides media sales workflow while giving the exact information needed for prospecting, managing, evaluating and closing business. Training tools for all aspects of sales are provided and available within this program.	All Forever Media Sales Staff
25	4/8/2019	#10 Participation in Educational Events	<u>Delta Program:</u> On April 8 th Jeff Brown, morning radio personality for WBUS was a guest speaker for the Delta Program at the State College Area School District. The State College School Counselor, Andrea Larson, invited Jeff Brown to speak to three separate classes where Jeff provided insight into the various	Jeff Brown

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			jobs in radio.	
26	7/8/19 through 7/17/19	#10 Participation in Educational Events	Kerby Confer, Partner/Member of Forever Media, has endowed Bloomsburg University to establish the Confer Radio Talent Institute. It is an annual ten-day program of speakers and training events that range from on-air performance to programming to sales, management, production, promotions, social media, digital, engineering, ownership and practically all aspects of radio. The program places emphasis on entry-level position preparation to help each student get his/her career started. The Radio Talent Institute System is an incubator of well-rounded, well-educated college talent with a passion for radio and a determination to get into the business. Scholarships for the institute are available. The event was held on Bloomsburg University campus. Digital Display ads promoting the Institute were also placed on our web site: www.forevermediainc.com .	Bobbi Castellucci, Lynn Deppen, Dave Davies, Dan Dzikowski, Alyssa Keith, Scott Cohagan, Mike Stevens
27	4/1/2019	#14 Training to management level personnel as to methods of ensuring EEO and preventing discrimination	<u>Social Media Policy Webinar</u> The Social Media Policy Webinar focused on appropriate behavior for employee's posts and online activity to ensure the company is protected from legal liability and discrimination.	Andrea McCool, Matthew Decker
28	Upon Request	#16 Radio Station Group Tours	We routinely give group tours of our facility, 2551 Park Center Blvd., State College, PA 16801 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 2551 Parke Center Blvd. State College, PA 16801 Attention: GM or call 814-237-9800	