

# **EEO PUBLIC FILE REPORT**

**WGTY (FM), GETTYSBURG, PA  
WYCR (FM), YORK-HANOVER, PA  
WHVR (AM), HANOVER, PA  
WGET (AM), GETTYSBURG, PA**

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

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

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

Sales Account Executives – 8

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

The station interviewed a total of 19 people for all full-time vacancies during the period covered in this report.

### **RECRUITMENT SOURCES USED**

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

- The recruitment source(s) used to fill each vacancy;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with the vacancies.

Attachment B contains a list and brief description of menu options activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

Employment Unit Address: 275 Radio Road, Hanover, PA 17331

If your organization would like to be contacted regarding future vacancies, please contact the General Manager:

Forever Media Inc.  
Attn: Rick Kennis, EEO Coordinator  
275 Radio Road  
Hanover, PA 17331

Email: [rkennis@forevermediainc.com](mailto:rkennis@forevermediainc.com)

Phone: 717-637-3831

## ATTACHMENT A

### FULL-TIME VACANCY EEO INFORMATION

Forever Media, Inc. is an equal opportunity employer and does not discriminate in the hiring, training or promotion of employees by reason of race, color, religion, sex, or national origin. We engage in a continuing effort to seek out prospective applicants for employment. We contacted agencies in the area of the station to solicit for full-time open positions of employment. The attachment exemplifies those agencies contacted. Those, which requested to be contacted, are so noted. We have found these agencies to be suppliers of possible employment candidates in our continuing outreach program to achieve dissemination of information to a broad section of the community.

RECRUITMENT SOURCE	CONTACT PERSON	E-MAIL	ADDRESS	CITY - STATE - ZIP	PHONE	Did Source Request to be Notified?	How many referrals from this source?
PAB – Pennsylvania Association of Broadcasters	Gail Ponti	gponti@pab.org	208 North 3 <sup>rd</sup> Street Suite 105	Harrisburg, PA 17101	717-482-4820	No	0
York College of Pennsylvania	Tonaya Shaffer	tshaffer1@ycp.edu	441 Country Club Rd	York, PA 17403	717-815-1908	No	0
All Access Music Group	Joel Denver	N/A	24955 Pacific Coast Highway, C303	Malibu, CA 90265	310-457-6616	No	0
Pennsylvania State University – York Campus	Andrew Caldwell	apc2@psu.edu	1031 Edgecomb Ave	York, PA 17403	717-771-4053	No	0
Shippensburg University	Victoria Kerr Buchbauer	career@ship.edu	1871 Old Main Drive	Shippensburg, PA 17257	717-477-1484	Yes	0
Harrisburg Area Community College	Howard Alexander	halexand@hacc.edu	731 Old Harrisburg Rd	Gettysburg, PA 17325	717-339-3576	Yes	0
American Broadcasting School	Michelle McConnell	michelle@radioschool.com	4511 SE 29 <sup>th</sup> Street	Oklahoma City, OK 73115	405-672-6511	Yes	0
Office of Vocational Rehabilitation	Jameson Collins	jamescolli@pa.gov	2550 Kingston Road Suite 101	York, PA 17402	717-771-4407	Yes	0
Messiah College	Michael True	mtrue@messiah.edu	One College Avenue	Mechanicsburg, PA 17055	717-691-6016	Yes	0
Mount St. Mary's University	Clare Tauriello	career-center@msmary.edu	16300 Old Emmitsburg Road	Emmitsburg, MD 21727	301-447-5630	No	0
Penn State Mont Alto	Patty Gochenauer	pms16@psu.edu	1 Campus Drive	Mont Alto, PA 17237	717-749-6104	Yes	0
First Saint John's Lutheran Church	Rev. James Driskell	bm2driskell@aol.com	140 West King Street	York, PA 17403	717-386-3698	Yes	0
United Way of York County	Bob Woods	woodsr@unitedway-york.org	880 East King Street	York, PA 17403	717-771-3806	Yes	0
York County Economic Alliance	Sully Pinos	spinos@ycea-pa.org	144 Roosevelt Avenue	York, PA 17401	717-848-4000	No	1

Indeed		N/A	www.indeed.com		800-475-7361	No	6
Lebanon Valley College	Sarah Bartz	N/A	101 North College Ave	Annville, PA 17003	717-867-6381	No	0
Dickinson College	Heather Champion	N/A	28 N. College St	Carlisle, PA 17013	717-245-1706	No	0
Forever Media Internal Job Posting <i>ALTOONA</i>	Jody Downing	jdowning@forevermediainc.com	One Forever Drive	Hollidaysburg, PA 16648	814-941-9800	No	0
Forever Media Internal Job Posting <i>BROWNSVILLE</i>	Joyce Nicholson	jnicholson@forevermediainc.com	123 Blaine Road	Brownsville, PA 15417	724-938-2000	No	0
Forever Media Internal Job Posting <i>CUMBERLAND</i>	Jeanie McLaughlin	jmclaughlin@forevermediainc.com	350 Byrd Avenue	Cumberland, MD 21502	301-722-6666	No	0
Forever Media Internal Job Posting <i>JOHNSTOWN</i>	Shelly Lovenduski	slovenduski@forevermediainc.com	109 Plaza Drive	Johnstown, PA 15905	814-255-4186	No	0
Forever Media Internal Job Posting <i>MIDSHORE</i>	Lynn Moore	lmoore@forevermediainc.com	306 Port Street	Easton, MD 21601	410-822-3301	No	0
Forever Media Internal Job Posting <i>NORTHWEST</i>	Jill Hamilton	jhamilton@forevermediainc.com	900 Water Street Downtown Mall	Meadville, PA 16635	814-724-1111	No	0
Forever Media Internal Job Posting <i>PITTSBURGH</i>	Dottie McCartney	dmccartney@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	0
Forever Media Internal Job Posting <i>STATE COLLEGE</i>	Kiaia Cole Matt Decker	kcole@forevermediainc.com mdecker@forevermediainc.com	2551 Park Ctr Blvd	State College, PA 16801	814-237-9800	No	0
Forever Media Internal Job Posting <i>WHEELING</i>	Annie Howell	ahowell@forevermediainc.com	56325 High Ridge Rd	Bellaire, OH 43906	740-676-5661	No	0
Forever Media Website <i>www.foreveryork.com</i>	Rick Kennis	rkennis@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	2
Forever Media On-Air Recruitment WGTY, WYCR, WHVR, WGET	Rick Kennis	rkennis@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	7
Referral – Current Employee	Rick Kennis	rkennis@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	3
Walk-Ins, Client Referrals, Other	Rick Kennis	rkennis@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	0

## FULL-TIME VACANCY EEO INFORMATION

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

**Recruitment Source That Referred the Hiree:**

On-Air Ad (4)  
Indeed.com (1)  
Referral (1)

**Date Vacancy Opened:** April 2, 2018

**Total Number Hired:** 6

**Total Number of Persons Interviewed for the Vacancy:** 12

**Date Vacancy Filled:** (2) Hired on April 2, 2018. (1) Hired on May 24, 2018

(1) Hired on June 18, 2018. (1) Hired on July 9, 2018. (1) Hired on August 27, 2018

### Recruitment Sources Used to Fill the Vacancy

RECRUITMENT SOURCE	CONTACT PERSON	E-MAIL	ADDRESS	CITY - STATE - ZIP	PHONE	Did Source Request to be Notified?	How many referrals from this source?
PAB – Pennsylvania Association of Broadcasters	Gail Ponti	gponti@pab.org	208 North 3 <sup>rd</sup> Street Suite 105	Harrisburg, PA 17101	717-482-4820	No	0
York College of Pennsylvania	Tonaya Shaffer	tshaffer1@yep.edu	441 Country Club Rd	York, PA 17403	717-815-1908	No	0
All Access Music Group	Joel Denver	N/A	24955 Pacific Coast Highway, C303	Malibu, CA 90265	310-457-6616	No	0
Pennsylvania State University – York Campus	Andrew Caldwell	apc2@psu.edu	1031 Edgecomb Ave	York, PA 17403	717-771-4053	No	0
Shippensburg University	Victoria Kerr Buchbauer	career@ship.edu	1871 Old Main Drive	Shippensburg, PA 17257	717-477-1484	Yes	0
Harrisburg Area Community College	Howard Alexander	halexand@hacc.edu	731 Old Harrisburg Rd	Gettysburg, PA 17325	717-339-3576	Yes	0
American Broadcasting School	Michelle McConnell	michelle@radioschool.com	4511 SE 29 <sup>th</sup> Street	Oklahoma City, OK 73115	405-672-6511	Yes	0
Office of Vocational Rehabilitation	Jameson Collins	jamescolli@pa.gov	2550 Kingston Road Suite 101	York, PA 17402	717-771-4407	Yes	0

Messiah College	Michael True	mtrue@messiah.edu	One College Avenue	Mechanicsburg, PA 17055	717-691-6016	Yes	0
Mount St. Mary's University	Clare Tauriello	career-center@msmary.edu	16300 Old Emmitsburg Road	Emmitsburg, MD 21727	301-447-5630	No	0
Penn State Mont Alto	Patty Gochenauer	pms16@psu.edu	1 Campus Drive	Mont Alto, PA 17237	717-749-6104	Yes	0
First Saint John's Lutheran Church	Rev. James Driskell	bm2driskell@aol.com	140 West King Street	York, PA 17403	717-386-3698	Yes	0
United Way of York County	Bob Woods	woodsrb@unitedway-york.org	880 East King Street	York, PA 17403	717-771-3806	Yes	0
York County Economic Alliance	Sully Pinos	spinos@yceca-pa.org	144 Roosevelt Avenue	York, PA 17401	717-848-4000	No	0
Indeed	N/A	N/A	www.indeed.com		800-475-7361	No	4
Lebanon Valley College	Sarah Bartz	N/A	101 North College Ave	Annville, PA 17003	717-867-6381	No	0
Dickinson College	Heather Champion	N/A	28 N. College St	Carlisle, PA 17013	717-245-1706	No	0
Forever Media Internal Job Posting <i>ALTOONA</i>	Jody Downing	jdowning@forevermediainc.com	One Forever Drive	Hollidaysburg, PA 16648	814-941-9800	No	0
Forever Media Internal Job Posting <i>BROWNSVILLE</i>	Joyce Nicholson	jnicholson@forevermediainc.com	123 Blaine Road	Brownsville, PA 15417	724-938-2000	No	0
Forever Media Internal Job Posting <i>CUMBERLAND</i>	Jeanie McLaughlin	jmclaughlin@forevermediainc.com	350 Byrd Avenue	Cumberland, MD 21502	301-722-6666	No	0
Forever Media Internal Job Posting <i>JOHNSTOWN</i>	Shelly Lovenduski	slovenduski@forevermediainc.com	109 Plaza Drive	Johnstown, PA 15905	814-255-4186	No	0
Forever Media Internal Job Posting <i>MIDSHORE</i>	Lynn Moore	lmoore@forevermediainc.com	306 Port Street	Easton, MD 21601	410-822-3301	No	0
Forever Media Internal Job Posting <i>NORTHWEST</i>	Jill Hamilton	jhamilton@forevermediainc.com	900 Water Street Downtown Mall	Meadville, PA 16635	814-724-1111	No	0
Forever Media Internal Job Posting <i>PITTSBURGH</i>	Dottie McCartney	dmccartney@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	0
Forever Media Internal Job Posting <i>STATE COLLEGE</i>	Kiaia Cole Matt Decker	kcole@forevermediainc.com mdecker@forevermediainc.com	2551 Park Ctr Blvd	State College, PA 16801	814-237-9800	No	0
Forever Media Internal Job Posting <i>WHEELING</i>	Annie Howell	ahowell@forevermediainc.com	56325 High Ridge Rd	Bellaire, OH 43906	740-676-5661	No	0

Forever Media Website <i>www.foreveryork.com</i>	Rick Kennis	rkennis@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	1
Forever Media On-Air Recruitment WGTY, WYCR, WHVR, WGET	Rick Kennis	rkennis@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	5
Referral – Current Employee	Rick Kennis	rkennis@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	2
Walk-Ins, Client Referrals, Other	Rick Kennis	rkennis@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	0

## FULL-TIME VACANCY EEO INFORMATION

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

**Recruitment Source That** York County Economic Alliance (1)  
Indeed.com (1)

**Referred the Hiree:**

**Date Vacancy Opened:** August 13, 2018

**Total Number Hired:** 2

**Date Vacancy Filled:** (1) Hired on December 3, 2018  
(1) Hired on January 21, 2019

**Total Number of Persons Interviewed for the Vacancy:** 7

### Recruitment Sources Used to Fill the Vacancy

RECRUITMENT SOURCE	CONTACT PERSON	E-MAIL	ADDRESS	CITY - STATE - ZIP	PHONE	Did Source Request to be Notified?	How many referrals from this source?
PAB – Pennsylvania Association of Broadcasters	Gail Ponti	gponti@pab.org	208 North 3 <sup>rd</sup> Street Suite 105	Harrisburg, PA 17101	717-482-4820	No	0
York College of Pennsylvania	Tonaya Shaffer	tshaffer1@ycp.edu	441 Country Club Rd	York, PA 17403	717-815-1908	No	0
All Access Music Group	Joel Denver	N/A	24955 Pacific Coast Highway, C303	Malibu, CA 90265	310-457-6616	No	0
Pennsylvania State University – York Campus	Andrew Caldwell	apc2@psu.edu	1031 Edgecomb Ave	York, PA 17403	717-771-4053	No	0
Shippensburg University	Victoria Kerr Buchbauer	career@ship.edu	1871 Old Main Drive	Shippensburg, PA 17257	717-477-1484	Yes	0
Harrisburg Area Community College	Howard Alexander	halexand@hacc.edu	731 Old Harrisburg Rd	Gettysburg, PA 17325	717-339-3576	Yes	0
American Broadcasting School	Michelle McConnell	michelle@radioschool.com	4511 SE 29 <sup>th</sup> Street	Oklahoma City, OK 73115	405-672-6511	Yes	0
Office of Vocational Rehabilitation	Jameson Collins	jamescolli@pa.gov	2550 Kingston Road Suite 101	York, PA 17402	717-771-4407	Yes	0

Messiah College	Michael True	mtrue@messiah.edu	One College Avenue	Mechanicsburg, PA 17055	717-691-6016	Yes	0
Mount St. Mary's University	Clare Tauriello	career-center@msmary.edu	16300 Old Emmitsburg Road	Emmitsburg, MD 21727	301-447-5630	No	0
Penn State Mont Alto	Patty Gochenauer	pms16@psu.edu	1 Campus Drive	Mont Alto, PA 17237	717-749-6104	Yes	0
First Saint John's Lutheran Church	Rev. James Driskell	bm2driskell@aol.com	140 West King Street	York, PA 17403	717-386-3698	Yes	0
United Way of York County	Bob Woods	woods@unitedway-york.org	880 East King Street	York, PA 17403	717-771-3806	Yes	0
York County Economic Alliance	Sully Pinos	spinos@yceca-pa.org	144 Roosevelt Avenue	York, PA 17401	717-848-4000	No	1
Indeed		N/A	www.indeed.com		800-475-7361	No	2
Lebanon Valley College	Sarah Bartz	N/A	101 North College Ave	Annville, PA 17003	717-867-6381	No	0
Dickinson College	Heather Champion	N/A	28 N. College St	Carlisle, PA 17013	717-245-1706	No	0
Forever Media Internal Job Posting <i>ALTOONA</i>	Jody Downing	jdowning@forevermediainc.com	One Forever Drive	Hollidaysburg, PA 16648	814-941-9800	No	0
Forever Media Internal Job Posting <i>BROWNSVILLE</i>	Joyce Nicholson	jnicholson@forevermediainc.com	123 Blaine Road	Brownsville, PA 15417	724-938-2000	No	0
Forever Media Internal Job Posting <i>CUMBERLAND</i>	Jeanie McLaughlin	jmclaughlin@forevermediainc.com	350 Byrd Avenue	Cumberland, MD 21502	301-722-6666	No	0
Forever Media Internal Job Posting <i>JOHNSTOWN</i>	Shelly Lovenduski	slovenduski@forevermediainc.com	109 Plaza Drive	Johnstown, PA 15905	814-255-4186	No	0
Forever Media Internal Job Posting <i>MIDSHORE</i>	Lynn Moore	lmoore@forevermediainc.com	306 Port Street	Easton, MD 21601	410-822-3301	No	0
Forever Media Internal Job Posting <i>NORTHWEST</i>	Jill Hamilton	jhamilton@forevermediainc.com	900 Water Street Downtown Mall	Meadville, PA 16635	814-724-1111	No	0
Forever Media Internal Job Posting <i>PITTSBURGH</i>	Dottie McCartney	dmccartney@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	0
Forever Media Internal Job Posting <i>STATE COLLEGE</i>	Kiaia Cole Matt Decker	kcole@forevermediainc.com mdecker@forevermediainc.com	2551 Park Ctr Blvd	State College, PA 16801	814-237-9800	No	0
Forever Media Internal Job Posting <i>WHEELING</i>	Annie Howell	ahowell@forevermediainc.com	56325 High Ridge Rd	Bellaire, OH 43906	740-676-5661	No	0

Forever Media Website <i>www.foreveryork.com</i>	Rick Kennis	rkennis@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	1
Forever Media On-Air Recruitment WGTY, WYCR, WHVR, WGET	Rick Kennis	rkennis@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	2
Referral – Current Employee	Rick Kennis	rkennis@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	1
Walk-Ins, Client Referrals, Other	Rick Kennis	rkennis@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	0

## –ATTACHMENT B– OUTREACH ACTIVITIES

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

### **#1 JOB FAIRS, CAREER DAYS, CAREER FAIRS**

#### **PENN HIGHLANDS JOB AND INTERNSHIP FAIR:**

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

#### **CONEWAGO VALLEY INTERMEDIATE SCHOOL:**

May 3, 2018 9:00 a.m. to 9:33 a.m. & 9:35 a.m. to 10:10 a.m., Conewago Valley Intermediate School, 175 700 Rd, New Oxford, PA. Eric Weiss (Production Director) met with two groups of 5<sup>th</sup> grade students. Topics discussed included: An overview of creating radio commercials, combining words with sounds to create images in the mind (Theater of the Mind), and a group exercise in crafting our own 30-second radio spot, “read” by an “announcer” (myself) at the end. The students were able to participate in the process together as a group, and seemed to enjoy the opportunity to have their opinions heard.

#### **JUNIATA COLLEGE CAREER DAY:**

February 22, 2019 from 11a.m. to 3 p.m.: Participation in the 2019 Juniata College Career Day event at Juniata College in Huntingdon, PA in the Kennedy Sports and Recreation Center. This event was designed to bring students together with employers and alumni from 120+ business, industry and public service in one convenient location and time to discuss student career options,

internships and full-time employment opportunities. In attendance representing 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 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 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.

### **CAREERLINK JOB FAIR**

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

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

Forever Media, Inc. hosted a Job Fair on Tuesday, April 24, 2018 at the Country Club, Meadville PA. Our General Sales Manager, Helen Powers, and Meadville sales staff, who represented all of the Forever Media, Inc. stations, 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, who represented all of the stations for Forever Media, Inc., 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 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 the stations for Forever Media, Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

### **#3 JOB OUTREACH TRAINING:**

On August 15, 2018 12:00 p.m. to 1:30 p.m., WGET/WGTY/WHVR/WYCR, 275 Radio Road, Hanover, PA. Rick Kennis, EEO Coordinator, and Tammy Signor, Business Manager, held a training regarding our job outreach program including our process and objectives. We discussed the methods we use to fill job vacancies and how we can work better with our sources for increased applicants. A tour of the radio station facilities was also provided to those in attendance.

### **# 4 CONVENTIONS, CAREER DAYS, WORKSHOPS**

#### **YORK COLLEGE OF PENNSYLVANIA:**

February 7, 2019 9:30 a.m. to 10:45 a.m. York College of Pennsylvania, 441 Country Club Road, York, PA. Eric Weiss, Production Director, was a guest speaker for the Broadcast Writing Class. He gave a real-world perspective on creative writing for broadcast radio, an overview of his job, and how he approaches the writing process. It closed with a question and answer period.

### **ADAMS COUNTY CAREER FAIR:**

March 13, 2019 9:45 a.m. to 12:45 p.m. Gettysburg College, 300 N Washington St, Gettysburg, PA.

Sarah Stoltzfus, Local Sales Manager, was a guest speaker for 2 separate classes. She gave a description of the radio business and her role in advertising sales.

### **#7 PARTICIPATION SCHOLARSHIP PROGRAM:**

Kerby Confer, Partner/Member of Forever Media, has devoted time and financially pledged to establish the Confer Radio Talent Institute at Bloomburg University of Pennsylvania. The Institute ran from July 9<sup>th</sup> through July 18<sup>th</sup>, 2018. Commercials aired on WBUS(FM), WFGE(FM), WMAJ(FM), WQWK, WAPY(FM) and WRSC encouraging interested students to apply to attend the institute. Digital Display ads promoting the Institute were also placed on [www.forevermediainc.com](http://www.forevermediainc.com)

### **#8 ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL:**

The National Association of Broadcasters (NAB) held their Radio Show 2018 conference in Las Vegas, NV from April 7<sup>th</sup> through 12<sup>th</sup>, 2018. Forever's President, Lynn Deppen, representing all of the stations for Forever Media, Inc., was in attendance to learn more about radio's new strategies and new platforms. The conference brought radio broadcasters and industry colleagues together to share knowledge, discover the latest innovations, network with industry leaders and explore creative business strategies for the digital age.

May 6-7, 2018 Pennsylvania Association of Broadcasters held the 2018 Gold Metal Meeting in Hershey, PA. Presentations of broadcast innovations, programming and legal concerns. Honored guests were acknowledged and Awards for Excellence in Broadcasting were presented at the banquet. Vice President of Sales Mike Sherry, Altoona Market Manager Bobbi Castellucci and York Market Manager Dave Davies, representing all of the stations for Forever Media, Inc., attended the event.

On August 19-21, 2018, Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Mackinac Island, Michigan. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. It also offered attendees the opportunity to network with other like-minded radio broadcast

management. Speakers representing all of the stations for Forever Media at the meeting: Lynn Deppen, Michael Sherry, and Scott Cohagan.

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

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 October 9<sup>th</sup> and 10<sup>th</sup>, 2018 at Wyndham Garden York. Chris Stonick provided a day of training for our sales staff and a day of training for our clients. The training sessions were held to help utilize radio in their recruitment and retention of employees.

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

On February 24-26, 2019, Forever Media Managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Indian Wells, CA. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. It also offered attendees the opportunity to network with other like-minded radio broadcast management. Attended by Mike Sherry, VP of Sales, Lynn Deppen, President and Jim Shields, GM who represented all the stations for Forever Media, Inc.

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.

Forever Media makes available Matrix Solutions to the Sales Department. Matrix offers a web-based media-specific software platform that enables the sales department to maximize their advertising opportunities. The program provides media sales workflow while giving the exact information needed for prospecting, managing, evaluating, and closing business. Training tools for all aspects of sales are provided and available within this program.

Forever Media makes available Marketron. Marketron offers a web-based media-specific software platform that enables the traffic departments, production departments, and business managers to maximize their managing and invoicing of commercials, non-traditional revenue and digital. Training tools for all aspects are provided and available within this program.

Forever Media makes available Nielsen. Nielsen offers platform training for the sales department. Training tools for all aspects are provided and available within this program including a monthly calendar of training sessions.

Forever Media supports and has a commitment to the principals of equal employment opportunity and intends to provide a work environment free from unlawful discrimination of any kind. In keeping with this commitment, upon hire, all new employees are put through Sexual Harassment training and every employee trained annually.

Forever Media incorporates an additional level of employee training with the ThinkZoom-P1Learning program. P1Learning provides on-line training and operations development solutions focused exclusively on the media industry. P1 provides selling techniques and concepts, tips, training, development leadership advice and legal compliance requirements to salespersons, human resources, supervisors and management. All Forever Media employees have access to hundreds of interactive courses, tests and written materials on a variety of topics relevant to the industry.

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 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.

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.

The General Manager and General Sales Manager have routinely trained on-line with the Pennsylvania Associations of Broadcasters (The Local Broadcast Sales Team & P1 Selling).

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

Kerby Confer, Partner/Member of Forever Media, has endowed Bloomsburg University to establish the Confer Radio Talent Institute. It is an annual ten-day program of speakers and training events that range from on-air performance to programming to sales, management, production, promotions, social media, digital, engineering, ownership and practically all aspects of radio. The program places emphasis on entry-level position preparation to help each student get his/her career started. The Radio Talent Institute System is an incubator of well-rounded, well-educated college talent with a passion for radio and a determination to get into the business. Scholarships for the institute are available. The event was held July 9 – 18, 2018 on Bloomsburg University campus. On Tuesday, July 10, 2018, Bobbi Castellucci presented RAB Training Modules #7 “Understanding Competitive Media”. On July 12, 2018, Dave Davies presented RAB Training Module #12 & #13, “Addressing Objections and Closings” and “More Sales through Buyer Style Identification” and Lynn Deppen spoke about “Engineering: RF & IT”. On July 13<sup>th</sup>, 2018, Scott Cohagan presented RAB Training Module #17 “Goal Setting and Time Management.” On July 16, 2018, Mike Stevens spoke about “Basics of Doing a Great Music Radio Show”. On July 17, 2018, Matthew Bortner participated in a Q&A panel regarding “Adjusting from College to the Pros”. Digital Display ads promoting the Institute were also placed on [www.forevermediainc.com](http://www.forevermediainc.com)

On February 28, 2019, Dave Davies, General Manager, presented information concerning the Confer Radio Talent Institute event with York College of Pennsylvania students. He spoke to two groups of students about applying for the Institute as well as answered questions about the radio broadcasting industry.

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

We routinely give group tours of our facility, 275 Radio Road, Hanover, PA 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: WGET/WGTY/WYCR/WHVR, 275 Radio Road, Hanover, PA 17331. Attn: GM or call 717-637-3831. ddavies@forevermediainc.com

October 24, 2018 – Dave Davies, General Manager; Scott Donato, WGTY/WGET Program Director; Bob Poff, Engineer provided a tour of the radio station to a listener group.