

# **EEO PUBLIC FILE REPORT**

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

**This EEO Public File Report  
April 1, 2016 – March 31, 2017**

This EEO Public File Report is filed in Station WGTY, 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 beginning April 1, 2016 to March 31, 2017, the station filled the following full-time vacancies:

General Sales Manager - 2  
Account Executives – 11  
On Air Personality – 1

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

The station interviewed a total of 32 people for the 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.

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

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

Forever Media Inc.  
Attn: Tammy Signor, EEO Coordinator /Acting Business Manager  
275 Radio Road  
Hanover, PA 17331

or

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

Phone: 717-637-3831

## ATTACHMENT A

### FULL-TIME VACANCY EEO INFORMATION

Forever Media Inc., its affiliates and their Radio Station(s) do not and shall not discriminate, in any way on the basis of race or gender, respecting their employment or advertising practices. Forever Media Inc. is an Equal Opportunity Employer.

Forever Media, Inc. 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>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
PAB – Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820		
York College of Pennsylvania	441 Country Club Road York, PA 17403	Tonaya Shaffer	717-815-1908		
All Access Music Group	24955 Pacific Coast Highway, C303 Malibu, CA 90265	Joel Denver	310-457-6616	2	
Pennsylvania State University – York Campus	1031 Edgecomb Avenue York, PA 17403	Andrew Caldwell	717-771-4053		
Shippensburg University	1871 Old Main Drive Shippensburg, PA 17257	Sarah McDowell	717-477-1484		Yes

Harrisburg Area Community College	731 Old Harrisburg Road Gettysburg, PA 17325	Howard Alexander	717-339-3576		Yes
American Broadcasting School	4511 SE 29 <sup>th</sup> Street Oklahoma City, OK 73115	Michelle McConnell	405-672-6511		Yes
Office of Vocational Rehabilitation	2550 Kingston Road Suite 101 York, PA 17402	Jameson Collins	717-771-4407		Yes
Messiah College	One College Avenue Mechanicsburg, PA 17055	Michael True	717-691-6016		Yes
Mount St. Mary's University	16300 Old Emmitsburg Road Emmitsburg, MD 21727	Jillian Ellis	301-447-5630		
Penn State Mont Alto	1 Campus Drive Mont Alto, PA 17237	Patty Gochenauer	717-749-6104		Yes
First Saint John's Lutheran Church	140 West King Street York, PA 17403	Rev. James Driskell	717-386-3698		Yes
United Way of York County	880 East King Street York, PA 17403	Bob Woods	717-771-3806		Yes
Inside Radio		Gene McKay	800-248-4242 Ext. 711		
Indeed		<a href="http://www.indeed.com">www.indeed.com</a>	800-475-4361	1	
Media Recruiter	9457 So. University Blvd. #303 Highlands Ranch, CO 80126	Art Scott	303-400-5150		
RAB – Radio Advertising Bureau	1320 Greenway Drive Suite 500 Irving, TX 75038	Reba George	972-753-6743	2	

Forever Media Inc. Froggy 107.7 (WGTY) On Air, Website, Internally Friend Referrals and Forever Media Inc. Internally at other locations Interview referrals from other locations	109 Plaza Drive, Suite 2 Johnstown, PA 15905	Shelly Lovenduski	814-255-4186	21	
	2551 Park Center Blvd. State College, PA 16801	Michelle Walizer	814-237-9800		
	One Forever Drive Hollidaysburg, PA 16648	PJ Mitchell	814-941-9800		
	900 Water Street Downtown Mall Meadville, PA 16335	Jill Hamilton	814-724-1111		
	350 Byrd Avenue Cumberland, MD, 21502	Jeanie McLaughlin	301-722-6666		
	275 Radio Road Hanover, PA 17331	Tammy Signor	717-637-3831		
	123 Blaine Road Brownsville, PA 15417	Joyce Nicholson	724-938-2000		
	56325 High Ridge Road Bellaire, OH 43950	Annie Howell	740-676-5661		
	2 Robinson Plaza Suite 410 Pittsburgh, PA 15205	Dottie McCartney	412-275-3393		
Unknown				4	
Other				2	

**FULL-TIME VACANCY EEO INFORMATION**  
**[Fill out for each full-time vacancy]**

Job Title of Vacancy: General Sales Manager

Recruitment Source That Referred the Hiree: RAB

Date Vacancy Opened: April 1, 2016

Total Number of Persons Interviewed for the Vacancy: 5

Date Vacancy Filled: June 2, 2016

**Recruitment Sources Used to Fill the Vacancy**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
PAB – Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820		
York College of Pennsylvania	441 Country Club Road York, PA 17403	Tonaya Shaffer	717-815-1908		
All Access Music Group	24955 Pacific Coast Highway, C303 Malibu, CA 90265	Joel Denver	310-457-6616		
Pennsylvania State University – York Campus	1031 Edgecomb Avenue York, PA 17403	Andrew Caldwell	717-771-4053		
Shippensburg University	1871 Old Main Drive Shippensburg, PA 17257	Sarah McDowell	717-477-1484		Yes
Harrisburg Area Community College	731 Old Harrisburg Road Gettysburg, PA 17325	Howard Alexander	717-339-3576		Yes
American Broadcasting School	712 North Watson Road Arlington, TX 76011	Michelle McConnell	817-695-2474		Yes
Office of Vocational Rehabilitation	2550 Kingston Road Suite 101 York, PA 17402	Marie Martini	717-771-4407		Yes
Messiah College	One College Avenue Mechanicsburg, PA 17055	Michael True	717-691-6016		Yes

Mount St. Mary's University	16300 Old Emmitsburg Road Emmitsburg, MD 21727	Jillian Ellis	301-447-5630		
Penn State Mont Alto	1 Campus Drive Mont Alto, PA 17237	Patty Gochenauer	717-749-6104		Yes
First Saint John's Lutheran Church	140 West King Street York, PA 17403	Rev. James Driskell	717-386-3698		Yes
United Way of York County	880 East King Street York, PA 17403	Bob Woods	717-771-3806		Yes
Inside Radio		Gene McKay	800-248-4242 Ext. 711		
Indeed		<a href="http://www.indeed.com">www.indeed.com</a>	800-475-4361		
Media Recruiter	9457 So. University Blvd. #303 Highlands Ranch, CO 80126	Art Scott	303-400-5150		
RAB – Radio Advertising Bureau	1320 Greenway Drive Suite 500 Irving, TX 75038	Reba George	972-753-6743	2	
Forever Media Inc. Froggy 107.7 (WGTY) Internally	1560 Fairfield Road Gettysburg, PA 17325	Tammy Signor	717-334-3101		
Forever Media Inc. Internally at other locations	109 Plaza Drive, Suite 2 Johnstown, PA 15905 2551 Park Center Blvd. State College, PA 16801 One Forever Drive Hollidaysburg, PA 16648 900 Water Street Downtown Mall Meadville, PA 16335 350 Byrd Avenue Cumberland, MD, 21502 275 Radio Road Hanover, PA 17331	Shelly Lovenduski  Bobbi Clifford  PJ Mitchell  Jill Hamilton  Jeanie McLaughlin  Karen Smith	814-255-4186  814-237-9800  814-941-9800  814-724-1111  301-722-6666  717-637-3831		
Unknown				3	

## FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive - WYCR

Date Vacancy Opened: April 1, 2016

Date Vacancy Filled: July 5, 2016

Recruitment Source That Referred the Hire: Forever Media Inc.

Total Number of Persons Interviewed for the Vacancy: 6

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
PAB – Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820		
York College of Pennsylvania	441 Country Club Road York, PA 17403	Tonaya Shaffer	717-815-1908		
All Access Music Group	24955 Pacific Coast Highway, C303 Malibu, CA 90265	Joel Denver	310-457-6616		
Pennsylvania State University – York Campus	1031 Edgecomb Avenue York, PA 17403	Andrew Caldwell	717-771-4053		
Shippensburg University	1871 Old Main Drive Shippensburg, PA 17257	Sarah McDowell	717-477-1484 717-477-1652		Yes
Harrisburg Area Community College	731 Old Harrisburg Road Gettysburg, PA 17325	Howard Alexander	717-339-3576		Yes
American Broadcasting School	712 North Watson Road Arlington, TX 76011	Michelle McConnell	817-695-2474		Yes
Office of Vocational Rehabilitation	2550 Kingston Road Suite 101 York, PA 17402	Marie Martini	717-771-4407		Yes
Messiah College	One College Avenue Mechanicsburg, PA 17055	Michael True	717-691-6016		Yes



Mount St. Mary's University	16300 Old Emmitsburg Road Emmitsburg, MD 21727	Jillian Ellis	301-447-5630		
Penn State Mont Alto	1 Campus Drive Mont Alto, PA 17237	Patty Gochenauer	717-749-6104		Yes
First Saint John's Lutheran Church	140 West King Street York, PA 17403	Rev. James Driskell	717-386-3698		Yes
United Way of York County	880 East King Street York, PA 17403	Bob Woods	717-771-3806		Yes
Indeed		<a href="http://www.indeed.com">www.indeed.com</a>	800-475-4361		
Forever Media Inc. Froggy 107.7 (WGTY) On Air, Internally Friend Referrals	1560 Fairfield Road Gettysburg, PA 17325	Tammy Signor	717-334-3101	4	
Forever Media Inc. Internally at other locations. Referrals from interviews at other offices.	109 Plaza Drive, Suite 2 Johnstown, PA 15905 2551 Park Center Blvd. State College, PA 16801 One Forever Drive Hollidaysburg, PA 16648 900 Water Street Downtown Mall Meadville, PA 16335 350 Byrd Avenue Cumberland, MD, 21502 275 Radio Road Hanover, PA 17331	Shelly Lovenduski  Bobbi Clifford  PJ Mitchell  Jill Hamilton  Jeanie McLaughlin  Karen Smith	814-255-4186  814-237-9800  814-941-9800  814-724-1111  301-722-6666  717-637-3831	1	
Unknown				1	

**FULL-TIME VACANCY EEO INFORMATION**  
**[Fill out for each full-time vacancy]**

Job Title of Vacancy: On Air Personality

Recruitment Source That Referred the Hiree: All Access

Date Vacancy Opened: June 21, 2016

Total Number of Persons Interviewed for the Vacancy: 3

Date Vacancy Filled: August 1, 2016

**Recruitment Sources Used to Fill the Vacancy**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
PAB – Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820		
York College of Pennsylvania	441 Country Club Road York, PA 17403	Tonaya Shaffer	717-815-1908		
All Access Music Group	24955 Pacific Coast Highway, C303 Malibu, CA 90265	Joel Denver	310-457-6616	2	
Pennsylvania State University – York Campus	1031 Edgecomb Avenue York, PA 17403	Andrew Caldwell	717-771-4053		
Shippensburg University	1871 Old Main Drive Shippensburg, PA 17257	Sarah McDowell	717-477-1484		Yes
Harrisburg Area Community College	731 Old Harrisburg Road Gettysburg, PA 17325	Howard Alexander	717-339-3576		Yes
American Broadcasting School	712 North Watson Road Arlington, TX 76011	Michelle McConnell	817-695-2474		Yes
Office of Vocational Rehabilitation	2550 Kingston Road Suite 101 York, PA 17402	Marie Martini	717-771-4407		Yes
Messiah College	One College Avenue Mechanicsburg, PA 17055	Michael True	717-691-6016		Yes

Mount St. Mary's University	16300 Old Emmitsburg Road Emmitsburg, MD 21727	Jillian Ellis	301-447-5630		
Penn State Mont Alto	1 Campus Drive Mont Alto, PA 17237	Patty Gochenauer	717-749-6104		Yes
First Saint John's Lutheran Church	140 West King Street York, PA 17403	Rev. James Driskell	717-386-3698		Yes
United Way of York County	880 East King Street York, PA 17403	Bob Woods	717-771-3806		Yes
Indeed		<a href="http://www.indeed.com">www.indeed.com</a>	800-475-4361		
Forever Media Inc. Froggy 107.7 (WGTY) Internally	1560 Fairfield Road Gettysburg, PA 17325	Tammy Signor	717-334-3101		
Forever Media Inc. Internally at other locations	109 Plaza Drive, Suite 2 Johnstown, PA 15905 2551 Park Center Blvd. State College, PA 16801 900 Water Street Downtown Mall Meadville, PA 16335 350 Byrd Avenue Cumberland, MD, 21502 275 Radio Road Hanover, PA 17331	Shelly Lovenduski  Michelle Walizer/ Bobbi Clifford Jill Hamilton  Jeanie McLaughlin  Karen Smith	814-255-4186  814-237-9800 814-724-1111  301-722-6666  717-637-3831	1	

## FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

Job Title of Vacancy: General Sales Manager (WYCR/WHVR)

Recruitment Source That Referred the Hiree: Other

Date Vacancy Opened: August 16, 2016

Total Number of Persons Interviewed for the Vacancy: 1

Date Vacancy Filled: August 16, 2016

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Other – Industry News of Acquisition				1	

## FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive – WGTY

Recruitment Source That Referred the Hiree: Indeed.com

Date Vacancy Opened: Continuation from July 5, 2016 - WYCR

Total Number of Persons Interviewed for the Vacancy: 1

Date Vacancy Filled: October 3, 2016

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
PAB – Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820		
York College of Pennsylvania	441 Country Club Road York, PA 17403	Tonaya Shaffer	717-815-1908		
All Access Music Group	24955 Pacific Coast Highway, C303 Malibu, CA 90265	Joel Denver	310-457-6616		
Pennsylvania State University – York Campus	1031 Edgecomb Avenue York, PA 17403	Andrew Caldwell	717-771-4053		
Shippensburg University	1871 Old Main Drive Shippensburg, PA 17257	Sarah McDowell	717-477-1484 717-477-1652		Yes
Harrisburg Area Community College	731 Old Harrisburg Road Gettysburg, PA 17325	Howard Alexander	717-339-3576		Yes
American Broadcasting School	712 North Watson Road Arlington, TX 76011	Michelle McConnell	817-695-2474		Yes
Office of Vocational Rehabilitation	2550 Kingston Road Suite 101 York, PA 17402	Marie Martini	717-771-4407		Yes
Messiah College	One College Avenue Mechanicsburg, PA 17055	Michael True	717-691-6016		Yes

Mount St. Mary's University	16300 Old Emmitsburg Road Emmitsburg, MD 21727	Jillian Ellis	301-447-5630		
Penn State Mont Alto	1 Campus Drive Mont Alto, PA 17237	Patty Gochenauer	717-749-6104		Yes
First Saint John's Lutheran Church	140 West King Street York, PA 17403	Rev. James Driskell	717-386-3698		Yes
United Way of York County	880 East King Street York, PA 17403	Bob Woods	717-771-3806		Yes
Indeed		<a href="http://www.indeed.com">www.indeed.com</a>	800-475-4361	1	
Forever Media Inc. Froggy 107.7 (WGTY) On Air, Internally Friend Referrals	1560 Fairfield Road Gettysburg, PA 17325	Tammy Signor	717-334-3101		
Forever Media Inc. Internally at other locations. Referrals from interviews at other offices.	109 Plaza Drive, Suite 2 Johnstown, PA 15905 2551 Park Center Blvd. State College, PA 16801 One Forever Drive Hollidaysburg, PA 16648 900 Water Street Downtown Mall Meadville, PA 16335 350 Byrd Avenue Cumberland, MD, 21502 275 Radio Road Hanover, PA 17331	Shelly Lovenduski  Bobbi Clifford  PJ Mitchell  Jill Hamilton  Jeanie McLaughlin  Karen Smith	814-255-4186  814-237-9800  814-941-9800  814-724-1111  301-722-6666  717-637-3831		

## FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hire: Other

Date Vacancy Opened: 9/21/16

Total Number of Persons Interviewed for the Vacancy: 4

Date Vacancy Filled: 12/1/16

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
PAB – Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820		
York College of Pennsylvania	441 Country Club Road York, PA 17403	Tonaya Shaffer	717-815-1908		
All Access Music Group	24955 Pacific Coast Highway, C303 Malibu, CA 90265	Joel Denver	310-457-6616		
Pennsylvania State University – York Campus	1031 Edgecomb Avenue York, PA 17403	Andrew Caldwell	717-771-4053		
Shippensburg University	1871 Old Main Drive Shippensburg, PA 17257	Sarah McDowell	717-477-1484		Yes
Harrisburg Area Community College	731 Old Harrisburg Road Gettysburg, PA 17325	Howard Alexander	717-339-3576		Yes
American Broadcasting School	4511 SE 29 <sup>th</sup> Street Oklahoma City, OK 73115	Michelle McConnell	405-672-6511		Yes
Office of Vocational Rehabilitation	2550 Kingston Road Suite 101 York, PA 17402	Jameson Collins	717-771-4407		Yes
Messiah College	One College Avenue Mechanicsburg, PA 17055	Michael True	717-691-6016		Yes

Mount St. Mary's University	16300 Old Emmitsburg Road Emmitsburg, MD 21727	Jillian Ellis	301-447-5630		
Penn State Mont Alto	1 Campus Drive Mont Alto, PA 17237	Patty Gochenauer	717-749-6104		Yes
First Saint John's Lutheran Church	140 West King Street York, PA 17403	Rev. James Driskell	717-386-3698		Yes
United Way of York County	880 East King Street York, PA 17403	Bob Woods	717-771-3806		Yes
Other – Relative				1	
Forever Media Inc. Internally at other locations and our location	109 Plaza Drive, Suite 2 Johnstown, PA 15905 2551 Park Center Blvd. State College, PA 16801 900 Water Street Downtown Mall Meadville, PA 16335 350 Byrd Avenue Cumberland, MD, 21502 One Forever Drive Hollidaysburg, PA 16648 275 Radio Road Hanover, PA 17331 123 Blaine Road Brownsville, PA 15417 56325 High Ridge Road Bellaire, OH 43950 2 Robinson Plaza Suite 410 Pittsburgh, PA 15205	Shelly Lovenduski  Michelle Walizer  Jill Hamilton  Jeanie McLaughlin  PJ Mitchell  Tammy Signor  Joyce Nicholson  Annie Howell  Dottie McCartney	814-255-4186  814-237-9800  814-724-1111  301-722-6666  814-941-9800  717-637-3831  724-938-2000  740-676-5661  412-275-3393	3	



## FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hire: Forever Media Inc. (6)

Date Vacancy Opened: 11/14/2016

Total Number of Persons Interviewed for the Vacancy: 12

Date Vacancy Filled: 12/12/16 (1); 12/19/16 (3); 1/16/17 (1); 2/6/17 (1)

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
PAB – Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820		
York College of Pennsylvania	441 Country Club Road York, PA 17403	Tonaya Shaffer	717-815-1908		
All Access Music Group	24955 Pacific Coast Highway, C303 Malibu, CA 90265	Joel Denver	310-457-6616		
Pennsylvania State University – York Campus	1031 Edgecomb Avenue York, PA 17403	Andrew Caldwell	717-771-4053		
Shippensburg University	1871 Old Main Drive Shippensburg, PA 17257	Sarah McDowell	717-477-1484		Yes
Harrisburg Area Community College	731 Old Harrisburg Road Gettysburg, PA 17325	Howard Alexander	717-339-3576		Yes
American Broadcasting School	4511 SE 29 <sup>th</sup> Street Oklahoma City, OK 73115	Michelle McConnell	405-672-6511		Yes
Office of Vocational Rehabilitation	2550 Kingston Road Suite 101 York, PA 17402	Jameson Collins	717-771-4407		Yes
Messiah College	One College Avenue Mechanicsburg, PA 17055	Michael True	717-691-6016		Yes

Mount St. Mary's University	16300 Old Emmitsburg Road Emmitsburg, MD 21727	Jillian Ellis	301-447-5630		
Penn State Mont Alto	1 Campus Drive Mont Alto, PA 17237	Patty Gochenauer	717-749-6104		Yes
First Saint John's Lutheran Church	140 West King Street York, PA 17403	Rev. James Driskell	717-386-3698		Yes
United Way of York County	880 East King Street York, PA 17403	Bob Woods	717-771-3806		Yes
Other – Relative					
Forever Media Inc. Internally at other locations and our location	109 Plaza Drive, Suite 2 Johnstown, PA 15905 2551 Park Center Blvd. State College, PA 16801 900 Water Street Downtown Mall Meadville, PA 16335 350 Byrd Avenue Cumberland, MD, 21502 One Forever Drive Hollidaysburg, PA 16648 275 Radio Road Hanover, PA 17331 123 Blaine Road Brownsville, PA 15417 56325 High Ridge Road Bellaire, OH 43950 2 Robinson Plaza Suite 410 Pittsburgh, PA 15205	Shelly Lovenduski  Michelle Walizer  Jill Hamilton  Jeanie McLaughlin  PJ Mitchell  Tammy Signor  Joyce Nicholson  Annie Howell  Dottie McCartney	814-255-4186  814-237-9800  814-724-1111  301-722-6666  814-941-9800  717-637-3831  724-938-2000  740-676-5661  412-275-3393	12	

## **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 period covered by this report. The stations have engaged in the following outreach activities during the year covered by this report:

#### **#1 Penn State College of Communications Internship/Career Fair**

March 24, 2017 9 a.m. to 2 p.m. HUB-Robeson Center, Alumni Hall, University Park, PA  
Scott Cohagan, General Manager, Forever Media, State College attended the fair to represent all Forever Media locations.

#### **#4 Participation with Employer Information Table at York College of Pennsylvania**

Dave Davies, General Manager attended York College of Pennsylvania to meet with prospective students interested in the broadcast field.

#### **#7 Scholarship Program – Confer Radio Talent Institute**

Kerby Confer, Partner/Member of Forever Media, has endowed Bloomsburg University to establish the Confer Radio Talent Institute. 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 determination to get into the business. Scholarships for the institute are available.

**#8 Mentoring Program for Account Executives** to help each succeed in their career. This training program is with Mike Sherry, Vice President of Sales.

#### **#10 Career Opportunities in Broadcasting – Confer Radio Talent Institute**

July 8, 2016 10:30 a.m. to 11:45 a.m.: Provided training on Addressing Objections and Closings; and More Sales Through Buyer Style Identification. This was part of the RAB Training Module. General Manager, Dave Davies, gave presentation. (Kerby Confer, Partner/Member of Forever Media, has endowed Bloomsburg University to establish the Confer Radio Talent Institute. It is a ten day program of speaker and training events in radio programming, sales, management, production, promotion and ownership that is held annually. 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 determination to get into the business.

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

Annually, and upon each new hire, 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.

Forever Media incorporates an additional level of employee training with Thinkzoom by P1 Learning. 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 account executives, administrative, supervisors and management. 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 Manager with General Sales Managers hold weekly and individual meetings with Account Executives to review, guide and train in order to help each succeed in their career. Additionally, every other Tuesday morning, the Vice President of Sales conducts a telephone-conference to mentor all Forever Media station General Manager and General Sales Managers through a process of informal discussion of knowledge, education, coaching and support as it relates to work, career, or professional development.

The station's General Sales Managers and Account Executives have been routinely training on-line with the Radio Advertising Bureau. The educational and instructional courses are designed to improve our sales team's knowledge about radio.

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 department, production department and business manager to maximize their managing and invoicing of commercials and non-traditional revenue. Training tools for all aspects are provided and available within this program.