

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
April 1, 2017 – March 31, 2018

This EEO Public File Report is filed in Station 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 beginning April 1, 2017 to March 31, 2018, the station filled the following full-time vacancies:

Account Executive – 6
Administrative Sales Assistant – 1

ACTIVITY TO REPORT THIS PERIOD

The station interviewed a total of 21 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: Rick Kennis, EEO Coordinator
275 Radio Road
Hanover, PA 17331

or

Email : rkennis@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.

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	208 N. 3 rd Street Suite 105 Harrisburg, PA 17101	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 th 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
Indeed		www.indeed.com	800-475-4361	3	
Friend				1	
Other – Walk-In				1	

<p>Forever Media Inc. On Air, Websites www.foreveryork.com and www.forevermediainc.com Internally, Friend Referrals and Forever Media Inc. Internally at other locations Interview referrals from other locations</p>	109 Plaza Drive, Suite 2 Johnstown, PA 15905	Shelly Lovenduski	814-255-4186	16	
	2551 Park Center Blvd. State College, PA 16801	Michelle Walizer Kiaia Cole	814-237-9800		
	One Forever Drive Hollidaysburg, PA 16648	PJ Mitchell Jody Downing	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 Diane Fetty	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		
306 Port Street Easton, MD 21601	Lynn Moore	410-822-3301			

FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hiree: Forever Media Inc. and Other

Date Vacancy Opened: April 27, 2017

Total Number Hired: 2

Date Vacancy Filled: 1 Hired on May 8, 2017 and 1 Hired on June 15, 2017

Total Number of Persons Interviewed for the Vacancy: 2

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 th 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
Indeed.com		www.indeed.com	800-475-4361		
Forever Media Inc. On Air, Websites www.foreveryork.com and www.forevermediainc.com Internally, Friend Referrals and Forever Media Inc. Internally at other locations Interview referrals from 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 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 306 Port Street Easton, MD 21601	Shelly Lovenduski Michelle Walizer Jill Hamilton Jeanie McLaughlin PJ Mitchell Tammy Signor Joyce Nicholson Annie Howell Dottie McCartney Lynn Moore	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 410-822-3301	1	
Other – Walk In				1	

FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

Job Title of Vacancy: Administrative Sales Assistant

Recruitment Source That Referred the Hiree: Forever Media

Date Vacancy Opened: April 27, 2017

Total Number Hired: 1

Date Vacancy Filled: June 16, 2017

Total Number of Persons Interviewed for the Vacancy: 3

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 th 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
Indeed.com		www.indeed.com	800-475-4361	1	
Forever Media Inc. On Air, Websites www.foreveryork.com ; and www.forevermediainc.com Internally, Friend Referrals and Forever Media Inc. Internally at other locations Interview referrals from 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 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 306 Port Street Easton, MD 21601	Shelly Lovenduski Michelle Walizer Jill Hamilton Jeanie McLaughlin PJ Mitchell Tammy Signor Joyce Nicholson Annie Howell Dottie McCartney Lynn Moore	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 410-822-3301	2	

FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hiree: Forever Media Inc. (both)

Date Vacancy Opened: June 27, 2017

Total Number Hired: 2

Date Vacancy Filled: 1 Hired on August 14, 2017 and 1 Hired on August 21, 2017

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		Yes
Harrisburg Area Community College	731 Old Harrisburg Road Gettysburg, PA 17325	Howard Alexander	717-339-3576		Yes
American Broadcasting School	4511 SE 29 th 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
Indeed.com		www.indeed.com	800-475-4361		
Forever Media Inc. On Air, Websites www.foreveryork.com and www.forevermediainc.com Internally, Friend Referrals and Forever Media Inc. Internally at other locations Interview referrals from 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 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 306 Port Street Easton, MD 21601	Shelly Lovenduski Kiaia Cole Jill Hamilton Jeanie McLaughlin PJ Mitchell Tammy Signor Joyce Nicholson Annie Howell Dottie McCartney Lynn Moore	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 410-822-3301	6	

FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hiree: Forever Media, Inc / Friend

Date Vacancy Opened: July 28, 2017

Total Number Hired: 2

Date Vacancy Filled: 1 Hired on October 2, 2017 and 1 Hired on January 15, 2018

Total Number of Persons Interviewed for the Vacancy: 10

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	208 North 3 rd Street Suite 105 Harrisburg, PA 17101	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 th 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
Forever Media Inc. On Air, Websites www.foreveryork.com and www.forevermediainc.com Internally, Friend Referrals and Forever Media Inc. Internally at other locations Interview referrals from 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 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 306 Port Street Easton, MD 21601	Shelly Lovenduski Kiaia Cole Jill Hamilton Jeanie McLaughlin Jody Downing Tammy Signor Diane Fetty Annie Howell Dottie McCartney Lynn Moore	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 410-822-3301	7	
Indeed.com	www.indeed.com		800-475-7361	2	
Friend				1	

-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:

#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.

- 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.

#1 JUNIATA COLLEGE CAREER DAY:

JUNIATA COLLEGE CAREER DAY February 23, 2018 11AM to 3PM: Participation in the 2018 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 from Forever Media was Bethany Hildebrand, Sales Dept Asst.

#1 JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY – The College of Communications:

March 16, 2018 9AM to 2PM: Participation in the 2018 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 2018 JobExpo Comm, we had access to over 5,000 students in attendance from Penn State. Representing Forever Media was Scott Cohagan, General Manager and Tom Schmidt, Sales Manager.

#4 PARTICIPATION WITH THE YORK COUNTY ALLIANCE FOR LEARNING CAREER DAY

November 9, 2017 11 a.m. to 12:00 Noon, York Revolution, York, PA

Dave Davies, General Manager and Bill O'Brien, Morning Show Co-Host for WYCR gave students a broad overview of the radio broadcasting industry. This provided the students with an understanding of on air and sales, and how the two work together.

#4 PARTICIPATION WITH BIG SPRINGS MIDDLE SCHOOL CAREER CAFE'

January 25, 2018 10:30 a.m. to 2:00 p.m. Big Spring Middle School, 45 Mt. Rock Road, Newville, PA.

Scott Donato, Program Director/Morning Show Co-Host WGTY, gave students an overview of his daily responsibilities. This provided the students with a good understanding of what would be expected in an on air radio broadcasting career.

#4 PARTICIPATION WITH ADAMS COUNTY CAREER FAIR

March 14, 2018 9:00 a.m. -12:30 p.m. Gettysburg College, Gettysburg, PA.

Cortney Shupe and Sarah Stoltzfus, Local Sales Managers attended the fair to give the 10th grade students a broad overview of the radio broadcasting industry and the types of careers in this field.

#4 PARTICIPATION WITH MOUNT SAINT MARY'S UNIVERSITY

March 22, 2018 11 a.m. to 2:00 p.m., Mount Saint Mary's University, 16300 Old Emmitsburg Road, Emmitsburg, MD

Rick Kennis, EEO Coordinator, attended Mount Saint Mary's University to meet with prospective students interested in the broadcast field.

#16 RADIO STATION GROUP TOURS:

We routinely give group tours of our facility, 275 Radio Road, Hanover, PA 17331 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: WGTY/WGET and WYCR/WHVR – Forever Media, Inc., 275 Radio Road, Hanover, PA 17331. Attention: GM or call 717-637-3831.

- January 9, 2018 11 a.m. to 11:30 a.m. – TJ, Morning Show Co-Host, WYCR provided a tour of radio station to Focus Behavioral Health Inc.

#7 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 speaker 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 10th – 19th, 2017 on Bloomsburg University campus with one day on location in Philadelphia. Speakers from Forever Media included Lynn Deppen, Bobbi Castellucci, Scott Cohagan, Andy Berkowitz and Dave Davies. www.confer.nationalradiotalentsystem.com

#8 ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL:

- Sunday, April 2nd – Tuesday, April 4th, 2017 Managers, Program Directors, Business Department, and Owners convened at the Toftrees Resort and Conference Center in State College, PA for a three day **FOREVER MEDIA LEADERSHIP RETREAT**. The scheduled seminar events covered Matrix Solutions CRM Sales & Intelligence Platform demonstration, Collective Contesting & Rules presented by Nick Galli, President Gene Barr of the PA Chamber of Commerce discussing the

Chamber's role in radio, PA State Senator Jake Corman speaking on impending laws affecting radio and broadcasters, PA Association of Broadcasters President Joe Conti talked about upcoming events and tools that will benefit PAB members, Attorney Allan Moskowitz spoke on FCC Guidelines in conjunction with Equal Employment Opportunity annual reports, the Forever Creative websites and radio apps, Triton Digital discussion, Radio Advertising Bureau member benefits with Dolores Nolon, Radio Station Imaging with Joel Raab, and a presentation by 321 Blink Digital. There were approximately 42 employees/owners/managers present and 19 presenters/guests at this event that offered much opportunity for education.

- The station's general manager and account executives have been routinely training on-line with the Radio Advertising Bureau. During this period, all account executives 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.
- August 27-29, 2017, Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Toronto, Ontario Canada. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. It also offered attendees the opportunity to network with other like-minded radio broadcast management. Speakers representing Forever Media at the meeting: Lynn Deppen, Bobbi Castellucci.
- The Radio Association of Broadcasters (RAB) and National Association of Broadcasters (NAB) held their Radio Show 2017 conference in Austin, Texas September 5th through 8th, 2017. Forever VP of Sales was attendance to learn more about radio's new strategies and new platforms. The conference brought radio broadcasters and industry colleagues together to share knowledge, discover the latest innovations, network with industry leaders and explore creative business strategies for the digital age. Forever Media VP of Sales Mike Sherry was in attendance.
- February 18-20, 2018 Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Scottsdale, Arizona. The conference attendees discussed problems, concerns, and opportunities regarding the radio broadcast business during various daily sessions. Speakers representing Forever Media at the meeting: Lynn Deppen, Carol Logan.
- 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.

- Upon each new hire and annually, every Forever Media employee is mandated to review policies and procedures for unlawful harassment including sexual harassment. After attending training sessions, each employee signs-off indicating their understanding of what encompasses harassment and the appropriate action to take in the event of an occurrence. Diane Fetty, CHRD.
- Forever Media incorporates an additional level of employee training with the ThinkZoom-PILearning program. PILearning 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.
- 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 and non-traditional revenue. Training tools for all aspects are provided and available within this program.
- On Wednesday, October 18, 2017 at 1:00PM, the Pennsylvania Association of Broadcasters held a webinar titled “The Changing Face of the FCC’s EEO Rule in 2017”. This session provided information on the increased flexibility broadcasters have recently been given in meeting their EEO obligations, their latest enforcement actions, and the prospects for streamlining the EEO paperwork burdens. Lauren Lynch Flick, Senior Counsel, Pillsbury Winthrop Shaw Pittman, Washington DC was the speaker. Forever Managers viewed the webinar.
- On Thursday, November 30, 2017 at 1:00PM, the Pennsylvania Association of Broadcasters held a webinar regarding “Preparing for the 2018 Elections”. Presented by Bobby Baker, FCC’s Office of Political Broadcasting and David Oxenford, Wilkinson Barker Knauer, LLP. The webinar addressed how to navigate the election year with regard to rates and paperwork in response to political advertising issues. Forever Managers viewed the webinar.

- On Tuesday, January 30, 2018 at 2:00PM, the Pennsylvania Association of Broadcasters held a webinar addressing the March 1st deadline to move Public Inspection Files online. The webinar focused on the technical challenges, what the FCC said it will do, how to accomplish the task efficiently and how to maintain the online file. Forever Managers viewed the webinar.
- May 7-8, 2017 Pennsylvania Association of Broadcasters held the 2017 Annual Convention in Hershey, PA. Presentations of broadcast innovations, programming, legal concerns and ratings were contributed by SoCast Digital, comScore, David Oxenford ESQ, and Nielsen. Honored guests were acknowledged and Awards for Excellence in Broadcasting were presented at the banquet. Vice President of Sales Mike Sherry attended the event.
- February 5-7, 2018 The Country Radio Seminar was held in Nashville, TN. The seminar is a three-day event of educational programming, panels of key business leaders in various fields, presentations on new technology, business practices, and personal career development topics, new music showcases, and professional networking. In attendance for Forever Media was Lynn Deppen, President and Mike Sherry, Vice-President of Sales.
- On Thursday, October 3rd, 2017 from 11am-2pm a job fair was held at California University of Pennsylvania Convocation Center. The fair is open to Cal U students and alumni wishing to break away from the often-anonymous on-line application process and meet face-to-face with multiple companies in one convenient location. It attracts employers seeking to fill positions in finance, communications, science, non-profit, public service, technology and more! In attendance for Forever Media was Diane Fetty, CHRD.
- Sunday, March 25th – Tuesday, March 27th, 2018 Managers, Program Directors, Business and Traffic Departments, and Owners convened at the Toftrees Resort and Conference Center in State College, PA for a three-day **FOREVER MEDIA LEADERSHIP RETREAT**. The scheduled seminar events covered multiple topics dealing with programming, sales, business, traffic and new technology. Employees, managers and owners attended and several presenters/guests at this event offered much opportunity for education, career development and networking.