

## **EEO PUBLIC FILE REPORT**

WKYE (FM), 96.5, Johnstown, PA  
WFGI-FM, 95.5, Johnstown, PA  
WRKW (FM), 99.1, Ebensburg, PA  
WJHT (FM), 92.1, Johnstown, PA  
WCCL (FM), 101.7, Central City, PA  
WLKH (FM), 105.7, Somerset, PA  
WNTJ (AM), 1490, Johnstown, PA  
WNTI (AM), 990, Somerset, PA

**This EEO Public File Report  
Covers April 1, 2017-March 31, 2018**

This EEO Public File Report is filed in Station **WKYE/WFGI/WRKW/WJHT/WCCL/WLKH/WNTJ/WNTI** 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, 2018 the station filled the following full-time vacancies:

Sales Account Executives: 1  
Sales Manager: 1

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

The station interviewed a total of 23 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: 109 Plaza Drive, Johnstown, PA 15905.

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

Forever Media Inc.  
109 Plaza Drive  
Johnstown, PA 15905  
Attention: Beth Thomas

Phone: 814-255-4186

## FULL-TIME VACANCY EEO INFORMATION

FM Radio Licenses, LLC 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

RECRUITMENT SOURCES	CONTACT PERSON	ADDRESS	CITY - STATE - ZIP	PHONE/FAX/ EMAIL	Did Source Request Notification?	How many referrals from this source?
ST FRANCIS COLLEGE	JULIE BARRIS	PO BOX 866		814-472-3000	YES	0
PAID (HIRAM G ANDREWS)	CATHY KIST	727 GOUCHER ST	JOHNSTOWN, PA 15905		YES	0
GOODWILL INDUSTRIES	HARRY WEIGEL	540 CENTRAL AVE	JOHNSTOWN, PA 15902	814-536-3536	YES	0
ALLEGANY COLLEGE OF MD	DEB HOOVER	6022 GLADES PIKE	SOMERSET, PA 16601	814-445-9848	YES	0
CAMBRIA COUNTY DOMESTIC RELATION, EBENSBURG, PA	ERIN AU	499 MANOR DRIVE	EBENSBURG, PA 15931		YES	0
PA CAREER LINK JOB GATEWAY	DEOLEARY@STATE.PA.US	445 SCHOOLHOUSE ROAD	JOHNSTOWN, PA 15904	814-533-2493	NO	1
PA HIGHLANDS	LARRY BRUGH	101 COMMUNITY WAY	JOHNSTOWN, PA 15902	814-262-6400	NO	0
FOREVERJOHNSTOWN.COM FOREVERMEDIAINC.COM	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	3
FOREVER MEDIA INC INTERNAL POSTING	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	0
FOREVER MEDIA INC. ON AIR (WFGI, WNTJ, WKYE, WRKW, WCCL & WNTJ)	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	7
FOREVER MEDIA INC JOB FAIR	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	3
RADIO ONLINE					NO	0
ALL ACCESS					NO	0
INDEED.COM		177 BROAD STREET, 6 <sup>TH</sup> FL STAMFORD, CT 06901		203-328-2691	NO	2
ONLINE STREAMING ADS (WFGI, WNTJ, WKYE, WRKW, WCCL & WNTI)	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	0

FOREVER MEDIA COPORATE WEBSITE	BETH THOMAS	ONE FOREVER DRIVE	HOLLIDAYSBURG, PA	814-255-4186	NO	0
REFERRAL FRIEND/FAMILY	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	0
REFERRAL EMPLOYEE	TERRY DEITZ	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	2
JOHNSTOWN TRIBUNE DEMOCRAT	MARY ANN RIZZO	425 LOCUST STREET	JOHNSTOWN, PA 15902	814-532-5050	NO	0
PENNSYLVANIA ASSOCIATION OF BROADCASTERS	GAIL PONTI	8501 PAXTON STREET	HUMMELSTOWN, PA 17036	717-482-4820	NO	0
INTERNAL POSTING FOREVER MEDIA NWPA	JILL HAMILTON	900 WATER STRET	MEADVILLE, PA	814-724-1111	NO	0
INTERNAL POSTING FOREVER MEDIA ALTOONA	PJ MITCHELL	ONE FOREVER DRIVE	HOLLIDAYSBURG, PA	814-941-9800	NO	0
INTERNAL POSTING FOREVER MEDIA NEW CASTLE	JAMES SHIELDS	219 SAVANNAH GARDNER	NEW CASTLE, PA	724-654-5502	NO	0
INTERNAL POSTING FOREVER MEDIA FRANKLIN	JIM SHIELDS	1243 LIBERTY ST, STE 501	FRANKLIN PA	814-432-2188	NO	0
INDIANA UNIVERSITY OF PENNSYLVANIA	CAREER-DEVELOPMENT@IUP.EDU	1011 SOUTH DR	INDIANA, PA	724-357-2230	NO	0
UNIVERSITY OF PITTSBURGH JOHNSTOWN	<a href="mailto:upj admit@pitt.edu">upj admit@pitt.edu</a>	450 SCHOOLHOUSE RD	JOHNSTOWN, PA	814-269-7000	NO	0
BEDFORD COUNTY CHAMBER	KELLIE GOODMAN	125 SOUTH JULIANA ST	BEDFORD, PA	814-623-2233	NO	0
INDIANA COUNTY CHAMBER	JIM STRUZZI	1019 PHILADEPHIA ST	INDIANA, PA 15701	724-465-2511	NO	0
INDIANA GAZETTE		899 WATER STREET	INDIANA, PA 15701	724-465-5555	NO	2
RADIO SALES TODAY					NO	1
CONFER RADIO INSTITUTE					NO	0
MEDIA RECRUITER		9457 SO. UNIVERSITY	HIGHLAND RANCH, CO		NO	2
INSIDE RADIO						

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** SALES ACCOUNT EXECUTIVES – POSITIONS #1

**Recruitment Source That Referred the Hiree:**

**RADIO ADVERTISEMENT**

**Date Vacancy Opened:** 12/1/17

**Total Number Hired:** 1

**Date Vacancy Filled:** 1/22/18

**Total Number of Persons Interviewed for the Vacancy:** 15

### Recruitment Sources Used to Fill the Vacancy

RECRUITMENT SOURCES	CONTACT PERSON	ADDRESS	CITY - STATE - ZIP	PHONE/FAX/EMAIL	Did Source Request Notification?	How many referrals from this source?
ST FRANCIS COLLEGE	JULIE BARRIS	PO BOX 866		814-472-3000	YES	0
PAID (HIRAM G ANDREWS)	CATHY KIST	727 GOUCHER ST	JOHNSTOWN, PA 15905		YES	0
GOODWILL INDUSTRIES	HARRY WEIGEL	540 CENTRAL AVE	JOHNSTOWN, PA 15902	814-536-3536	YES	0
ALLEGANY COLLEGE OF MD	DEB HOOVER	6022 GLADES PIKE	SOMERSET, PA 16601	814-445-9848	YES	0
CAMBRIA COUNTY DOMESTIC RELATION, EBENSBURG, PA	ERIN AU	499 MANOR DRIVE	EBENSBURG, PA 15931		YES	0
PA CAREER LINK JOB GATEWAY	DEOLEARY@STATE.PA.US	445 SCHOOLHOUSE ROAD	JOHNSTOWN, PA 15904	814-533-2493	NO	1
PA HIGHLANDS	LARRY BRUGH	101 COMMUNITY WAY	JOHNSTOWN, PA 15902	814-262-6400	NO	0
FOREVERJOHNSTOWN.COM FOREVERMEDIAINC.COM	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	2
FOREVER MEDIA INC INTERNAL POSTING	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	0
FOREVER MEDIA INC. ON AIR (WFGI, WNTJ, WKYE, WRKW, WCCL & WNTJ)	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	5
FOREVER MEDIA INC JOB FAIR	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	3
RADIO ONLINE					NO	0
ALL ACCESS					NO	0

INDEED.COM		177 BROAD STREET, 6 <sup>TH</sup> FL STAMFORD, CT 06901		203-328-2691	NO	2
ONLINE STREAMING ADS (WFGI, WNTJ), WKYE, WRKW, WCCL & WNTI)	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	0
FOREVER MEDIA COPORATE WEBSITE	BETH THOMAS	ONE FOREVER DRIVE	HOLLIDAYSBURG, PA	814-255-4186	NO	0
REFERRAL FRIEND/FAMILY	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	0
REFERRAL EMPLOYEE	TERRY DEITZ	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	1
JOHNSTOWN TRIBUNE DEMOCRAT	MARY ANN RIZZO	425 LOCUST STREET	JOHNSTOWN, PA 15902	814-532-5050	NO	0
PENNSYLVANIA ASSOCIATION OF BROADCASTERS	GAIL PONTI	8501 PAXTON STREET	HUMMELSTOWN, PA 17036	717-482-4820	NO	0
INTERNAL POSTING FOREVER MEDIA NWPA	JILL HAMILTON	900 WATER STRET	MEADVILLE, PA	814-724-1111	NO	0
INTERNAL POSTING FOREVER MEDIA ALTOONA	PJ MITCHELL	ONE FOREVER DRIVE	HOLLIDAYSBURG, PA	814-941-9800	NO	0
INTERNAL POSTING FOREVER MEDIA NEW CASTLE	JAMES SHIELDS	219 SAVANNAH GARDNER	NEW CASTLE, PA	724-654-5502	NO	0
INTERNAL POSTING FOREVER MEDIA FRANKLIN	JIM SHIELDS	1243 LIBERTY ST, STE 501	FRANKLIN PA	814-432-2188	NO	0
INDIANA UNIVERSITY OF PENNSYLVANIA	CAREER- DEVELOPMENT@IUP.EDU	1011 SOUTH DR	INDIANA, PA	724-357-2230	NO	0
UNIVERSITY OF PITTSBURGH JOHNSTOWN	<a href="mailto:upj admit@pitt.edu">upj admit@pitt.edu</a>	450 SCHOOLHOUSE RD	JOHNSTOWN, PA	814-269-7000	NO	0
BEDFORD COUNTY CHAMBER	KELLIE GOODMAN	125 SOUTH JULIANA ST	BEDFORD, PA	814-623-2233	NO	0
INDIANA COUNTY CHAMBER	JIM STRUZZI	1019 PHILADEPHIA ST	INDIANA, PA 15701	724-465-2511	NO	0
INDIANA GAZETTE		899 WATER STREET	INDIANA, PA 15701	724-465-5555	NO	1
RADIO SALES TODAY					NO	
CONFER RADIO INSTITUTE					NO	
MEDIA RECRUITER		9457 SO. UNIVERSITY	HIGHLAND RANCH, CO		NO	0
INSIDE RADIO						

**FULL-TIME VACANCY EEO INFORMATION**

**Job Title of Vacancy: SALES MANAGER – POSITION #2**

**Recruitment Source That Referred the Hiree:**

**RADIO ADVERTISEMENT**

**Date Vacancy Opened: 6/1/17**

**Total Number Hired: 1**

**Date Vacancy Filled: 7/10/17**

**Total Number of Persons Interviewed for the Vacancy: 8**

**Recruitment Sources Used to Fill the Vacancy–**

<b>RECRUITMENT SOURCES</b>	<b>CONTACT PERSON</b>	<b>ADDRESS</b>	<b>CITY - STATE - ZIP</b>	<b>PHONE/FAX/EMAIL</b>	<b>Did Source Request Notification?</b>	<b>How many referrals from this source?</b>
ST FRANCIS COLLEGE	JULIE BARRIS	PO BOX 866		814-472-3000	YES	0
PAID (HIRAM G ANDREWS)	CATHY KIST	727 GOUCHER ST	JOHNSTOWN, PA 15905		YES	0
GOODWILL INDUSTRIES	HARRY WEIGEL	540 CENTRAL AVE	JOHNSTOWN, PA 15902	814-536-3536	YES	0
ALLEGANY COLLEGE OF MD	DEB HOOVER	6022 GLADES PIKE	SOMERSET, PA 16601	814-445-9848	YES	0
CAMBRIA COUNTY DOMESTIC RELATION, EBENSBURG, PA	ERIN AU	499 MANOR DRIVE	EBENSBURG, PA 15931		YES	0
PA CAREER LINK JOB GATEWAY	DEOLEARY@STATE.PA.US	445 SCHOOLHOUSE ROAD	JOHNSTOWN, PA 15904	814-533-2493	NO	0
PA HIGHLANDS	LARRY BRUGH	101 COMMUNITY WAY	JOHNSTOWN, PA 15902	814-262-6400	NO	0
FOREVERJOHNSTOWN.COM FOREVERMEDIAINC.COM	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	1
FOREVER MEDIA INC INTERNAL POSTING	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	0
FOREVER MEDIA INC. ON AIR (WFGI, WNTJ, WKYE, WRKW, WCCL & WNTJ)	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	2
FOREVER MEDIA INC JOB FAIR	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	0
RADIO ONLINE					NO	0
ALL ACCESS					NO	0

INDEED.COM		177 BROAD STREET, 6 <sup>TH</sup> FL STAMFORD, CT 06901		203-328-2691	NO	0
ONLINE STREAMING ADS (WFGI, WNTJ), WKYE, WRKW, WCCL & WNTI)	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	0
FOREVER MEDIA COPORATE WEBSITE	BETH THOMAS	ONE FOREVER DRIVE	HOLLIDAYSBURG, PA	814-255-4186	NO	0
REFERRAL FRIEND/FAMILY	BETH THOMAS	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	0
REFERRAL EMPLOYEE	TERRY DEITZ	109 PLAZA DRIVE	JOHNSTOWN, PA 15905	814-255-4186	NO	1
JOHNSTOWN TRIBUNE DEMOCRAT	MARY ANN RIZZO	425 LOCUST STREET	JOHNSTOWN, PA 15902	814-532-5050	NO	0
PENNSYLVANIA ASSOCIATION OF BROADCASTERS	GAIL PONTI	8501 PAXTON STREET	HUMMELSTOWN, PA 17036	717-482-4820	NO	0
INTERNAL POSTING FOREVER MEDIA NWPA	JILL HAMILTON	900 WATER STRET	MEADVILLE, PA	814-724-1111	NO	0
INTERNAL POSTING FOREVER MEDIA ALTOONA	PJ MITCHELL	ONE FOREVER DRIVE	HOLLIDAYSBURG, PA	814-941-9800	NO	0
INTERNAL POSTING FOREVER MEDIA NEW CASTLE	JAMES SHIELDS	219 SAVANNAH GARDNER	NEW CASTLE, PA	724-654-5502	NO	0
INTERNAL POSTING FOREVER MEDIA FRANKLIN	JIM SHIELDS	1243 LIBERTY ST, STE 501	FRANKLIN PA	814-432-2188	NO	0
INDIANA UNIVERSITY OF PENNSYLVANIA	CAREER- DEVELOPMENT@IUP.EDU	1011 SOUTH DR	INDIANA, PA	724-357-2230	NO	0
UNIVERSITY OF PITTSBURGH JOHNSTOWN	<a href="mailto:upj admit@pitt.edu">upj admit@pitt.edu</a>	450 SCHOOLHOUSE RD	JOHNSTOWN, PA	814-269-7000	NO	0
BEDFORD COUNTY CHAMBER	KELLIE GOODMAN	125 SOUTH JULIANA ST	BEDFORD, PA	814-623-2233	NO	0
INDIANA COUNTY CHAMBER	JIM STRUZZI	1019 PHILADEPHIA ST	INDIANA, PA 15701	724-465-2511	NO	0
INDIANA GAZETTE		899 WATER STREET	INDIANA, PA 15701	724-465-5555	NO	1
RADIO SALES TODAY					NO	1
CONFER RADIO INSTITUTE					NO	0
MEDIA RECRUITER		9457 SO. UNIVERSITY	HIGHLAND RANCH, CO		NO	2
INSIDE RADIO						

**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 PARTICIPATION OF JOB FAIR**

- Participation in the Annual Penn Highlands Job and Internship Fair- Wednesday April 5, 2017. Location – Penn Highlands Richland Campus, Johnstown, PA. The event was designed to offer 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 Forever Media Inc. Shelly Lovenduski, Business Manager.
- Participation in the Bedford County Chamber of Commerce Business Community Showcase Wednesday September 20, 2017 Location – Bedford County Airport, Bedford, PA –The event was open to the general public and offered people the opportunity to interact with 25+ regional businesses. The event showcased each businesses activities and opportunities that were available within the industry for employment. Representing Forever Media, Shelly Lovenduski, Business Manager and Mike Parks, Local sales manager.
- 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.
- 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.

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

- Forever Media, Inc. hosted a Job Fair on Tuesday, March 21, 2018 at the Galleria Mall, Johnstown, PA 15904. The event featured over 40 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 Forever Media, Inc. was Terry Deitz, General Manager
- Forever Media, Inc. hosted a Job Fair on Tuesday, September 19 2017 at the Galleria Mall, Johnstown, PA 15904. The event featured over 40 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 Forever Media, Inc. was Terry Deitz, General Manager

### **# 3 CO-SPONSOR JOB FAIR**

- Forever Media Inc. Co-Sponsored the Cambria County Job Fair on May 2, 2017 at the Pasquerilla Conference Center in Johnstown, PA. The event allowed high school students to meet with representatives from over 70 companies to discuss careers in various fields. The afternoon session was open to the public and offered an opportunity for people to meet in person with representatives from companies in attendance. Representing Forever Media Inc. was Mike Stevens, Operations Manager and Michelle Lovenduski, Business Manager.

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

- On September 13, 2017 - Mike Stevens, Operations Manager was a guest speaker to Dr. Ortiz's Promotions class at Indiana University of Pennsylvania, Indiana, PA. The subject of the speech was how radio promotions work and how to design an effective promotion.
- On February 13, 2018 Mike Stevens, Operations Manager was a guest speaker to Dr. Leidman's broadcast management class at the Indiana University of Pennsylvania The subject of the speech was to inform students of the day to day activities in broadcast management.
- On December 9, 2017 – Terry Deitz, General Manager spoke at the Bishop McCort football banquet about leadership and sports broadcasting. The event was attend by 125 people including 40 high school students.
- On September 16, 2017 – Terry Deitz, General Manager spoke at Herring Motors during a sales workshop. The subject of the presentation was how selling media in today's world has changed over the last 20 years.

- On March 8, 2018 – Terry Deitz, General Manager spoke at the Allied Milk Producers Luncheon. The luncheon included dairy farmers from a 16-county region and several students. The subject of the presentation was how radio promotions work to promote business and in particular, the dairy industry.
- On November 13, 2017 – Terry Deitz, General Manager spoke at Conemaugh Township Rotary Club about radio involvement in the community.
- On September 21, 2016 Lara Mosby, Program Director and Mike Parks, Sales Manager represented Forever Media at the Bedford County Chamber of commerce “Business Community Showcase” at the Bedford County Airport, Bedford, PA. It was a networking and business presentation opportunity as well as employment opportunities.

### **#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 10<sup>th</sup> – 19<sup>th</sup>, 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](http://www.confer.nationalradiotalentsystem.com)

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

We routinely give group tours of our facility, 109 Plaza Drive, Johnstown, PA 15905 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., 109 Plaza Drive, Johnstown, PA 15905. Attention: Operation Managers or call 814-255-4186.

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

- Sunday, April 2<sup>nd</sup> – Tuesday, April 4<sup>th</sup>, 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 5<sup>th</sup> through 8<sup>th</sup>, 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, CHR.D.
- Forever Media incorporates an additional level of employee training with the ThinkZoom-P1Learning program. P1Learning provides on-line training and operations development solutions focused exclusively on the media industry. P1 provides selling techniques and concepts, tips, training, development leadership advice and legal compliance requirements to salespersons, human resources, supervisors and management. All Forever Media employees have access to hundreds of interactive courses, tests and written materials on a variety of topics relevant to the industry.
- Forever Media General Managers schedule weekly, daily and individual meetings with Sales Account Executives to review, guide and train in order to help each succeed in their career. Additionally, every Tuesday morning, the Vice-President of Sales conducts a telephone-conferenced webinar to mentor all Forever Media station General Managers, General Sales Managers, Market Managers through a process of informal discussion of knowledge, education, coaching and support as it relates to work, career, or professional development.
- 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 1<sup>st</sup> 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, 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, CHR.D.
- Sunday, March 25<sup>th</sup> – Tuesday, March 27<sup>th</sup>, 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.

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

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