

# **EEO PUBLIC FILE REPORT**

**WOGI (FM) – Moon Township, PA**

**WKPL (FM) – Ellwood City, PA**

**WOHI – East Liverpool, OH**

**WLYI (FM) – Burgettstown, PA**

**[WLYI (FM) formerly WOGH (FM) change effective April 11, 2017]**

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

This EEO Public File Report is filed in Station WOGI/WKPL/WOHI/WLYI's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules. WOGH (FM) changed call letters to WLYI effective April 11, 2017.

During the one-year period ending on March 31, 2018, the station filled the following full-time vacancies:

Sales Account Executives –4

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

The station interviewed a total 28 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: 2 Robinson Plaza, Suite 410, Pittsburgh PA 15205

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

Forever Media, Inc  
2 Robinson Plaza, Suite 410  
Pittsburgh PA 15205

Or

Email: [careers@forevermediainc.com](mailto:careers@forevermediainc.com)  
phone: 412-275-3393



Forever Media Internal Postings	General Manager, WOGG/WPKL/WLYI / WOHI	careers@forevermedi ainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	
Franciscan University of Steub	Dr. Dave Schaeffer	dschaefer@francisca n.edu	1235 University Boulevard	Steubenville OH 43952	740-284-5391	Yes	
Indeed.com (Indeed, Inc.)	Customer Support	N/A	177 Broad Street, 6th Fl	Stamford CT 06901	888-746-9333	No	23
Media Association of Pittsburgh	Trisha Duffy	VPCommunication@ mediaPittsburgh.com	VPCommunication@Medi apittsburgh.com	Pittsburgh PA	N/A	No	
PA Association of Broadcasters	Gail Ponti	gponti@pab.org	208 North 3rd Street, Suite 105	Harrisburg, PA 17101	717-482-4820	No	
Penn State - Fayette Campus	Steven Wilt	spw5026@psu.edu	2201 University Drive	LeMont Furnace PA 15456	724-430-4100	No	
Pittsburgh Professional Women	Beth Caldwell, Executive Dir.	beth@pittsburghprof essinalwomen.com	1597 Washington Pike, Ste B14/163	Bridgeville, PA 15017	412-202-6983	No	
Pittsburgh Technical College	Career Services Center	careerservices@ptcol lege.edu	1111 McKee Road	Oakdale PA 15071	412-809-5100	No	
Regional Economic Dev Asso	Service Rep	tmarking@redp.org	110 Main St. 3 <sup>rd</sup> Fl-PO Box 1029	Wheeling WV 26003	304-232-7722	No	
Robert Morris University	Career & Professional Develop Ctr	careers@rmu.edu	6001 University Boulevard	Moon Twp, Pittsburgh PA 15108	412-397-6333	No	
Walk-ins, Employee/Client Referrals	General Manager, WOGI/WKPL/WLYI/ WOHI	careers@forevermedi ainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	1
Washington & Jefferson College	Roberta Cross, Director	careerservices@wash jeff.edu	60 S. Lincoln Street	Washington PA 15301	724-229-5126	No	
West Liberty State College	Bridgett Dawson, Director	bdawson@westlibert y.edu	PO Box #295, Route #88	West Liberty WV 26074	304-336-8018	No	
Wheeling Jesuit College	Office - Dean of Student Develop.	careers@wju.edu	316 Washington Avenue	Wheeling WV 26003	304-243-2350	No	
OhioValleyHelpWanted.com	Eric Straus, President	Eric.straus@regional helpwanted.com	14 Moonstone Lane	Lagrangeville, NY 12540	800-365-8630	No	

## FULL-TIME VACANCY EEO INFORMATION

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

**Recruitment Source That Referred the Hiree:**

**Indeed.com**

**Date Vacancy Opened:** April 10, 2017

**Total Number Hired:**

**1**

**Date Vacancy Filled:** May 8, 2017

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

**3**

### Recruitment Sources Used to Fill the Vacancy

RECRUITMENT SOURCES	CONTACT PERSON	E-MAIL ADDRESS	ADDRESS	CITY - STATE - ZIP	PHONE/FAX	Did Source Request Notify?	How many referrals from this source?
Bethany College	John E. Osborne	josborne@bethanywv.edu	31 E. Campus Drive	Bethany WV 26032	304-829-7395	No	
California Univ of Pennsylvania	Rhonda Gifford, Director	gifford@calu.edu	250 University Avenue	California PA 15419	724-938-1510	No	
CCAC	Pamela Nichols (Boyce)	pnichols@ccac.edu	808 Ridge Avenue, Room SSC 110	Pittsburgh PA 15212	724-325-6770	No	
Clarion University	Bill Bailey, Director	recruit@clarion.edu	419 Becht Hall, 840 Wood Street	Clarion PA 16214	814-393-2323	No	
Duquesne University	Center for Career Development	careerdevelopment@duq.edu	614 Duquesne Union	Pittsburgh PA 15282	412-396-6644	No	
Eastern Gateway Comm College	Career Services Center	adaly@egcc.edu	400 Sunset Blvd.	Steubenville, OH 43952	740-266-9665	No	
Forever Media Website Foreverpittsburgh.com	Andrea McCool	amccool@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	
Forever Media ON-AIR RADIO STATIONS	General Manager, WOGG/WPKL/WLYI /WOHI	careers@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	

Forever Media Internal Postings	General Manager, WOGG/WPKL/WLYI / WOHI	careers@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	
Franciscan University of Steub	Dr. Dave Schaeffer	dschaefer@franciscan.edu	1235 University Boulevard	Steubenville OH 43952	740-284-5391	Yes	
Indeed.com (Indeed, Inc.)	Customer Support	N/A	177 Broad Street, 6th Fl	Stamford CT 06901	888-746-9333	No	3
PA Association of Broadcasters	Gail Ponti	gponti@pab.org	208 North 3rd Street, Suite 105	Harrisburg, PA 17101	717-482-4820	No	
Penn State - Fayette Campus	Steven Wilt	spw5026@psu.edu	2201 University Drive	LeMont Furnace PA 15456	724-430-4100	No	
Pittsburgh Technical College	Career Services Center	careerservices@ptcollege.edu	1111 McKee Road	Oakdale PA 15071	412-809-5100	No	
Robert Morris University	Career & Professional Develop Ctr	careers@rmu.edu	6001 University Boulevard	Moon Twp, Pittsburgh PA 15108	412-397-6333	No	
Walk-ins, Employee/Client Referrals	General Manager, WOGI/WKPL/WLYI/ WOHI	careers@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	
Washington & Jefferson College	Roberta Cross, Director	careerservices@washjeff.edu	60 S. Lincoln Street	Washington PA 15301	724-229-5126	No	
West Liberty State College	Bridgett Dawson, Director	bdawson@westliberty.edu	PO Box #295, Route #88	West Liberty WV 26074	304-336-8018	No	
Wheeling Jesuit College	Office - Dean of Student Develop.	careers@wju.edu	316 Washington Avenue	Wheeling WV 26003	304-243-2350	No	

## FULL-TIME VACANCY EEO INFORMATION

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

**Recruitment Source That Referred the Hiree:**

**Indeed.com**

**Date Vacancy Opened:** May 15, 2017

**Total Number Hired:**

**1**

**Date Vacancy Filled:** June 26, 2017

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

**2**

### Recruitment Sources Used to Fill the Vacancy

RECRUITMENT SOURCES	CONTACT PERSON	E-MAIL ADDRESS	ADDRESS	CITY - STATE - ZIP	PHONE/FAX	Did Source Request Notify?	How many referrals from this source?
Bethany College	John E. Osborne	josborne@bethanywv.edu	31 E. Campus Drive	Bethany WV 26032	304-829-7395	No	
California Univ of Pennsylvania	Rhonda Gifford, Director	gifford@calu.edu	250 University Avenue	California PA 15419	724-938-1510	No	
CCAC	Pamela Nichols (Boyce)	pnichols@ccac.edu	808 Ridge Avenue, Room SSC 110	Pittsburgh PA 15212	724-325-6770	No	
Clarion University	Bill Bailey, Director	recruit@clarion.edu	419 Becht Hall, 840 Wood Street	Clarion PA 16214	814-393-2323	No	
Duquesne University	Center for Career Development	careerdevelopment@duq.edu	614 Duquesne Union	Pittsburgh PA 15282	412-396-6644	No	
Eastern Gateway Comm College	Career Services Center	adaly@egcc.edu	400 Sunset Blvd.	Steubenville, OH 43952	740-266-9665	No	
Forever Media Website Foreverpittsburgh.com	Andrea McCool	amccool@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	
Forever Media ON-AIR RADIO STATIONS	General Manager, WOGG/WPKL/WLYI /WOHI	careers@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	

Forever Media Internal Postings	General Manager, WOGG/WPKL/WLYI / WOHI	careers@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	
Franciscan University of Steub	Dr. Dave Schaeffer	dschaefer@franciscan.edu	1235 University Boulevard	Steubenville OH 43952	740-284-5391	Yes	
Indeed.com (Indeed, Inc.)	Customer Support	N/A	177 Broad Street, 6th Fl	Stamford CT 06901	888-746-9333	No	2
PA Association of Broadcasters	Gail Ponti	gponti@pab.org	208 North 3rd Street, Suite 105	Harrisburg, PA 17101	717-482-4820	No	
Penn State - Fayette Campus	Steven Wilt	spw5026@psu.edu	2201 University Drive	LeMont Furnace PA 15456	724-430-4100	No	
Pittsburgh Technical College	Career Services Center	careerservices@ptcollege.edu	1111 McKee Road	Oakdale PA 15071	412-809-5100	No	
Robert Morris University	Career & Professional Develop Ctr	careers@rmu.edu	6001 University Boulevard	Moon Twp, Pittsburgh PA 15108	412-397-6333	No	
Walk-ins, Employee/Client Referrals	General Manager, WOGI/WKPL/WLYI/ WOHI	careers@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	
Washington & Jefferson College	Roberta Cross, Director	careerservices@washtjeff.edu	60 S. Lincoln Street	Washington PA 15301	724-229-5126	No	
West Liberty State College	Bridgett Dawson, Director	bdawson@westliberty.edu	PO Box #295, Route #88	West Liberty WV 26074	304-336-8018	No	
Wheeling Jesuit College	Office - Dean of Student Develop.	careers@wju.edu	316 Washington Avenue	Wheeling WV 26003	304-243-2350	No	
OhioValleyHelpWanted.com	Eric Straus, President	Eric.straus@regionalhelpwanted.com	14 Moonstone Lane	Lagrangeville, NY 12540	800-365-8630	No	



## FULL-TIME VACANCY EEO INFORMATION

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

**Recruitment Source That Referred the Hiree:**

**Indeed.com**

**Date Vacancy Opened:** October 24, 2017

**Total Number Hired:**

**2**

**Date Vacancy Filled:** 1 Person Hired on March 12, 2018

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

**23**

**1 Person Hired on March 19, 2018**

### Recruitment Sources Used to Fill the Vacancy

RECRUITMENT SOURCES	CONTACT PERSON	E-MAIL ADDRESS	ADDRESS	CITY - STATE - ZIP	PHONE/FAX	Did Source Request Notify?	How many referrals from this source?
Bethany College	John E. Osborne	josborne@bethanywv.edu	31 E. Campus Drive	Bethany WV 26032	304-829-7395	No	
California Univ of Pennsylvania	Rhonda Gifford, Director	gifford@calu.edu	250 University Avenue	California PA 15419	724-938-1510	No	
CCAC	Pamela Nichols (Boyce)	pnichols@ccac.edu	808 Ridge Avenue, Room SSC 110	Pittsburgh PA 15212	724-325-6770	No	
CareerLink Centers-Beaver Falls	James Mackin	jobtraining@jtbc.org	2103 Ninth Avenue	Beaver Falls, PA 15010	724-728-4860	No	
Clarion University	Bill Bailey, Director	recruit@clarion.edu	419 Becht Hall, 840 Wood Street	Clarion PA 16214	814-393-2323	No	
Duquesne University	Center for Career Development	careerdevelopment@duq.edu	614 Duquesne Union	Pittsburgh PA 15282	412-396-6644	No	
Eastern Gateway Comm College	Career Services Center	adaly@egcc.edu	400 Sunset Blvd.	Steubenville, OH 43952	740-266-9665	No	
Forever Media Website Foreverpittsburgh.com	Andrea McCool	amccool@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	1

Forever Media ON-AIR RADIO STATIONS	General Manager, WOGG/WPKL/WLYI /WOHI	careers@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	3
Forever Media Internal Postings	General Manager, WOGG/WPKL/WLYI /WOHI	careers@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	
Franciscan University of Steub	Dr. Dave Schaeffer	dschaefer@franciscan.edu	1235 University Boulevard	Steubenville OH 43952	740-284-5391	Yes	
Indeed.com (Indeed, Inc.)	Customer Support	N/A	177 Broad Street, 6th Fl	Stamford CT 06901	888-746-9333	No	18
Media Association of Pittsburgh	Trisha Duffy	VPCommunication@mediapittsburgh.com	VPCommunication@Media pittsburgh.com	Pittsburgh PA	N/A	No	
PA Association of Broadcasters	Gail Ponti	gponti@pab.org	208 North 3rd Street, Suite 105	Harrisburg, PA 17101	717-482-4820	No	
Pittsburgh Professional Women	Beth Caldwell, Executive Dir.	beth@pittsburghprofessionalwomen.com	1597 Washington Pike, Ste B14/163	Bridgeville, PA 15017	412-202-6983	No	
Pittsburgh Technical College	Career Services Center	careerservices@ptcollege.edu	1111 McKee Road	Oakdale PA 15071	412-809-5100	No	
Regional Economic Dev Asso	Service Rep	tmarking@redp.org	110 Main St. 3 <sup>rd</sup> Fl-PO Box 1029	Wheeling WV 26003	304-232-7722	No	
Robert Morris University	Career & Professional Develop Ctr	careers@rmu.edu	6001 University Boulevard	Moon Twp, Pittsburgh PA 15108	412-397-6333	No	
Walk-ins, Employee/Client Referrals	General Manager, WOGI/WKPL/WLYI /WOHI	careers@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	1
Washington & Jefferson College	Roberta Cross, Director	careerservices@washtjeff.edu	60 S. Lincoln Street	Washington PA 15301	724-229-5126	No	
West Liberty State College	Bridgett Dawson, Director	bdawson@westliberty.edu	PO Box #295, Route #88	West Liberty WV 26074	304-336-8018	No	
Wheeling Jesuit College	Office - Dean of Student Develop.	careers@wju.edu	316 Washington Avenue	Wheeling WV 26003	304-243-2350	No	

## -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.

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

We routinely give group tours of our facility, 2 Robinson Plaza, Suite 410, Pittsburgh, PA 15205 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: WOGG/WPKL – Forever Media, Inc, 2 Robinson Plaza, Suite 410, Pittsburgh, PA 15205. Attention: GSM or call 412-275-3393.

## **#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)

## **#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, 2017, a job fair was held at California University of Pennsylvania Convocation Center from 11am-2 pm. 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.