

EEO PUBLIC FILE REPORT

**WOGI (FM) – Moon Township, PA
WKPL (FM) – Ellwood City, PA
WOHI – East Liverpool, OH
WLYI (FM) – Burgettstown, PA**

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

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.

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

Sales Account Executives –1

ACTIVITY TO REPORT THIS PERIOD

The station interviewed a total 3 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

Email: careers@forevermediainc.com

phone: 412-275-339

ATTACHMENT A
FULL-TIME VACANCY EEO INFORMATION

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

RECRUITMENT 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 https://app.joinhandshake.com	31 E. Campus Drive	Bethany WV 26032	304-829-7395	No	0
California Univ of Pennsylvania	Rhonda Gifford, Director	gifford@calu.edu https://app.joinhandshake.com	250 University Avenue	California PA 15419	724-938-1510	No	0
CareerLink – Washington PA	C. North	cnorth@pa.gov	90 W. Chestnut Street, Suite 190 LL	Washington, PA 15301	724-223-4500	No	0
CCAC	Pamela Nichols (Boyce)	pnichols@ccac.edu	808 Ridge Avenue, Room SSC 110	Pittsburgh PA 15212	724-325-6770	No	0
CareerLink Centers-Beaver Falls, PA	James Mackin	jobtraining@jtbc.org	2103 Ninth Avenue	Beaver Falls, PA 15010	724-728-4860	No	0
Clarion University	Bill Bailey, Director	recruit@clarion.edu	419 Becht Hall, 840 Wood Street	Clarion PA 16214	814-393-2323	No	0
Duquesne University	Center for Career Development	careerservices@duq.edu https://app.joinhandshake.com	614 Duquesne Union	Pittsburgh PA 15282	412-396-6644	No	0
Eastern Gateway Comm College	Career Services Center	adaly@egcc.edu	400 Sunset Blvd.	Steubenville, OH 43952	740-266-9665	No	0
Forever Media Website Foreverpittsburgh.com	Andrea McCool	amccool@forevermediainc.com	2 Robinson Plaza, Suite 420	Robinson, PA 15205	412-275-3393	No	1
Forever Media ON-AIR RADIO STATIONS	General Manager, WOGI/WKPL/WOHI/ WLYI	careers@forevermediainc.com	2 Robinson Plaza, Suite 420	Robinson, PA 15205	412-275-3393	No	0
Internal Posting-Brownsville, PA	Joyce Nicolson	jnicolson@forevermediainc.co	123 Blaine Road	Brownsville PA 15417	724-938-2000	No	0

		m					
Internal Job Posting – Hollidaysburg, PA	Jody Downing	jdowning@forevermediainc.com	1 Forever Drive	Hollidaysburg, PA 16648	814-941-9800	No	0
Internal Job Posting – Johnstown, PA	Shelly Lovenduski	slovenduski@forevermediainc.com	109 Plaza Drive	Johnstown, PA 15905	814-255-4186	No	0
Internal Job Posting – State College, PA	Kiaia Cole Matthew Decker	Kcole@forevermediainc.com mdecker@forevermediainc.com	2551 Park Center Blvd.	State College, PA 16801	814-237-9800	No	0
Internal Job Posting – Meadville/Franklin, PA	Jill Hamilton	jhamilton@forevermediainc.com	900 Water St.	Meadville, PA 16335	814-724-1111	No	0
Internal Job Posting – New Castle, PA	Jill Hamilton	jhamilton@forevermediainc.com	219 Savannah Garden Road	New Castle, PA 16101	724-674-5502	No	0
Internal Job Posting – Pittsburgh, PA	Dottie McCartney	dmccartney@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	0
Internal Job Posting – York/Hanover, PA	Tammy Signor Rick Kennis	tsignor@forevermediainc.com rkennis@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	0
Internal Job Posting – Cumberland, MD	Jeanie McLaughlin Tim Martin	jmclaughlin@forevermediainc.com tmartin@forevermediainc.com	350 Byrd Avenue	Cumberland, MD 21502	301-722-6666	No	0
Internal Job Posting- Easton, MD	Lynn Moore	lmoore@forevermediainc.com	306 Port Street	Easton, MD 21601	410-822-3301	No	0
Internal Job Posting- Bellaire, OH	Annie Howell	ahowell@forevermediainc.com	56325 High Ridge Road	Bellaire, OH 43906	740-676-5661	No	0
Franciscan University of Steubenville	Dr. Dave Schaeffer	dschaefer@franciscan.edu https://app.joinhandshake.com	1235 University Boulevard	Steubenville OH 43952	740-284-5391	Yes	0
Indeed, Inc.	Customer Support	Indeed.com	177 Broad Street, 6 th Fl	Stamford CT 06901	888-746-9333	No	2
Media Association of Pittsburgh	Trisha Duffy	VPCommunication@mediapittsburgh.com	VPCommunication@Mediapittsburgh.com	Pittsburgh, PA	N/A	No	0
PA Association of Broadcasters	Gail Ponti	gponti@pab.org www.pab.org	208 North 3rd Street, Suite 105	Harrisburg, PA 17101	717-482-4820	No	0
Penn State - Fayette Campus	Steven Wilt	spw5026@psu.edu	2201 University Drive	LeMont Furnace PA 15456	724-430-4100	No	0
Pittsburgh Professional Women	Beth Caldwell	beth@pittsburghprofessionalwomen.com https://www.linkedin.com/groups/1658277/	N/A	N/A	412-202-6983	No	0
Pittsburgh Technical College	Career Services	careerservices@ptcollege.edu	1111 McKee Road	Oakdale PA 15071	412-809-5100	No	0

	Center						
Regional Economic Dev Assoc.	Service Rep	tmarking@redp.org	110 Main St. 3 rd Floor- P.O. Box 1029	Wheeling WV 26003	304-232-7722	No	0
Robert Morris University	Career & Professional Develop Ctr	careers@rmu.edu https://app.joinhandshake.com	6001 University Boulevard	Moon Twp, Pittsburgh PA 15108	412-397-6333	No	0
Washington & Jefferson College	Roberta Cross, Director	https://www.collegecentral.com	60 S. Lincoln Street	Washington PA 15301	724-229-5126	No	0
West Liberty State College	Bridgett Dawson, Director	bdawson@westliberty.edu	PO Box #295, Route #88	West Liberty WV 26074	304-336-8018	No	0
Wheeling Jesuit College	Office - Dean of Student Develop.	careers@wju.edu https://app.joinhandshake.com	316 Washington Avenue	Wheeling WV 26003	304-243-2350	No	0
OhioValleyHelpWanted.com	Eric Straus, President	Eric.straus@regionalhelpwanted .com	14 Moonstone Lane	Lagrangeville, NY 12540	800-365-8630	No	0
Walk-Ins, Employee/ Client Referrals	General Manager, WOGG/WPKL	careers@forevermediainc.com	123 Blaine Road	Brownsville PA 15417	724-938-2000	No	0

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Sales Account Executive

Recruitment Source That Referred the Hiree:

Indeed.com

Date Vacancy Opened: April 4, 2018

Total Number Hired:

1

Date Vacancy Filled: September 17, 2018

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	0
California Univ of Pennsylvania	Rhonda Gifford, Director	gifford@calu.edu	250 University Avenue	California PA 15419	724-938-1510	No	0
CCAC	Pamela Nichols (Boyce)	pnichols@ccac.edu	808 Ridge Avenue, Room SSC 110	Pittsburgh PA 15212	724-325-6770	No	0
CareerLink – Washington PA	C. North	cnorth@pa.gov	90 W. Chestnut Street, Suite 190 LL	Washington, PA 15301	724-223-4500	No	0
CareerLink Centers-Beaver Falls, PA	James Mackin	jobtraining@jtbc.org	2103 Ninth Avenue	Beaver Falls, PA 15010	724-728-4860	No	0
Clarion University	Bill Bailey, Director	recruit@clarion.edu	419 Becht Hall, 840 Wood Street	Clarion PA 16214	814-393-2323	No	0
Duquesne University	Center for Career Development	careerservices@duq.edu	614 Duquesne Union	Pittsburgh PA 15282	412-396-6644	No	0
Eastern Gateway Comm College	Career Services Center	adaly@egcc.edu	400 Sunset Blvd.	Steubenville, OH 43952	740-266-9665	No	0
Forever Media Website Foreverpittsburgh.com	Andrea McCool	amccool@forevermediainc.com	2 Robinson Plaza, Suite 420	Robinson, PA 15205	412-275-3393	No	1
Forever Media ON-AIR RADIO STATIONS	General Manager, WOGI/WKPL/WOHI/WLYI	careers@forevermediainc.com	2 Robinson Plaza, Suite 420	Robinson, PA 15205	412-275-3393	No	0
Internal Posting-Brownsville, PA	Joyce Nicolson	jnicolson@forevermediainc.co	123 Blaine Road	Brownsville PA 15417	724-938-2000	No	0

Internal Job Posting – Hollidaysburg, PA	Jody Downing	jdowning@forevermediainc.com careers@forevermediainc.com	1 Forever Drive	Hollidaysburg, PA 16648	814-941-9800	No	0
Internal Job Posting – Johnstown, PA	Shelly Lovenduski	slovenduski@forevermediainc.com	109 Plaza Drive	Johnstown, PA 15905	814-255-4186	No	0
Internal Job Posting – State College, PA	Kiaia Cole	Kcole@forevermediainc.com	2551 Park Center Blvd.	State College, PA 16801	814-237-9800	No	0
Internal Job Posting – Meadville/Franklin, PA	Jill Hamilton	jhamilton@forevermediainc.com	900 Water St.	Meadville, PA 16335	814-724-1111	No	0
Internal Job Posting – New Castle, PA	Jill Hamilton	jhamilton@forevermediainc.com	219 Savannah Garden Road	New Castle, PA 16101	724-674-5502	No	0
Internal Job Posting – Pittsburgh, PA	Dottie McCartney	dmccartney@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	No	0
Internal Job Posting – York/Hanover, PA	Tammy Signor	tsignor@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	No	0
Internal Job Posting – Cumberland, MD	Jeanie McLaughlin	jmclaughlin@forevermediainc.com careers@forevermediainc.com	350 Byrd Avenue	Cumberland, MD 21502	301-722-6666	No	0
Internal Job Posting- Easton, MD	Lynn Moore	lmoore@forevermediainc.com	306 Port Street	Easton, MD 21601	410-822-3301	No	0
Internal Job Posting- Bellaire, OH	Annie Howell	ahowell@forevermediainc.com	56325 High Ridge Road	Bellaire, OH 43906	740-676-5661	No	0
Franciscan University of Steubenville	Dr. Dave Schaeffer	dschaefer@franciscan.edu	1235 University Boulevard	Steubenville OH 43952	740-284-5391	Yes	0
Indeed, Inc.	Customer Support	Indeed.com	177 Broad Street, 6 th Fl	Stamford CT 06901	888-746-9333	No	2
Media Association of Pittsburgh	Trisha Duffy	VPCommunication@mediapittsburgh.com	VPCommunication@Mediapittsburgh.com	Pittsburgh, PA	N/A	No	0
PA Association of Broadcasters	Gail Ponti	gponti@pab.org	208 North 3rd Street, Suite 105	Harrisburg, PA 17101	717-482-4820	No	0
Penn State - Fayette Campus	Steven Wilt	spw5026@psu.edu	2201 University Drive	LeMont Furnace PA 15456	724-430-4100	No	0
Pittsburgh Professional Women	Beth Caldwell	beth@pittsburghprofessionalwomen.com	N/A	N/A	412-202-6983	No	0
Pittsburgh Technical College	Career Services Center	careerservices@ptcollege.edu	1111 McKee Road	Oakdale PA 15071	412-809-5100	No	0

Regional Economic Dev Assoc.	Service Rep	tmarking@redp.org	110 Main St. 3 rd Floor- P.O. Box 1029	Wheeling WV 26003	304-232-7722	No	0
Robert Morris University	Career & Professional Develop Ctr	careers@rmu.edu	6001 University Boulevard	Moon Twp, Pittsburgh PA 15108	412-397-6333	No	0
Washington & Jefferson College	Roberta Cross, Director	https://www.collegecentral.com	60 S. Lincoln Street	Washington PA 15301	724-229-5126	No	0
West Liberty State College	Bridgett Dawson, Director	bdawson@westliberty.edu	PO Box #295, Route #88	West Liberty WV 26074	304-336-8018	No	0
Wheeling Jesuit College	Office - Dean of Student Develop.	careers@wju.edu	316 Washington Avenue	Wheeling WV 26003	304-243-2350	No	0
OhioValleyHelpWanted.com	Eric Straus, President	Eric.straus@regionalhelpwanted .com	14 Moonstone Lane	Lagrangeville, NY 12540	800-365-8630	No	0
Walk-Ins, Employee/ Client Referrals	General Manager, WOGG/WPKL	careers@forevermediainc.com	123 Blaine Road	Brownsville PA 15417	724-938-2000	No	0

**-ATTACHMENT B-
OUTREACH ACTIVITIES**

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

#1 CONVENTIONS, JOB FAIRS, CAREER DAYS, CAREER FAIRS

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

JUNIATA COLLEGE CAREER DAY

February 22, 2019 from 11a.m. to 3 p.m.: Participation in the 2019 Juniata College Career Day event at Juniata College in Huntingdon, PA in the Kennedy Sports and Recreation Center. This event was designed to bring students together with employers and alumni from 120+ business, industry and public service in one convenient location and time to discuss student career options, internships and full-time employment opportunities. In attendance representing Forever Media Inc. was Bethany Hildebrand, Sales Assistant.

JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF COMMUNICATIONS

March 15, 2019 from 9 a.m. to 2 p.m.: Participation in the 2019 PSU College of Communications JobExpo, located in the HUB Robeson Center Alumni Hall at University Park, Pennsylvania. The Pennsylvania State University's College of Communications is the largest ACEEJMC accredited undergraduate communications program in the country. This Job Expo is designed for Penn State's top-notch advertising, public relations, film/video, journalism, media 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 2019 JobExpo Comm, we had access to over 5,000 students in attendance from Penn State. Representing Forever Media, Inc. was Scott Cohagan, General Manager and Tom Schmidt, Sales Manager.

CAREERLINK JOB FAIR

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

Stonick Recruitment & Retention Seminar, with Chris Stonick, was held on Thursday January 24, 2019 at the Pittsburgh Marriott, Cranberry Township, PA. This training session was held for clients and employers to help utilize radio in their recruitment and retention of employees.

Forever Media, Inc. sponsored and partnered with the Southpointe Chamber Trade Show on February 28, 2019 at the Printscape Arena, Canonsburg, PA. Forever Media – Brownsville General Sales Manager, David Pavlic, Forever Media – Pittsburgh General Sales Manager, Judy Vavrek and Forever Media – Wheeling General Sales Manager, David Hartle, attended and represented the Brownsville, Robinson and Wheeling markets at the trade show. They met with other local businesses and potential employees.

#2 FOREVER MEDIA, INC. HOSTED JOB FAIRS

Forever Media, Inc. hosted a Job Fair on Thursday, May 24, 2018 at the Park Inn by Radisson, Clarion PA. Our General Sales Manager, Cindy Grant, and Franklin sales staff attended the event to assist clients and accept resumes from potential job seekers.

Forever Media, Inc. hosted a Job Fair on Tuesday, April 24, 2018 at the Country Club, Meadville PA. Our General Sales Manager, Helen Powers, and Meadville sales staff attended the event to assist clients and accept resumes from potential job seekers.

Forever Media, Inc. hosted a Job Fair on Tuesday, September 18, 2018 at the Galleria Mall, Johnstown, PA 15904. The event featured over 30 local, regional and national companies offering information on employment opportunities in a variety of fields including health care, manufacturing, marketing, media and much more. Over 200 people attended this event. Representing Forever Media, Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

Forever Media, Inc. hosted a Job Fair on Tuesday, February 12, 2019 at the Galleria Mall, Johnstown, PA 15904. The event featured more than 25 local, regional and national companies offering information on employment opportunities in a variety of fields including health care, manufacturing, marketing, media and much more. Over 200 people attended this event. Representing Forever Media, Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

#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.

7 PATRICIPATION IN SCHOLARSHIP PROGRAM

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

#8 ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL:

The National Association of Broadcasters (NAB) held their Radio Show 2018 conference in Las Vegas, NV from April 7th through 12th, 2018. Forever's President, Lynn Deppen, representing all of the stations for Forever Media, Inc., was in attendance to learn more

about radio's new strategies and new platforms. The conference brought radio broadcasters and industry colleagues together to share knowledge, discover the latest innovations, network with industry leaders and explore creative business strategies for the digital age.

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

On August 19-21, 2018, Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Mackinac Island, Michigan. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. It also offered attendees the opportunity to network with other like-minded radio broadcast management. Speakers representing all of the stations for Forever Media at the meeting: Lynn Deppen, Michael Sherry, and Scott Cohagan.

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

October 1-2, 2018 Pennsylvania Association of Broadcasters held the 2018 Board of Directors Meeting in Hershey, PA. Presentations of broadcast innovations, programming and legal concerns. Altoona Market Manager Bobbi Castellucci attended the event representing all the stations for Forever Media, Inc.

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

The Account Executives, Sales Manager and General Manager attended the Stonick Recruitment & Retention Seminar, with Chris Stonick, on Thursday January 24, 2019 at the Pittsburgh Marriott, Cranberry Township, PA. Chris Stonick provided a training session to our sales staff after the seminar that we provided for clients.

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

On March 13, 2019, Mike Stevens conducted commercial training and reviewed the market's top 20 accounts and discussed ways to improve copy writing and commercial production.

Account Executives are provided with daily group sales meetings to further their understanding of sales, communication, marketing trends/opportunities and sales information. These morning meetings are usually led by the General Sales Manager or General Manager. When individual training is required, the Account Executives are assisted by the General Sales Manager and/or the General Manager.

Forever Media Corporate Program Director, Mike Stevens, conducts a bi-weekly telephone conference call with the Program Directors and General Managers to review, guide and train in order to help them succeed in their careers and the overall operation of the Radio Stations. These calls routinely include coaching and support from Forever Media President Lynn Deppen and Radio Consultant Joel Raab.

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

Forever Media incorporates an additional level of employee training with the ThinkZoom-P1Learning program. P1Learning provides on-line training and operations development solutions focused exclusively on the media industry. P1 provides selling techniques and concepts, tips, training, development leadership advice and legal compliance requirements to salespersons, human resources,

supervisors and management. All Forever Media employees have access to hundreds of interactive courses, tests and written materials on a variety of topics relevant to the industry.

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.

The station's General Manager, General Sales Manager and Account Executives routinely train on-line with the Radio Advertising Bureau. During this period, all have earned Radio Marketing Professional Certifications from the Radio Advertising Bureau. These educational and instructional courses are designed to improve our sales team's knowledge about radio and offers educational/instructional courses designed to improve management, daily operations and leadership of the Radio Stations.

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

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

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

#10 PARTICIPATION IN EDUCATIONAL EVENTS:

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

#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.

A total of four tours were provided for the clients of WIN Services, a branch of BCRC of Aliquippa.

To request a tour contact:
WOGI/WPKL/WLYI-

Forever Media, Inc.
2 Robinson Plaza
Suite 410
Pittsburgh, PA 15205
Attention: GSM

412-275-3393
jvavrek@forevermediainc.com