

**BROWNSVILLE, PA      ANNUAL EEO PUBLIC FILE REPORT**

|                              |   |  |  |
|------------------------------|---|--|--|
| <b>Facility ID</b>           | <b>Date Report Covers:</b><br>April 1, 2023- March 31, 2024                           | <b>Employer:</b><br>Forever Media, Inc.  | <b>Job Search to:</b><br>careers@forevermediainc.com   |
| <b>65709</b><br><b>33828</b> | <b>Stations, City of License:</b><br>WOGG-FM, Oliver, PA<br>WPKL-FM-<br>Uniontown, PA | <b>Employment Unit Address:</b><br>123 Blaine Road<br>Brownsville, PA 15417<br><b>On-Line Public File location:</b><br>www.foreverpittsburgh.com | <b>Contact Person, Title, email, phone number:</b><br>David Pavlic, RSM<br>dpavlic@forevermediainc.com<br>724-938-2000 |

This EEO Public File Report is filed in each Station’s online FCC Public File.

Employer is an equal opportunity employer and does not discriminate in the recruiting, hiring, training, or promotion of employees or, in its advertising practices by reason of race, color, religion, sex, or national origin. We engage in a continuing and evolving effort to seek out prospective applicants for employment. The Annual EEO Reports herein exemplify those agencies contacted. Those which requested to be contacted, are so noted. We have found these agencies to be suppliers of diverse and qualified employment candidates in our continuing outreach program to achieve dissemination of information to a broad section of the community. We periodically re-evaluate the recruitment process to enhance wide dissemination. As a result, we believe our overall package of recruiting initiatives has been successful over the past two reporting periods.

**Full-Time Vacancies Filled:**

| <b>Job Title</b>  | <b>Hire Date</b> | <b>Persons Hired</b> | <b>Persons Interviewed</b> | <b>Recruitment Sources Used from Master List</b>  | <b>Referring Source</b> |
|-------------------|------------------|----------------------|----------------------------|---|-------------------------|
| Account Executive | 9/20/23          | 1                    | 4                          | 1,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33 | 4                       |
| Account Executive | 1/22/24          | 1                    | 2                          | 1,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33 | 4                       |
| Total             |                  | 2                    | 6                          |   |                         |

**Full-Time Recruitment Sources Master List:**

| <b>Recruitment Source Number</b> | <b>Recruitment Source Name, Address, Phone, Contact, email, URL</b>   | <b>Source Requested Notification</b> | <b>Referrals from this source</b> |
|----------------------------------|---|--------------------------------------|-----------------------------------|
| 1                                | Forever Media Web<br>123 Blaine Road<br>Brownsville, PA 15417<br>Foreverpittsburgh.com  | No                                   | 1                                 |
| 2                                | Forever Media ON-AIR RADIO STATIONS<br>WOGG/WPKL<br>123 Blaine Road<br>Brownsville, PA 15417<br>724-938-2000<br>www.careers@forevermediainc.com                     | No                                   | 0                                 |
| 3                                | Walk-Ins, Employee/ Client Referrals/Other<br>David Pavlic, Sales Manager<br>123 Blain Road<br>Brownsville, PA 15417<br>724-938-2000<br>careers@forevermediainc.com | No                                   | 0                                 |
| 4                                | Indeed<br>177 Broad Street,6 <sup>th</sup> Floor, Stamford CT 06901<br>888-746-9333<br>Customer Support<br>www.indeed.com   | No                                   | 5                                 |
| 5                                | Linked In<br>www.linkedin.com   | No                                   | 0                                 |
| 6                                | PA Association of Broadcasters<br>Gail Ponti<br>208 North 3rd Street, Suite 105<br>Harrisburg, PA 17101<br>717-482-4820<br>www.pab.org                              |                                      | 0                                 |
| 7                                | Internal Job Posting-Cumberland<br>350 Byrd Avenue<br>Cumberland, MD 21502<br>Tim Martin<br>301-722-6666<br>tmartin@forevermediainc.com                             | No                                   | 0                                 |
| 8                                | Internal Job Posting- Easton<br>306 Port Street<br>Easton, MD 21601<br>Patti Tibbitt<br>410-822-3301<br>ptibbitt@forevermediainc.com                                | No                                   | 0                                 |
| 9                                | Internal Job Posting-Havre de Grace<br>707 Revolution Street<br>Havre de Grace, MD 21078<br>Doug Hall<br>866-664-1037<br>dhall@forevermediainc.com                  | No                                   | 0                                 |
| 10                               | Internal Posting-Brownsville<br>123 Blaine Road, Brownsville PA 15417<br>Joyce Nicholson  | No                                   | 0                                 |

Forever Media EEO Report Brownsville, PA 4-1-23 through 3-31-24

|           |  |     |   |
|-----------|--|-----|---|
|           | 724-938-2000<br>jnicholson@forevermediainc.com   |     |   |
| <b>11</b> | Internal Job Posting – Pittsburgh<br>2 Robinson Plaza, Suite 410<br>Pittsburgh, PA 15205<br>Dottie McCartney<br>412-275-3393<br>dmccartney@foreverpittsburgh.com | No  | 0 |
| <b>12</b> | Internal Job Posting – York/Hanover<br>275 Radio Road<br>Hanover, PA 17331<br>Tammy Signor<br>717-637-3831<br>tsignor@forevermediainc.com                        | No  | 0 |
| <b>13</b> | Internal Job Posting – Milford<br>1666 Blairs Pond Road<br>Milford, DE 19963<br>Nanci Black<br>302-422-7575<br>nblack@forevermediainc.com                        | No  | 0 |
| <b>14</b> | Internal Job Posting – Wilmington<br>2727 Shipley Road<br>Wilmington, DE 19810<br>Bobbi Jo Clifford<br>302-478-2700<br>bclifford@forevermediainc.com             | No  | 0 |
| <b>15</b> | Bethany College<br>John E. Osborne<br>31 E. Campus Drive<br>Bethany WV 26032<br>304-829-7395<br>josborne@bethanywv.edu   | No  | 0 |
| <b>16</b> | CareerLink – Washington PA<br>C. North<br>90 W. Chestnut Street, Suite 190 LL<br>Washington, PA 15301<br>724-223-4500<br>cnorth@pa.gov                           | No  | 0 |
| <b>17</b> | CareerLink Centers-Beaver Falls, PA<br>James Mackin<br>2103 Ninth Avenue<br>Beaver Falls, PA 15010<br>724-728-4860<br>jobtraining@jtbc.org                       | No  | 0 |
| <b>18</b> | CCAC<br>Pamela Nichols (Boyce)<br>808 Ridge Avenue, Room SSC 110<br>Pittsburgh PA 15212<br>724-325-6770<br>pnichols@ccac.edu                                     | No  | 0 |
| <b>19</b> | Eastern Gateway Comm College<br>Career Services Center<br>400 Sunset Blvd.<br>Steubenville, OH 43952<br>740-266-9665<br>adaly@egcc.edu                           | No  | 0 |
| <b>20</b> | Edison Local Schools<br>Leah Eft   | Yes | 0 |

Forever Media EEO Report Brownsville, PA 4-1-23 through 3-31-24

|    |  |    |   |
|----|--|----|---|
|    | Career Pathways Coach<br>Leah.eft@edisonwildcats.org<br>740-765-4313 x 106   |    |   |
| 21 | Media Association of Pittsburgh<br>Trisha Duffy<br>Pittsburgh, PA<br>VPCommunication@mediaPittsburgh.com   | No | 0 |
| 22 | Penn State - Fayette Campus<br>Brittany Will<br>2201 University Drive<br>LeMont Furnace PA 15456<br>724-430-4100<br>Bmw6394@psu.edu  | No | 0 |
| 23 | Pittsburgh Technical College<br>Career Services Center<br>1111 McKee Road<br>Oakdale PA 15071<br>412-809-5100<br>careerservices@ptcollege.edu  | No | 0 |
| 24 | Regional Economic Dev Assoc.<br>Service Rep<br>110 Main St. 3 <sup>rd</sup> Floor-P.O. Box 1029<br>Wheeling WV 26003<br>304-232-7722<br>tmarking@redp.org  | No | 0 |
| 25 | West Liberty State College<br>Christopher McPherson, Director<br>PO Box #295, Route #88<br>West Liberty WV 26074<br>304-336-8018<br>christopher.mcpherson@westliberty.edu<br>lsdc@westliberty.edu                        | No | 0 |
| 26 | Franciscan University of Steubenville<br>Dr. Dave Schaeffer<br>1235 University Boulevard<br>Steubenville OH 43952<br>740-284-5391<br><a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>           | No | 0 |
| 27 | Geneva College<br>3200 College Avenue<br>Beaver Falls, PA 15010<br>721-846-5100<br><a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>   | No | 0 |
| 28 | Indiana University of Pennsylvania<br>1101 South Drive<br>Indiana, PA 15705<br>724-357-2100<br><a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>   | No | 0 |
| 29 | PennWest<br>California Univ of Pennsylvania, Clarion University and<br>Edinboro University<br><a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>  | No | 0 |
| 30 | Robert Morris University<br>Career & Professional Develop Ctr<br>6001 University Boulevard<br>Moon Twp, Pittsburgh PA 15108<br>412-397-6333<br><a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a> |    | 0 |

Forever Media EEO Report Brownsville, PA 4-1-23 through 3-31-24

|           |  |              |          |
|-----------|--|--------------|----------|
| <b>31</b> | Slippery Rock University<br>1 Morrow Way<br>Slippery Rock, PA 16057<br>800-778-9111<br><a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>   | No           | 0        |
| <b>32</b> | University of Pittsburgh<br>4200 Fifth Avenue<br>Pittsburgh, PA 15260<br>412-624-4141<br><a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>   | No           | 0        |
| <b>33</b> | Youngstown State University<br>1 University Plaza<br>Youngstown, OH 44555<br>330-941-3000<br><a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>                                     | No           | 0        |
| <b>34</b> | All Access<br>24955 Pacific Coast Highway, C303<br>Malibu CA 90265<br><a href="http://www.allaccess.com">www.allaccess.com</a><br>(Programming only)   | No           | 0        |
| <b>35</b> | Country Aircheck<br>Monta Vaden<br>941 18 <sup>th</sup> Avenue, 2 <sup>nd</sup> Floor<br>Nashville, TN 37212<br><a href="http://www.countryaircheck.com">www.countryaircheck.com</a><br>(Programming only) | No           | 0        |
| <b>36</b> | Radio Online<br><a href="http://www.radioonline.com">www.radioonline.com</a><br>(Programming only)   | No           | 0        |
| <b>37</b> | Joel Rabb<br>668 Woodbourne Road<br>Suite 202<br>Langhorne, PA 19047<br>215-750-6868<br><a href="http://www.joeraab.com">www.joeraab.com</a><br>(Programming only. Ended 12/31/23.)                        | No           | 0        |
| <b>38</b> | TBC Holdings LLC<br><a href="http://tbcholdingsllc.com">tbcholdingsllc.com</a><br>Cameron McDowell<br>724-513-6663   | No           | 0        |
|           |  | <b>Total</b> | <b>6</b> |

**Outreach Activities List:**

Forever Media EEO Report Brownsville, PA 4-1-23 through 3-31-24

| Outreach Number | Date      | Recruitment Initiative                               | Description   | Participants  |
|-----------------|-----------|--|---|---|
| 1               | 9/12/2023 | #1 Conventions, Job Fairs, Career Days, Career Fairs | <p><b>PA CareerLink Greene County Resource &amp; Career Fair on Tuesday, September 12, 2023 from 10am-2pm.</b></p> <p><i>Forever Media-Brownsville/Pittsburgh (WOGG-FM/WOGH-FM/WOGI-FM/WKPL-FM/WPKL-FM) participated in the PA CareerLink Greene County Resource &amp; Career Fair on Tuesday, September 12, 2023 from 10am-2pm at 200 Greene Plaza; Waynesburg, PA 15370. The event featured open discussion, information on employment and career opportunities from 19 vendors in a variety of fields. These included childcare &amp; tutoring services, county government, education (colleges, universities &amp; trade schools), employment services, energy (coal, gas &amp; oil), law enforcement &amp; rehabilitation, media, senior care facilities &amp; services, and transportation.</i></p> <p><i>Information on current employment opportunities with Forever Media Inc. was offered to attendees.</i></p> | Amanda Syner, Sales Assistant represented Forever Media, Inc. |
| 2               | 10/25/23  | #1 Conventions, Job Fairs, Career Days, Career Fairs | <b>Frostburg State University Virtual Career and Internship Fair.</b> Engaged with students and alumni seeking employment opportunities.  | Diane Fetty represented all of the Forever Media stations.    |
| 3               | 11/2/23   | #1 Conventions, Job Fairs, Career Days, Career Fairs | <b>University of Delaware's 2023 Communications, Marketing and Media Career Meetup.</b> Engaged with students and alumni seeking full-time, part-time and seasonal career opportunities and career advice relating to advertising, branding, communications, graphic design, public relations and media.  | Diane Fetty represented all of the Forever Media stations.    |
| 4               | 3/26/24   | #1 Conventions, Job Fairs, Career Days, Career Fairs | <b>Point Park University</b><br>The SAEM Career Fair will take place in Lawrence Hall on Point Park's downtown Pittsburgh campus. The fair will offer a great opportunity for employers to recruit and network with SAEM students and a variety of other students in majors that fit well with the current or future internship and job openings you are promoting  | David Pavlic, GSM<br>Melissa Kasula/AE                        |
| 5               | 3/27/24   | #1 Conventions, Job Fairs, Career Days, Career Fairs | <b>Frostburg State University Virtual Career and Internship Fair.</b> Engaged with students and alumni seeking employment opportunities.  | Diane Fetty represented all of the Forever Media stations.    |
| 6               | Ongoing   | #2 Hosted Job Fairs                                  | <b>FOREVER MEDIA</b> hosts an on-going job fair on its website <a href="http://www.forevermediainc.com">www.forevermediainc.com</a> where applicants have an opportunity to view  | Diane Fetty, CHRD   |

Forever Media EEO Report Brownsville, PA 4-1-23 through 3-31-24

|    |            |   |  |  |
|----|------------|---|--|--|
|    |            |   | open positions, by market, and submit a resume.  |  |
| 7  | 12/5/23    | #2 Hosted Job Fairs   | Forever Media in Brownsville, PA hosted an in-house job fair   | David Pavlic, GSM and staff                            |
| 8  | Ongoing    | #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. 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. | None this period                                       |
| 9  | 4/12/23    | #8 Establishment of Training Programs for Station Personnel | Webinar: Jacobs Media Techsurvey 2023  | Mike Stevens, Corporate Program Director               |
| 10 | 4/13/23    | #8 Establishment of Training Programs for Station Personnel | Ally or Enemy Ally or Enemy? How RadioGPT™ will Transform Radio. Description: Daniel Anstandig, founder and CEO of Futuri, discusses AI and RadioGPT™ with Andreas Sannemann of Benztown and Ken Benson of P1 Media Group. Host(s): Global Radio Ideas, Ken Benson, Andreas Sannemann, Daniel Anstandig.   | Mike Stevens, Corporate Program Director               |
| 11 | 4/20/23    | #8 Establishment of Training Programs for Station Personnel | CRS 360 Webinar- The Lifecycle of a Song   | Mike Stevens, Corporate Program Director               |
| 12 | 5/4-5/5/23 | #8 Establishment of Training Programs for Station Personnel | Pennsylvania Association of Broadcasters held an in-person annual Board of Directors meeting at the Harrisburg Hilton.   | Mike Sherry, VP of Sales; Dave Davies, General Manager |
| 13 | 5/10/23    | #8 Establishment of Training Programs for Station Personnel | Ask Me Anything In our third <b>Ask Me Anything (AMA) Webinar</b> , consultants Jay Nachlis and Meghan Campbell will discuss music testing. In this fast-paced 15-minute webinar moderated by Client Services Director Kimberly Bryant, Jay and Meghan will  | Mike Stevens, Corporate Program Director               |

Forever Media EEO Report Brownsville, PA 4-1-23 through 3-31-24

|    |         |   |  |  |
|----|---------|---|--|--|
|    |         |   | <p>answer your questions about music testing for radio stations, including:</p> <ul style="list-style-type: none"> <li>• Why conducting perceptual research before a music test is so valuable</li> <li>• How to select which songs to test</li> <li>• What are Fit and Compatibility and why do they matter?</li> <li>• Why accurate sound coding is essential for a successful music test</li> </ul>   |  |
| 14 | 5/11/23 | #8 Establishment of Training Programs for Station Personnel | Edison Research Moms and Media Webinar   | Mike Stevens, Corporate Program Director                           |
| 15 | 5/18/23 | #8 Establishment of Training Programs for Station Personnel | How you replace Scott Shannon, Lessons from an iconic New York PD. Description: Global Radio Ideas with Jim Ryan. Host(s): Global Radio Ideas, Ken Benson, Andreas Sannemann, Jim Ryan   | Mike Stevens, Corporate Program Director                           |
| 16 | 6/7/23  | #8 Establishment of Training Programs for Station Personnel | Ask Me anything Episode 4 – Qualitative Research In this fast-paced 15-minute webinar moderated by Client Services Director Kimberly Bryant, Jay and Meghan will answer your questions about qualitative research, including: What’s the difference between qualitative and quantitative research? When should I use qualitative research and when should I use quantitative research? What are the benefits of pairing qualitative and quantitative and what order they should be in? What are the benefits of an online discussion group vs. a traditional focus group and vice versa? What is an IDI? What are some themes we’ve seen from qualitative research in the past year? | Mike Stevens, Corporate Program Director                           |
| 17 | 6/8/23  | #8 Establishment of Training Programs for Station Personnel | Westwood One Advisory Board Call   | Lynn Deppen, President<br>Mike Stevens, Corporate Program Director |
| 18 | 6/21/23 | #8 Establishment of Training Programs for Station Personnel | Ok Boomer A Conversation with Gen Z Description: Gen-Z personalities and programmers compare notes with experienced industry veterans, to better understand how to connect and appeal to the next generation of audio consumers, employees, and co-workers in 2023 and beyond.   | Mike Stevens, Corporate Program Director                           |
| 19 | 6/27/23 | #8 Establishment of Training Programs for Station Personnel | Copywriting Webinar A free 30-minute webinar on Wednesday, June 7 at 1p ET on <i>Radio Ink’s</i> Facebook page about copywriting   | Mike Stevens, Corporate Program Director                           |
| 20 | 7/12/23 | #8 Establishment of Training Programs for Station           | Ask Me Anything - Episode 5: Personality/Show Research In our fourth Ask Me Anything (AMA)   | Mike Stevens, Corporate Program Director                           |



Forever Media EEO Report Brownsville, PA 4-1-23 through 3-31-24

|    |                   |   |   |  |
|----|-------------------|---|---|--|
|    |                   | Personnel   | <p>Webinar, consultants Jay Nachlis and Meghan Campbell answered questions related to qualitative research.</p> <p>In our next fast-paced 15-minute webinar moderated by Client Services Director Kimberly Bryant, Jay and Meghan will answer your questions about personality/show research, including: What are some of the best ways to measure the appeal of personalities and shows? How long should you wait before including a personality or show in a study? What are some of the most important things you can learn from personality research? Are there any personalities you shouldn't include in research?</p>  |  |
| 21 | 8/16/23           | #8 Establishment of Training Programs for Station Personnel | <p>Ask Me Anything - Episode 6: The Image Pyramid</p> <p>The Coleman Insights Image Pyramid is the foundation of the insights we provide to our clients. The Image Pyramid states that a radio station's ratings performance is largely based on the relatively simple images that listeners possess of that station.</p> <p>In our sixth Ask Me Anything webinar moderated by Client Services Director Kimberly Bryant, consultants Jay Nachlis and Meghan Campbell will answer your questions about the Image Pyramid and the layers that comprise it, such as:</p> <p>Why is a station's Base Music or Talk position the most important layer of the Image Pyramid?</p> <p>Why isn't Personality the most important layer?</p> <p>What are some challenges you see with some stations' Image Pyramids?</p> <p>What's an example of a great radio station's Image Pyramid?</p> <p>Does the Image Pyramid only apply to radio, or can it apply to other media?</p> | Mike Stevens, Corporate Program Director |
| 22 | 9/13/23           | #8 Establishment of Training Programs for Station Personnel | AQ5: Radio Talent in the AI Era   | Mike Stevens, Corporate Program Director |
| 23 | 9/28/23 & 9/29/23 | #8 Establishment of Training Programs for Station Personnel | Pennsylvania Association of Broadcasters held an in-person annual Board of Directors meeting at the Omni Hotel in Pittsburgh, PA.   | Mike Sherry, VP of Sales                 |
| 24 | 10/12/23          | #8 Establishment of Training Programs for Station Personnel | <p>Checking in on the World's First AI presenter – Is this Radio's future.</p> <p>Description: How Dylan Salisbury created the world's first AI radio presenter and what it means for</p>   | Mike Stevens, Corporate Program Director |

Forever Media EEO Report Brownsville, PA 4-1-23 through 3-31-24

|    |          |   |   |  |
|----|----------|---|---|--|
|    |          |   | broadcasters. Host(s): Global Radio Ideas, Ken Benson, Andreas Sannemann, Dylan Salisbury.  |  |
| 25 | 10/18/23 | #8 Establishment of Training Programs for Station Personnel | AM Mike Stevens held a webinar with Program Directors from Westwood One and the Program Directors using Westwood One products.  | Mike Stevens, Corporate Program Director                           |
| 26 | 10/25/23 | #8 Establishment of Training Programs for Station Personnel | Scary Research Stories - Description: Just in time for Halloween, our next Coleman Insights Ask Me Anything will delve into some of the things that haunt our dreams...err..nightmares. While you can be sure we'll offer valuable treats in this AMA, pay attention to the tricks...as we share some of the scariest things, we see in research that you'll want to avoid. If the ratings ghosts keep you up at night and it feels like you're just spinning your wheels, don't worry pumpkin! Just ask us "witch" way to use research to escape the dungeon. It's not magic. It's a Coleman Insights Ask Me Anything event. | Mike Stevens, Corporate Program Director                           |
| 27 | 11/9/23  | #8 Establishment of Training Programs for Station Personnel | The Spoken Word Audio Report from NPR and Edison Research   | Mike Stevens, Corporate Program Director                           |
| 28 | 11/29/23 | #8 Establishment of Training Programs for Station Personnel | Political Advertising Compliance Refresher Webinar – PAB and Michigan State Broadcasters  | Mike Stevens, Corporate Program Director                           |
| 29 | 11/29/23 | #8 Establishment of Training Programs for Station Personnel | FCC Political Broadcasting Requirements – Getting Ready for 2024 Webinar highlighting the issues in political broadcasting.   | Managers and GSMS  |
| 30 | 12/11/23 | #8 Establishment of Training Programs for Station Personnel | Westwood One Advisory Board   | Lynn Deppen, President<br>Mike Stevens, Corporate Program Director |
| 31 | 12/13/23 | #8 Establishment of Training Programs for Station Personnel | Top 10 Findings from 2023 from Edison Research Description: It's here at last! Throughout the year, we contemplate numerous findings from our custom studies as well as our syndicated datasets, carefully selecting those deemed list-worthy. This 30-minute webinar will showcase top findings on audio, podcasts, radio, exit polls, and more, presented by the researchers who worked on the projects.  | Lynn Deppen, President<br>Mike Stevens, Corporate Program Director |
| 32 | 12/23/23 | #8 Establishment of Training Programs for Station Personnel | Top 10 Findings from 2023 from Edison Research Description: It's here at last! Throughout the year, we contemplate numerous findings from our custom studies as well as our syndicated datasets, carefully selecting those deemed list-worthy. This 30-minute   | Mike Stevens, Corporate Program Director                           |

Forever Media EEO Report Brownsville, PA 4-1-23 through 3-31-24

|    |                           |   |   |   |
|----|---------------------------|---|---|---|
|    |                           |   | webinar will showcase top findings on audio, podcasts, radio, exit polls, and more, presented by the researchers who worked on the projects.  |   |
| 33 | 1/10/24                   | #8 Establishment of Training Programs for Station Personnel | Luminate: Year End Music Webinar<br>Description: 2023 Year-End Music Webinar where members of our expert insights team will talk through Luminate's 2023 Year-End Music Report, giving context to the data that highlights some of the industry's biggest trends over the past year.  | Mike Stevens, Corporate Program Director                                  |
| 34 | 1/17/24                   | #8 Establishment of Training Programs for Station Personnel | RAB Live Presentation - Key Takeaways from CES 2024, the Consumer Electronics Show  | Mike Stevens, Corporate Program Director                                  |
| 35 | 1/24/24                   | #8 Establishment of Training Programs for Station Personnel | Rising Above is a day-and-a-half live virtual training event designed to teach, coach, inspire and motivate attendees to rise above the challenges of today's sales and management environment.   | David Pavlic, GSM   |
| 36 | 1/25/24                   | #8 Establishment of Training Programs for Station Personnel | Rising Above is a day-and-a-half live virtual training event designed to teach, coach, inspire and motivate attendees to rise above the challenges of today's sales and management environment.   | Sales Team/Brownsville and Robinson locations                             |
| 37 | 2/15/24                   | #8 Establishment of Training Programs for Station Personnel | AI's Role, Impact and Future on Local Broadcasting: A Conversation with the NAB Sam Matheny Chief Technology Officer, NAB. With the meteoric rise in AI, what do broadcasters need to know about what's on the horizon. In this session, the NAB will define AI, what technologies are available to enhance local broadcasts, and tips to avoid potential pitfalls. | Mike Stevens, Corporate Program Director                                  |
| 38 | 2/28/24, 2/29/24 & 3/1/24 | #8 Establishment of Training Programs for Station Personnel | Country Radio Seminar (CRS), a three-day educational event held on February 28 – March 1, 2024, at the Omni in Nashville, TN, gathers key business leaders in various radio and music industry fields, featuring presentations on best business practices, emerging technology, personal career development, and new music showcases.                               | Mike Stevens, David Davies, Nancy Gleason, Jeremy Mulder and Scott Donato |
| 39 | Weekly                    | #8 Establishment of Training Programs for Station Personnel | The sales staff in the Brownsville and Robinson locations take part in weekly training through P-1 Learning's 10 Minute Trainer Course  | David Pavlic, GSM Robinson and Brownsville Sales Staff                    |
| 40 | Bi-Monthly                | #8 Establishment of Training Programs for Station Personnel | Forever Media Corporate Program Director, Mike Stevens, conducts a bi-monthly 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  | Program Directors and GMs with Mike Stevens                               |

Forever Media EEO Report Brownsville, PA 4-1-23 through 3-31-24

|    |                        |   |  |  |
|----|------------------------|---|--|--|
|    |                        |   | include coaching and support from Forever Media President Lynn Deppen.   |  |
| 41 | Weekly                 | #8 Establishment of Training Programs for Station Personnel | A weekly telephone conference call is held on Thursdays at 10:31 am with Production Directors and copywriters, who are divided into group, to share ideas for commercials and promos.  | Production Directors and Copywriters                   |
| 42 | Weekly                 | #8 Establishment of Training Programs for Station Personnel | A weekly telephone conference call is held on Tuesdays at 10:31 am with the programming air staff, who are divided into group, to share ideas on air content.  | Programming Staff                                      |
| 43 | Occasionally           | #8 Establishment of Training Programs for Station Personnel | Mike Stevens will occasionally share a webinar or presentation to programming and/or production directors and copywriters as they are held by consultants and other broadcast organizations.   | Programming/Production Staff                           |
| 44 | Daily                  | #8 Establishment of Training Programs for Station Personnel | 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.   | Sales Staff  |
| 45 | Monthly                | #8 Establishment of Training Programs for Station Personnel | Forever Media Corporate Program Director, Mike Stevens conducts a monthly telephone conference call with Production Directors and Copy Writers to guide, and train in order to help them succeed in their careers, as well as share ideas and talk about trends in copy writing and production. These calls include coaching and support from Mike.  | Production Directors and Copywriters with Mike Stevens |
| 46 | Monthly                | #8 Establishment of Training Programs for Station Personnel | Forever Media makes available Monarch Solutions to the Sales Department. Monarch 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. | All Management and sales staff                         |
| 47 | Annually and upon hire | #8 Establishment of Training Programs for Station Personnel | Forever Media supports and has a commitment to the principles of equal employment opportunity and intends to provide a work environment free from unlawful discrimination of any kind. In keeping with this commitment, upon   | All Employees  |

Forever Media EEO Report Brownsville, PA 4-1-23 through 3-31-24

|    |         |   |   |   |
|----|---------|---|---|---|
|    |         |   | hire, all new employees are put through Sexual Harassment training and every employee trained annually.   |   |
| 48 | Ongoing | #8 Establishment of Training Programs for Station Personnel   | 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. | All Employees   |
| 49 | Weekly  | #8 Establishment of Training Programs for Station Personnel   | 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.                                    | VP of Sales, GM's, GSM's, Sales Staff, Market Managers  |
| 50 | Ongoing | #8 Establishment of Training Programs for Station Personnel   | 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.  | Sales Staff   |
| 51 | Ongoing | #8 Establishment of Training Programs for Station Personnel   | 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).  | GM's, GSM's   |
| 52 | Ongoing | #8 – Establishment of Training Programs for Station Personnel | Forever Media makes available Marketron. Marketron offers a web-based media-specific software platform that enables the traffic departments, production departments, and business   | Traffic Staff, Programming Staff, and Business Managers |

Forever Media EEO Report Brownsville, PA 4-1-23 through 3-31-24

|    |              |   |   |                                |
|----|--------------|---|---|--------------------------------|
|    |              |   | 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.   |                                |
| 53 | Ongoing      | #8 Establishment of Training Programs for Station Personnel | 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.  | Sales Staff                    |
| 54 | Weekly       | #8 Establishment of Training Programs for Station Personnel | Establishment of Digital sales products. Marketron offers a web-based digital-specific software platform that enables the sales, sales management to provide digital products to our clients. Training is ongoing and is incorporated into their weekly sales training sessions.  | All Management and Sales Staff |
| 55 | Upon Request | #16 Radio Station Group Tours                               | We routinely give group tours of our facility, 123 Blaine Road, Brownsville, PA 15417 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. 123 Blaine Road, Brownsville, PA 15417, Attention: GSM or call 724-938-2000 | David Pavlic, GSM              |