

Robinson, PA ANNUAL EEO PUBLIC FILE REPORT

Facility ID	Date Report Covers: April 1, 2023- March 31, 2024	Employer: Forever Media, Inc.	Job Search to: careers@forevermediainc.com
13711	Stations, City of License: WOGI (FM), Moon Township, PA	Employment Unit Address: 2 Robinson Plaza, Suite 410 Pittsburgh, PA 15025	Contact Person, Title, email, phone number: David Pavlic, LSM
24999	WKPL (FM), Ellwood City, PA	On-Line Public File location: www.foreverpittsburgh.com	dpavlic@forevermediainc.com
13710	WOHI, East Liverpool, OH		412-275-3393
65408	WOGH (FM), Burgettstown, PA		

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

Forever Media and its affiliates and their Radio Station(s) do not and shall not discriminate, in any manner on the basis of race, ethnicity, religion, gender, or age respecting their recruiting, employment or advertising practices. 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:

Job Title	Hire Date	Persons Hired	Persons Interviewed	Recruitment Sources Used from Master List	Referring Source
AE	5/16/23, 5/16/23	2	7	1,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33,38	3
AE	12/11/23	1	1	1,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33,38	1
Total		3	8		

Full-Time Recruitment Sources Master List:

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

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

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	Career Pathways Coach Leah.eft@edisonwildcats.org 740-765-4313 x 106		
21	Media Association of Pittsburgh Trisha Duffy Pittsburgh, PA VPCommunication@mediaPittsburgh.com	No	0
22	Penn State - Fayette Campus Brittany Will 2201 University Drive LeMont Furnace PA 15456 724-430-4100 Bmw6394@psu.edu	No	0
23	Pittsburgh Technical College Career Services Center 1111 McKee Road Oakdale PA 15071 412-809-5100 careerservices@ptcollege.edu	No	0
24	Regional Economic Dev Assoc. Service Rep 110 Main St. 3 rd Floor-P.O. Box 1029 Wheeling WV 26003 304-232-7722 tmarking@redp.org	No	0
25	West Liberty State College Christopher McPherson, Director PO Box #295, Route #88 West Liberty WV 26074 304-336-8018 christopher.mcpherson@westliberty.edu lsdc@westliberty.edu	No	0
26	Franciscan University of Steubenville Dr. Dave Schaeffer 1235 University Boulevard Steubenville OH 43952 740-284-5391 https://app.joinhandshake.com	No	0
27	Geneva College 3200 College Avenue Beaver Falls, PA 15010 721-846-5100 https://app.joinhandshake.com	No	0
28	Indiana University of Pennsylvania 1101 South Drive Indiana, PA 15705 724-357-2100 https://app.joinhandshake.com	No	0
29	PennWest California Univ of Pennsylvania, Clarion University and Edinboro University https://app.joinhandshake.com	No	0
30	Slippery Rock University 1 Morrow Way Slippery Rock, PA 16057 800-778-9111 https://app.joinhandshake.com	No	0
31	University of Pittsburgh	No	0

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	4200 Fifth Avenue Pittsburgh, PA 15260 412-624-4141 https://app.joinhandshake.com		
32	Youngstown State University 1 University Plaza Youngstown, OH 44555 330-941-3000 https://app.joinhandshake.com	No	0
33	All Access 24955 Pacific Coast Highway, C303 Malibu CA 90265 www.allaccess.com (Programming only)	No	0
34	Country Aircheck Monta Vaden 941 18 th Avenue, 2 nd Floor Nashville, TN 37212 www.countryaircheck.com (Programming only)	No	0
35	Radio Online www.radioonline.com (Programming only)	No	0
36	Joel Rabb 668 Woodbourne Road Suite 202 Langhorne, PA 19047 215-750-6868 www.joeraab.com (Programming only)	No	0
37	TBC Holdings LLC tbcholdingsllc.com Cameron McDowell 724-513-6663	No	6
		Total	8

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	9/12/2023	#1 Conventions, Job Fairs, Career Days, Career Fairs	<p>PA CareerLink Greene County Resource & Career Fair on Tuesday, September 12, 2023 from 10am-2pm.</p> <p><i>Forever Media-Brownsville/Pittsburgh (WOGG-FM/WOGH-FM/WOGL-FM/WKPL-FM/WPKL-FM) participated in the PA CareerLink Greene County Resource & 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 & tutoring services, county government, education (colleges, universities & trade schools), employment services, energy (coal, gas & oil), law enforcement & rehabilitation, media, senior care facilities & 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	Frostburg State University Virtual Career and Internship Fair. 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	University of Delaware's 2023 Communications, Marketing and Media Career Meetup. 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	Point Park University 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 & Melissa Kasula/AE
5	3/27/24	#1 Conventions, Job Fairs, Career Days, Career Fairs	Frostburg State University Virtual Career and Internship Fair. Engaged with students and alumni seeking employment opportunities.	Diane Fetty represented all of the Forever Media stations.

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6	Ongoing	#2 Hosted Job Fairs	FOREVER MEDIA hosts an on-going job fair on its website www.forevermediainc.com where applicants have an opportunity to view open positions, by market, and submit a resume.	Diane Fetty, CHRD
7	12/12/23	#2 Hosted Job Fairs	Forever Media in Robinson Twp. 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	Ask Me Anything In our third Ask Me Anything (AMA) Webinar , consultants Jay Nachlis and Meghan Campbell will	Mike Stevens, Corporate Program Director

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		Personnel	<p>discuss music testing.</p> <p>In this fast-paced 15-minute webinar moderated by Client Services Director Kimberly Bryant, Jay and Meghan will answer your questions about music testing for radio stations, including:</p> <ul style="list-style-type: none"> • Why conducting perceptual research before a music test is so valuable. • How to select which songs to test • What are Fit and Compatibility and why do they matter? <p>Why accurate sound coding is essential for a successful music test</p>	
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 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

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20	7/12/23	#8 Establishment of Training Programs for Station Personnel	<p>Ask Me Anything - Episode 5: Personality/Show Research</p> <p>In our fourth Ask Me Anything (AMA) 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>	Mike Stevens, Corporate Program Director
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: Why is a station's Base Music or Talk position the most important layer of the Image Pyramid? Why isn't Personality the most important layer? What are some challenges you see with some stations' Image Pyramids? What's an example of a great radio station's Image Pyramid? 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	<p>Checking in on the World's First AI presenter – Is this Radio's future.</p> <p>Description: How Dylan Salisbury</p>	Mike Stevens, Corporate Program Director

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		Personnel	created the world’s first AI radio presenter and what it means for 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 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 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	Mike Stevens, Corporate Program Director

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			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.	
33	1/10/24	#8 Establishment of Training Programs for Station Personnel	Luminate: Year End Music Webinar 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	Program Directors and GMs with Mike Stevens

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			careers and the overall operation of the Radio Stations. These calls routinely 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	All Employees

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			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.	
48	Ongoing	#8 Establishment of Training Programs for Station Personnel	Forever Media incorporates an additional level of employee training with the ThinkZoom-P1 Learning program. P1 Learning 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	Forever Media makes available Marketron. Marketron offers a web-based media-specific software platform	Traffic Staff, Programming Staff, and Business Managers

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		Station Personnel	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.	
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, 2 Robinson Plaza, Suite 410, 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: Forever Media, Inc. 2 Robinson Plaza, Suite 410, Pittsburgh, PA 15205 Attention: GM or call 412-275-3396	David Pavlic, GSM