

ANNUAL EEO PUBLIC FILE REPORT

Facility ID	Date Report Covers: April 1, 2019 – March 31, 2020	Employer: Forever Media, Inc.	Job Search to: careers@forevermediainc.com
67131	Stations, City of License: WGTY (FM) - Gettysburg, PA	Employment Unit Addresses: 275 Radio Road Hanover, PA 17331	Contact Person, Title, email, phone number: David Davies, GM ddavies@forevermediainc.com 717-637-3831
54608	WYCR (FM) – York/Hanover, PA	440 Rebecca Street Lebanon, PA 17046	
54607	WHVR (AM) – Hanover, PA	On-Line Public File Location:	
67132	WGET (AM) – Gettysburg, PA	www.foreveryork.com	
36878	WVY (FM) – Lebanon, PA	www.wlbrradio.com	
36874	WLBR (AM) – Lebanon, PA		

This EEO Public File Report is filed in each Station’s public inspection file.

Employer 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. This report reflects 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.

Employer periodically re-evaluates the recruitment sources list for wide dissemination of vacancies.

Full-Time Vacancies Filled:

Job Title	Hire Date	Persons Hired	Persons Interviewed	Recruitment Sources Used from Master List	Referring Source
Account Executive	5/1/19	1	8	1,2,3,4,5,6,7,8,9,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33,34,35	2
Account Executive	8/19/19	1	2	1,2,3,4,5,6,7,8,9,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33,34,35	3

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Administrative Sales Assistant	11/21/19	1	4	1,2,3,4,5,6,7,8,9,11,12,13,14,15,16, 17,18,19,20,21,22,23,24,25,26,27,28, 29,30,31,32,33,34,35	4
Account Executive	12/2/19	2	6	1,2,3,4,5,6,7,8,9,11,12,13,14,15,16, 17,18,19,20,21,22,23,24,25,26,27,28, 29,30,31,32,33,34,35,36	3, 4
Account Executive	2/10/20 3/9/20 and 3/16/20	3	3	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16, 19,20,21,22,23,24,25,26,27,28,29, 30, 31,32,33,34,35	1, 3, 5
Graphic Designer / Administrative Sales Assistant	3/2/20	1	9	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16, 19,20,21,22,23,24,25,26,27,28, 29,30,31,32,33,34,35	24

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 - Website Tammy Signor 275 Radio Road Hanover, PA 17331 717-637-3831 tsignor@forevermediainc.com www.foreveryork.com	No	1
2	Forever Media - On-Air Recruitment WGTY/WYCR/WHVR/WGET/WQIC/WLBR Tammy Signor 275 Radio Road Hanover, PA 17331 717-637-3831 tsignor@forevermediainc.com	No	5
3	Forever Media - Walk-Ins, Client Referrals, Other Tammy Signor 275 Radio Road Hanover, PA 17331 717-637-3831 tsignor@forevermediainc.com	No	5
4	Forever Media – Referral from Current Employee Tammy Signor 275 Radio Road Hanover, PA 17331 717-637-3831 tsignor@forevermediainc.com	No	7
5	Forever Media – Internal Posting – Altoona Jody Downing One Forever Drive Hollidaysburg, PA 16648 814-941-9800 jdowning@forevermediainc.com	No	1
6	Forever Media – Internal Posting – Brownsville Joyce Nicholson 123 Blaine Road Brownsville, PA 15417 724-938-2000 jnicholson@forevermediainc.com	No	0
7	Forever Media – Internal Posting – Cumberland Jeanie McLaughlin	No	0

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	350 Byrd Avenue Cumberland, MD 21502 301-722-6666 jmclaughlin@forevermediainc.com		
8	Forever Media – Internal Posting – Havre de Grace Stacie Monz 707 Revolution Street Havre de Grace, MD 21078 866-664-1037 stacie.monz@forevermediainc.com	No	0
9	Forever Media – Internal Posting – Johnstown Shelly Lovenduski 109 Plaza Drive Johnstown, PA 15905 814-255-4186 slovenduski@forevermediainc.com	No	0
10	Forever Media – Internal Posting – Lebanon Bryan Smith 440 Rebecca Street Lebanon, PA 17046 717-272-7651 bsmith@forevermediainc.com * added 1/2/20	No	0
11	Forever Media – Internal Posting – Meadville/Franklin Jill Hamilton 900 Water St. Meadville, PA 16335 814-724-1111 jhamilton@forevermediainc.com	No	0
12	Forever Media – Internal Posting – Midshore Lynn Moore 306 Port Street Easton, MD 21601 410-822-3301 lmoore@forevermediainc.com	No	0
13	Forever Media – Internal Posting – Milford Sandra Gay 1666 Blairs Pond Road Milford, DE 19963 302-422-7575 sgay@forevermediainc.com	No	0
14	Forever Media – Internal Posting – Pittsburgh Dottie McCartney 2 Robinson Plaza Suite 410 Pittsburgh, PA 15205 412-275-3393	No	0

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	dmccartney@forevermediainc.com		
15	Forever Media – Internal Posting – Sharon Jill Hamilton 87 Stambaugh Ave, Suite 3 Sharon, PA 16146 724-308-7208 jhamilton@forevermediainc.com	No	0
16	Forever Media – Internal Posting – State College Cristin Dadant 2551 Park Ctr Blvd State College, PA 16801 814-237-9800 cdadant@forevermediainc.com	No	0
17	Forever Media – Internal Posting – Wheeling Annie Howell 56325 High Ridge Road Bellaire, OH 43906 740-676-5661 ahowell@forevermediainc.com	No	0
18	Forever Media – Internal Posting – Wilmington Susan Datilio 2727 Shipley Road Wilmington, DE 19810 302-478-2700, 302-660-3446 sdatilio@forevermediainc.com	No	0
19	All Access Music Group Joel Denver 24955 Pacific Coast Highway, C303 Malibu, CA 90265 310-457-6616	No	0
20	American Broadcasting School Michelle McConnell 4511 SE 29 th Street Oklahoma City, OK 73115 405-672-6511 michelle@radioschool.com	Yes	0
21	Dickinson College Heather Champion Tammy Heberlig 28 N. College St P.O. Box 1773 Carlisle, PA 17013 717-245-1706, 717-245-1069 championh@dickinson.edu heberlit@dickinson.edu	No	0
22	First Saint John’s Lutheran Church Rev. James Driskell	Yes	0

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	140 West King Street York, PA 17403 717-386-3698 bm2driskell@aol.com		
23	Harrisburg Area Community College Howard Alexander 731 Old Harrisburg Rd Gettysburg, PA 17325 717-339-3576 halexand@hacc.edu	Yes	0
24	Indeed 6433 Champion Grandview Way, Building 1 Austin, TX 78750 www.indeed.com 800-475-7361, 800-430-6935	No	13
25	Lebanon Valley College Sarah Bartz 101 North College Ave Annville, PA 17003 717-867-6381, 717-867-6560 bartz@lvc.edu	No	0
26	Messiah College Abby Book One College Avenue Mechanicsburg, PA 17055 717-691-6016 abook@messiah.edu	Yes	0
27	Mount St. Mary's University Matthew Pouss 16300 Old Emmitsburg Road Emmitsburg, MD 21727 301-447-5630, 301-447-5202 career-center@msmary.edu, pouss@msmary.edu	No	0
28	Office of Vocational Rehabilitation Jameson Collins Brenda Bowersox Cindy Capresecc 2550 Kingston Road Suite 101 York, PA 17402 717-771-4407 jamescolli@pa.gov brbowersox@pa.gov ccapresecc@pa.gov	Yes	0
29	PAB – Pennsylvania Association of Broadcasters Gail Ponti	No	0

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	208 North 3 rd Street Suite 105 Harrisburg, PA 17101 717-482-4820 gponti@pab.org		
30	Pennsylvania State University – Mont Alto Patty Gochenauer 1 Campus Drive Mont Alto, PA 17237 717-749-6104 pmgoch@psu.edu	Yes	0
31	Pennsylvania State University – York Leigh Ann Fry 1031 Edgecomb Ave York, PA 17403 717-771-4053 lnm5048@psu.edu	No	0
32	Shippensburg University Victoria Kerr Buchbauer 1871 Old Main Drive Shippensburg, PA 17257 717-477-1484 career@ship.edu	Yes	0
33	United Way of York County Anne Druck 880 East King Street York, PA 17403 717-771-3806, 717-771-3800 drucka@unitedway-york.org	Yes	0
34	York College of Pennsylvania Jennaca Brooks 441 Country Club Rd York, PA 17403 717-815-1908 careerdevelopment@ycp.edu	No	0
35	York County Economic Alliance Sully Pinos 144 Roosevelt Avenue York, PA 17401 717-848-4000 spinos@ycea-pa.org	No	0
36	LinkedIn – Dave Davies Account 1000 West Maude Avenue Sunnyvale, CA 94085 650-687-3600	No	0
		Total	32

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	4/3/19	#1 – Conventions, Job Fairs, Career Days, Career Fairs	Millersville University, 40 Dilworth Road, Millersville, PA. 1:00 p.m. to 2:00 p.m., Participant spoke to students in the Broadcast Media Sales Class. Topics included were How to Close More Radio Sales, Money Motivation, and Careers in Broadcast Radio Sales.	Dave Davies (General Manager)
2	5/9/19	#1 – Conventions, Job Fairs, Career Days, Career Fairs	Conewago Valley Intermediate School, 1757 Hundred Rd, New Oxford, PA. 9:00 a.m. to 10:10 a.m., Participant met with two groups of 5 th grade students and discussed aspects of his part as Production Director in the role of radio station operation. Topics included: An overview of creating radio commercials, combining words with sounds to create images in the mind (Theater of the Mind), and a group exercise in crafting their own 30-second radio spot, “read” by an “announcer” (himself) at the end. The students were able to participate in the process together as a group and seemed to enjoy the opportunity to have their opinions heard.	Eric Weiss (Production Director)
3	5/16/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	Forever Media-Brownsville participated in a Job Fair presented by the Greater Connellsville Chamber of Commerce. The event featured 20 local and regional companies offering information on employment opportunities in a variety of fields. Information on all current employment opportunities with Forever Media, Inc. was offered to attendees.	David Pavlic represented all of the stations of Forever Media.
4	10/29/19	#1 – Conventions, Job Fairs, Career Days, Career Fairs	Forever Media participated in the Job and Networking Fair at the Community College of Allegheny County.	Diane Fetty, CHRD, represented all of the stations of Forever Media.
5	2/28/20	#1 – Conventions, Job Fairs, Career Days, Career Fairs	Juniata College Career Day. Participation in the 2020 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	Bethany Hildebrand represented all of the Forever stations.

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			and time to discuss student career options, internships and full-time employment opportunities.	
6	3/20/20	#1 – Conventions, Job Fairs, Career Days, Career Fairs	<u>JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF COMMUNICATIONS</u> Participation in the 2020 PSU College of Communications Virtual JobExpo. 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 covering the entire mid-Atlantic region. By participating in the 2020 Virtual JobExpo Comm, we had access to over 5,000 students from Penn State. Penn State University changed its job fair to a virtual event in light of the Covid-19 situation in the country at this time.	Diane Fetty, CHRD, Forever Media.
7	None this period	#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. Students may work with the Program Director, Business Manager, Chief Engineer, Sales Manager or the General Manager to fulfill their internship. Promotional interns. They help develop, plan, implement, and recap ways to market and promote the station group. They attend Live On Locations for the radio network and help promote the event.	n/a

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8	7/8/19 through 7/17/19	#7 – Participation 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 8 th through July 17 th , 2019. Commercials aired on WGTY(FM), WYCR(FM), WGET(AM) and WHVR(AM) encouraged interested students to apply to attend the Institute. Digital display ads promoting the Institute were also placed on: www.forevermediainc.com www.foreveryork.com	Dave Davies, General Manager
9	Ongoing	#8 – Establishment of Training Programs for Station Personnel	The station's General Manager, General Sales Manager, Local Sales Managers, 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
10	Ongoing	#8 – Establishment of Training Programs for Station Personnel	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.	Sales Staff
11	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 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.	Sales Staff, Traffic Staff, Programming Staff and Business Manager
12	Ongoing	#8 – Establishment of Training Programs for	Forever Media makes available Nielsen. Nielsen offers platform training for the sales department. Training tools for all	Sales Staff

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		Station Personnel	aspects are provided and available within this program including a monthly calendar of training sessions.	
13	Annually and Newly Hired	#8 – Establishment of Training Programs for Station Personnel	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.	All Employees
14	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
15	Ongoing	#8 – Establishment of Training Programs for Station Personnel	Account Executives are provided with weekly group sales meetings to further their understanding of sales, communication, marketing trends/opportunities and sales information. These 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, Local Sales Managers, and/or the General Manager.	Sales Staff
16	Ongoing	#8 – Establishment of Training Programs for Station Personnel	Forever Media General Managers schedule weekly 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	Sales Staff

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			work, career, or professional development.	
17	Ongoing	#8 – Establishment of Training Programs for Station Personnel	Forever Media Corporate Program Director, Mike Stevens, conducts a bi-weekly telephone conference call with the Program Directors 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.	Program Directors
18	05/05/19 and 05/06/19	#8 – Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2019 Board of Directors Meeting in Hershey, PA. Presentations of broadcast innovations, programming and legal concerns.	Mike Sherry, VP of Sales, Bobbi Castellucci, Dave Davies, General Managers
19	5/17/19 and 6/28/19	#8 – Establishment of Training Programs for Station Personnel	Commercial training and review of the market's top 20 accounts and discussed ways to improve copy writing and commercial production.	Eric Weiss, Production Director
20	8/25/19 through 8/27/19	#8 – Establishment of Training Programs for Station Personnel	Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in the Gaylord Opryland Hotel in Nashville, TN. 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.	Lynn Deppen, President, Mike Sherry, VP of Sales, William Vernon, General Manager
21	9/12/19 and 9/13/19	#8 – Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held a Board of Directors Meeting in Philadelphia, PA. Presentations of broadcast innovations, programming and legal concerns.	Dave Davies (General Manager)
22	10/20/19 and 10/22/19	#8 – Establishment of Training Programs for Station Personnel	Managers and Owners convened at the Wyndham Garden in York, PA for a three-day Forever Media Leadership Retreat. The scheduled seminar events covered multiple topics dealing with programming, sales, business, traffic and new technology. Managers and Owners attended and several presenters/guests at this event offered much opportunity for education, career development and networking.	Managers and Owners
23	12/12/19 and 12/13/19	#8 – Establishment of Training Programs for	Pennsylvania Association of Broadcasters held the 2019 Board of Directors Meeting in Bedford Springs, PA. Presentations of	Mike Sherry, VP Sales, Bobbi Castellucci,

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		Station Personnel	broadcast innovations, programming and legal concerns.	General Manager
24	2/23/20 thru 2/25/20	#8 – Establishment of Training Programs for Station Personnel	Forever Media Manager/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in San Diego, 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.	Michael Sherry, VP of Sales, Donald Alt, Owner.
25	5/2/19	#10 – Participation in Educational Events	Forever Media Inc, 275 Radio Road, Hanover, PA. 2:00 p.m. to 3:00 p.m., Participant led a one-hour interview with a York College Sophomore. The student's task was to interview a professional working in Mass Communication and complete a report on his findings. During the interview, student took a tour of the facility with a brief introduction with Dave Davies (General Manager)	Eric Weiss (Production Director)
26	7/8/19 through 7/17/19	#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 determination to get into the business. Scholarships for the institute are available. The event was held on Bloomsburg University campus. Digital ads promoting the Institute were also placed on: www.forevermediainc.com and www.foreveryork.com	Bobbi Castellucci, Lynn Deppen, Dave Davies, Dan Dzikowski, Alyssa Keith, Scott Cohagan, Mike Stevens
27	10/17/19	#10 – Participation in Educational Events	York College, 441 Country Club Road, York, PA. Presented to the Media Sales Class. Presented a client proposal covering the steps for the entire process. It included prospecting client, the needs analysis, and then building the proposal to delivery. This shows what we have to	Cortney Shupe (Local Sales Manager)

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			offer. Gave an overview of the Account Executives daily role and what makes a successful sales rep. Students had an opportunity to ask questions.	
28	2/11/20	#10 – Participation in Educational Events	York College, 441 Country Club Road, York, PA. Presented a real-world perspective on creative writing for broadcast radio to the Broadcast Writing Class. Gave an overview of the job as a Production Director, and how to approach the writing process. Gave the students elements of what makes an effective commercial; there was an exercise in the use of sound to enhance the spoken word; and a group brainstorming and writing exercise with the class participating in the writing process. The goal was to complete a :30 radio spot. The class’s current assignment was to craft a :60 radio spot for a car dealership and the discussed applications of these principles to that assignment. Session closed with a question and answer period.	Eric Weiss (Production Director)
29	3/11/20	#10 – Participation in Educational Events	20 th Annual Adams County Career Fair. Guest speaker for 10 th grade students. Gave a broad overview of the radio industry with focus on sales.	Cortney Shupe (Local Sales Manager)
30	Upon Request	#16 – Radio Station Group Tours	We routinely give group tours of our facility, 275 Radio Road, Hanover, PA 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: WGET/WGTY/WYCR/WHVR, 275 Radio Road, Hanover, PA 17331. Attn:	General Public

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			GM or call 717-637-3831. ddavies@forevermediainc.com	
	8/13/19	Tour Given	Tour to <i>Jessica & Friends Community Pathway Hanover Services</i> . The tour took place from 10:00am – 11:00am and discussed production process, on-air studios/practices and how the broadcast happens.	3 children and 1 adult, Brooke Wilson (Administrative Sales Assistant)
	10/28/19	Tour Given	Tour given to an individual interested in a career in the radio industry. The tour included the programming department, production studios, how commercials are created, how automation runs, described positions, saw the engineering room which included how audio is processed and transmitted to the tower sites, ended with an account executive overview.	Brooke Wilson (Administrative Sales Assistant)