

State College, PA ANNUAL EEO PUBLIC FILE REPORT

Facility ID:	Date Report Covers: April 1, 2020 - March 31, 2021	Employer: Forever Media, Inc.	Job Search to: careers@forevermediainc.com
6025	Stations, City of License: WMAJ (FM) 93.7, Boalsburg, PA	Employment Unit Address: 2551 Park Center Blvd. State College, PA	Contact Person, Title, email, phone number: Andrew Kreiser, GM akreiser@forevermediainc.com 814-237-9800
48926	WAPY (FM) 103.1, State College, PA	On-Line Public File location: www.foreverstatecollege.com	
3956	WBUS (FM) 99.5, Centre Hall, PA		
48923	WQWK 1450, State College, PA		
64849	WRSC 1390, State College, PA		
1057	WFGE (FM) 101.1, State College, PA		

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 sonoted. 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	Recruitment Source

Full-Time Recruitment Sources Master List:

Recruitment Source Number	Recruitment Source Name, Address, Phone, Contact, email, URL	Source Requested Notification	Referrals Interviewed
1	On Air Recruitment Forever Stations – WBUS(FM), WQWK, WAPY(FM), WRSC, WMAJ(FM), WFGE(FM) 2551 Park Center Blvd., State College, PA 16801 814-237-9800 Andrew Kreiser akreiser@forevermediainc.com	No	0
2	Forever Media Station Website WBUS(FM), WAPY(FM), WMAJ(FM), WRSC, WQWK, WFGE(FM) 2551 Park Center Blvd., State College, PA 16801 814-237-9800 www.foreverstatecollege.com Andrew Kreiser akreiser@forevermediainc.com	No	0
3	Online Streaming Ads – WBUS(FM), WAPY(FM), WRSC, WMAJ(FM), WFGE(FM) 2551 Park Center Blvd., State College, PA 16801 814-237-9800 Andrew Kreiser akreiser@forevermediainc.com	No	0
4	Forever Media Corporate Website www.forevermediainc.com One Forever Drive, Hollidaysburg, PA 16648 814-237-9800 Andrew Kreiser akreiser@forevermediainc.com	No	0
5	Referral Friend/Family 814-237-9800 Andrew Kreiser akreiser@forevermediainc.com	No	0
6	Referral Employee 814-237-9800 Andrew Kreiser akreiser@forevermediainc.com	No	0
7	Career Link of Centre County 240 Match Factory Place, Bellefonte, PA 16823 David Myers 814-272-5465 davidmyer@pa.gov	No	0
8	PA Association of Broadcasters 208 N. 3 rd St. Suite 105 Harrisburg, PA 17101 717-482-4820 Gail Ponti	No	0
9	South Hills School of Business & Technology 480 Waupelani Drive, State College, PA 16801 814-234-7755 Lora Beamenderfer lbeamenderfer@southhills.edu	No	0
10	Bellefonte Intervalley Chamber of Commerce 320 West High Street, Bellefonte, PA 16823 814-355-2917	No	0

Forever Media EEO Report State College PA 4-1-20 through 3-31-21 FINAL

	Gary Hoover contact@bellefontechamber.org		
11	Penn State Career Services Employment Relations 101 Bank of America, Career Services Center University Park, PA 16802 814-865-4625 Katrena Keeler kqb4@psu.edu	No	0
12	Lock Haven University Communication Media Department 127 Russell Hall, Lock Haven, PA 17745 570-484-2181 Cortney Force cforce@lockhaven.edu	No	0
13	Pennsylvania State University College of Continuing Education 121 Outreach Building, University Park, PA 16802 814-865-4700 Heather Decker had3@psu.edu	No	0
14	Career Builder.com Centre Daily Times P.O. Box 89, State College, PA 16801 866-438-1485 employment@centredaily.com	No	0
15	Indeed.com 177 Broad Street, 6 th Floor, Stamford, CT 06901 203-328-2691 Online Post	No	0
16	Penn State College of Communications – Job Expo 208-D Carnegie Building University Park, PA 16802 814-863-4674 Bob Martin rpm163@psu.edu	No	0
17	Penn State Altoona 3000 Ivyside Park, Altoona, PA 16601 814-949-5000 Nicole McCloskey nbr100@psu.edu	No	0
18	Chamber of Business & Industry of Centre County 131 S. Fraser St. State College, PA 16801 814-234-1829 Nichole Yatta nyatta@cbicc.org	No	0
19	State College Young Professionals PO Box Lemont 53, Lemont, PA 16851 814-865-5453 Candice Bradley scyp@scyoungpros.com	No	0
20	Nittany Lion Career Network psu.scm.symplicity.com/employers Online Post	No	0
21	Internal Posting Forever Media State College 2551 Park Center Blvd., State College, PA 16801 814-237-9800	No	0

Forever Media EEO Report State College PA 4-1-20 through 3-31-21 FINAL

	Andrew Kreiser akreiser@forevermediainc.com		
22	Internal Posting Forever Media NWPA 900 Water Street, Meadville, PA 16335 814-724-1111 Jill Hamilton jhamilton@forevermediainc.com	No	0
23	Internal Posting Forever Media Johnstown 109 Plaza Drive, Suite 2, Johnstown, PA 15905 814-255-4186 Shelly Lovenduski slovenduski@forevermediainc.com	No	0
24	Internal Posting Forever Media Altoona One Forever Drive, Hollidaysburg, PA 16648 814-941-9800 Jody Downing jdowning@forevermediainc.com	No	0
25	Internal Posting Forever Media New Castle 87 Stambaugh Avenue, Suite 3, Sharon, PA 16146 724-654-5502 Jill Hamilton jhamilton@forevermediainc.com	No	0
26	Internal Posting Forever Media Franklin 1243 Liberty Street, Suite 501, Franklin, PA 16323 814-432-2188 Jill Hamilton jhamilton@forevermediainc.com	No	0
27	Internal Posting Forever Media Cumberland 350 Byrd Avenue, Cumberland, MD 21502 301-722-6666 Jeanie McLaughlin jmclaughlin@forevermediainc.com	No	0
28	Internal Posting Forever Media York 275 Radio Road, Hanover, PA 17331 717-637-3831 Tammy Signor tsignor@forevermediainc.com	No	0
29	Internal Posting Forever Media Wheeling 56325 High Ridge Road, Bellaire, OH 43906 740-676-5661 Judy Vavrek jvavrek@forevermediainc.com	No	0
30	Internal Posting Forever Media Midshore 306 Port Street, Easton, MD 21601 410-822-3301 Lynn Moore lmoore@forevermediainc.com	No	0
31	Internal Posting Forever Media Robinson 2 Robinson Plaza, Suite 410, Pittsburgh, PA 15202 412-275-3393 Dottie McCartney dmccartney@forevermediainc.com	No	0
32	Internal Posting Forever Media Brownsville 123 Blaine Road, Brownsville, PA 15417	No	0

Forever Media EEO Report State College PA 4-1-20 through 3-31-21 FINAL

	724-938-2000 Joyce Nicholson jnicholson@forevermediainc.com		
033	Internal Job Posting-Havre de Grace 707 Revolution Street Havre de Grace, MD 21078 866-664-1037 Nick Brino nbrino@forevermediainc.com	No	0
34	Internal Job Posting – Milford 1666 Blairs Pond Road Milford, DE 19963 302-422-7575 Sandra Gay sgay@forevermediainc.com	No	0
35	Internal Job Posting – Wilmington 2727 Shipley Road Wilmington, DE 19810 302-478-2700 Bobbi Jo Clifford bclifford@forevermediainc.com	No	0
36	Internal Job Posting – Lebanon, PA 440 Rebecca Street Lebanon, PA 17046 717-272-7651 Tammy Signor tsignor@forevermediainc.com	No	0 0
		Total	0

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	04/15/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	Shippensburg University's Career, Mentoring and Professional Development Center offered the Career CUB Take Over 2020 Spring Career & Internship Fair. This virtual fair was held on April 15, 2020 from 10:30 a.m. to 2 p.m. through the Ship Career Connection Symplicity link.	Courtney Paul-Wessner, Jill Hamilton, Judy Vavrek, Andy Kreiser, David Pavlic, Bethany Hildebrand, Mark Schollenberger, Don Dalesio, Michael Vennare, Tammy Signor who represented all Forever Media Stations.
2	05/21/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	Shippensburg University's Career, Mentoring and Professional Development Center held the Raider Graduate Virtual Job Fair on May 21, 2020, 2020 from 3 p.m. to 5 p.m. through the Ship Career Connection Symplicity link.	Diane Fetty, CHR represented all of the Forever Media stations
3	10/14/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	All Majors: Fall 2020 Virtual Job & Internship Fair. As college students and employers both face uncertainty with the economy and job market, Dickinson College, Gettysburg College, and Mount St. Mary's University are partnering to bring you two unique opportunities to virtually connect with 7,000+ students across three schools this fall.	Diane Fetty, CHR represented all of the Forever Media stations
4	11/12/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	Keystone Virtual Fall 2020 Grad, Internship & Career Fair. Meet and network with Keystone Students and Alumni.	Diane Fetty, CHR represented all of the Forever Media stations
5	11/18/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	Career Link and Fayette Chamber Virtual Career Expo. The Fayette Business Education Partnership, PA CareerLink Fayette and the Fayette Chamber of Commerce are partnering together for the Virtual Career Expo! The Expo will be open for High School Students to visit with local employers and speak to them about the kind of employment opportunities they have available.	Diane Fetty, CHR represented all of the Forever Media stations
6	12/2/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	Virtual Fall Career Fair-Colleges of Business, Technology, Arts and Sciences. Meet and network with WilmU Student and Alumni.	Diane Fetty, CHR represented all of the Forever Media stations
7	2/17/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Robert Morris University 2021 Spring Career and Student Engagement Fair- Meet and network with RMU students and Alumni.	Diane Fetty, CHR represented all of the Forever Media stations
8	2/19/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>22nd ANNUAL JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF</u>	2/19/21

Forever Media EEO Report State College PA 4-1-20 through 3-31-21 FINAL

			<p>COMMUNICATIONS Participation in the 2021 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.</p>	
9	2/24/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	<p>Maryland and Pennsylvania Liberal Arts Career Fair -Institutions include Gettysburg College, Goucher College, Hood College, McDaniel College, Mount St. Mary's University, Muhlenberg College, Notre Dame of Maryland University, St. John's College, Ursinus College, and Washington College. Employers had an opportunity to meet and talk with 19,300+ students from 10 liberal arts institutions!</p>	Diane Fetty, CHRD represented all of the Forever Media stations
10	2/25/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	<p>The University of Maryland Eastern Shore Career and Professional Development Center - Spring 2021 Virtual Career Fair. Employers had the advantage of this unique opportunity to meet virtually with motivated and talented individuals. Many students are seeking employment opportunities and internships.</p>	Diane Fetty, CHRD represented all of the Forever Media stations
11	2/26/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	<p>Juniata College Career Day 2021 Participation in the 2021 Juniata College Career Day virtual event. This event was designed to bring students together with employers and alumni from 120+ business, industry and public service to discuss student career options, internships and full-time employment opportunities.</p>	Diane Fetty, CHRD represented all of the Forever Media stations
12	05/20/20 and ongoing	#2 Hosted Job Fairs	<p>FOREVER MEDIA hosts an on-going job fair on its website www.forevermediainc.com where</p>	Diane Fetty, CHRD

Forever Media EEO Report State College PA 4-1-20 through 3-31-21 FINAL

			applicants have an opportunity to view open positions, by market, and submit a resume.	
13	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. 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.	
14	06/22/2020	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held a virtual meeting. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of Sales
15	9/23/2020	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2020 Board of Directors Meeting virtually. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of Sales
16	9/28/20 through 9/29/20	#8 Establishment of Training Programs for Station Personnel	Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference virtually.	Mike Sherry, VP of Sales, Diane Fetty, CHRD
17	12/10/2020	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2020 Board of Directors Meeting virtually. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of Sales
18	2/22/21 and 2/23/21	#8 Establishment of Training Programs for Station Personnel	Forever Media Manager/owner attended the AIMS (Association of Independent Metropolitan Stations) virtually. This two-day conference presented discussions regarding the radio business and new opportunities and problem solving.	Lynn Deppen, President and Mike Sherry, VP of Sales
19	3/9/21 through 3/11/21	#8 Establishment of Training Programs for Station Personnel	RSC Sound Software conducted training for Program Directors on the music selector product called GSelector.	Program Directors Altoona, Johnstown, Meadville, Pittsburgh, Brownsville, State College, York, PA;

Forever Media EEO Report State College PA 4-1-20 through 3-31-21 FINAL

				Wilmington, DE; and Cumberland, MD
20	3/24/21	#8 Establishment of Training Programs for Station Personnel	The Pennsylvania Association of Broadcasters sponsored a webinar by David Oxenford-Staying on Top of Your Broadcast FCC EEO Obligations even while social distancing.	Laura Specht, Sales Assistant
21	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
22	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 include coaching and support from Forever Media President Lynn Deppen and Radio Consultant Joel Raab.	Program Directors and GMs with Mike Stevens
23	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 me.	Production Directors and Copywriters with Mike Stevens
24	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
25	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
26	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
27	Ongoing	#8 Establishment of Training Programs for	Forever Media makes available Matrix Solutions to the Sales Department. Matrix offers a web-based media-specific	All Management and sales staff

Forever Media EEO Report State College PA 4-1-20 through 3-31-21 FINAL

		Station Personnel	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.	
28	Annually and upon hire	#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
29	Weekly	#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
30	Ongoing	#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
31	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	Sales Staff

Forever Media EEO Report State College PA 4-1-20 through 3-31-21 FINAL

			educational/instructional courses designed to improve management, daily operations and leadership of the Radio Stations.	
32	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.	Traffic Staff, Programming Staff, and Business Managers
33	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
34	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
35	Upon Request	#16 Radio Station Group Tours	We routinely give group tours of our facility, 2551 Park Center Blvd., State College, 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: Forever Media, Inc. 2551 Park Center Blvd., State College, PA Attention: GM or call 814-237-9800	