

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
67131 54608 54607 67132 36878 36874	Stations, City of License: WGTY (FM) - Gettysburg, PA WYCR (FM) – York/Hanover, PA WHVR (AM) – Hanover, PA WGET (AM) – Gettysburg, PA WFVY (FM) – Lebanon, PA WLBR (AM) – Lebanon, PA	Employment Unit Addresses: 275 Radio Road Hanover, PA 17331 440 Rebecca Street Lebanon, PA 17046 On-Line Public File Location: www.foreveryork.com www.foreverlebanonvalley.com	Contact Person, Title, email, phone number: David Davies, GM ddavies@forevermediainc.com 717-637-3831

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

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; www.foreverlebanonvalley.com	No	0
2	Forever Media - On-Air Recruitment WGTY/WYCR/WHVR/WGET/WFVY/WLBR Tammy Signor 275 Radio Road Hanover, PA 17331 717-637-3831 tsignor@forevermediainc.com	No	1
3	Forever Media - Walk-Ins, Client Referrals, Other Tammy Signor 275 Radio Road Hanover, PA 17331 717-637-3831 tsignor@forevermediainc.com	No	1
4	Forever Media – Referral from Current Employee Tammy Signor 275 Radio Road Hanover, PA 17331 717-637-3831 tsignor@forevermediainc.com	No	1
5	Forever Media – Internal Posting – Altoona Jody Downing One Forever Drive Hollidaysburg, PA 16648 814-941-9800 jdowning@forevermediainc.com	No	0
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	No	0

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	Jeanie McLaughlin 350 Byrd Avenue Cumberland, MD 21502 301-722-6666 jmclaughlin@forevermediainc.com		
8	Forever Media – Internal Posting – Havre de Grace Nick Brino 707 Revolution Street Havre de Grace, MD 21078 866-664-1037 nbrino@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 John Tuscano 440 Rebecca Street Lebanon, PA 17046 717-272-7651 jtuscano@forevermediainc.com	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 dmccartney@forevermediainc.com	No	0

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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 Laura Specht 2551 Park Ctr Blvd State College, PA 16801 814-237-9800 businesssc@forevermediainc.com	No	0
17	Forever Media – Internal Posting – Wheeling Judy Vavrek 56325 High Ridge Road Bellaire, OH 43906 740-676-5661 jvavrek@forevermediainc.com	No	0
18	Forever Media – Internal Posting – Wilmington Bobbi Jo Clifford 2727 Shipley Road Wilmington, DE 19810 302-478-2700, 302-660-3446 bclifford@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 140 West King Street	Yes	0

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	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	0
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 Brenda Bowersox 2550 Kingston Road Suite 101 York, PA 17402 717-771-4407 brbowersox@pa.gov	Yes	0
29	PAB – Pennsylvania Association of Broadcasters Gail Ponti 208 North 3 rd Street Suite 105 Harrisburg, PA 17101 717-482-4820 gponti@pab.org	No	0

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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
		Total	3

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 from 3 p.m. to 5 p.m. through the Ship Career Connection Symplicity link.	Diane Fetty, CHRD 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, CHRD 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, CHRD represented all of the Forever Media stations.
5	11/18/20	#1 – Conventions, Job Fairs, Career Days, Career Fairs	Virtual Career Expo – Career Link and Fayette Chamber. The Fayette Business Education Partnership, PA CareerLink Fayette and the Fayette Chamber of Commerce are partnering together to present WORK! Fayette County – Virtual Career Expo!	Diane Fetty, CHRD represented all of the Forever Media stations.
6	12/02/20	#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, CHRD 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 & Student Engagement Fair. Participation in the virtual fair provided an opportunity to connect with the students for networking, recruiting, career discussions and industry information.	Diane Fetty, CHRD represented all of the Forever Media stations

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8	2/19/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	<p><u>22nd ANNUAL JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF COMMUNICATIONS</u> 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>	Diane Fetty, CHRD represented all of the Forever Media stations
9	2/24/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	<p>Maryland and Pennsylvania Liberal Arts Career Fair 2021. This virtual fair gave a chance to network and share our opportunities with ten excellent liberal arts institutions that comprise of: Mount St. Mary's University, Gettysburg College, Goucher College, Hood College, McDaniel College, Muhlenberg College, Notre Dame of Maryland University, St. John's College, Ursinus College and Washington College.</p>	Diane Fetty, CHRD represented all of the Forever Media station
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

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12	05/20/20 and 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 represented all of the Forever Media stations
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 the 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 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
14	06/22/20	#8 – Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held a virtual meeting. Presentations of broadcast innovations, programming and legal concerns.	Mike Sherry, VP of Sales, Bobbi Castellucci, Dave Davies, General Managers
15	09/23/20	#8 – Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held a virtual meeting. Presentations of broadcast innovations, programming and legal concerns.	Mike Sherry, VP of Sales, Bobbi Castellucci, Dave Davies, General Managers
16	09/28/20 through 09/29/20	#8 – Establishment of Training Programs for Station Personnel	Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference 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
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.	Mike Sherry, VP of Sales, Bobbi Castellucci, Dave Davies, General Managers
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	Lynn Deppen, President and Mike Sherry, VP of Sales

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			opportunities and problem solving.	
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; Wilmington, DE; and Cumberland, MD
20	3/24/21	#8 Establishment of Training Programs for Station Personnel	Staying on Top of Your Broadcast FCC EEO Obligations webinar. FCC has continued to enforce its EEO rules, reviewing a station's compliance both in connection with its license renewal and through periodic audits. Stations still need to engage in wide dissemination of information about job openings and engage in specified outreach activities designed to educate their communities about broadcast employment and to train employees for advancement in their broadcast careers, even if they have no job openings. This webinar gave a review of the FCC's obligations and how we can meet those obligations even while social distancing.	Tammy Signor, Business Manager
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	A weekly telephone conference call is held on Tuesdays at 10:31 am with the	Programming Staff

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		Station Personnel	programming air staff, who are divided into group, to share ideas on air content.	
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 Station Personnel	Forever Media makes available Matix 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.	All Management and sales staff
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, Local Sales Managers, and Account Executives routinely train on-line	Sales Staff

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			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.	
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 facilities, 275 Radio Road, Hanover, PA and 440 Rebecca Street, Lebanon, 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: GM or call 717-637-3831. ddavies@forevermediainc.com To request a tour contact: WFVY/WLBR, 440 Rebecca Street, Lebanon, PA 17046. Attn:	General Public

			GM or call 717-272-7651. ddavies@forevermediainc.com	
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