

## **EEO PUBLIC FILE REPORT**

**WYLE(FM) – GROVE CITY, PA  
WKST(AM) – NEW CASTLE, PA  
WJST(AM)– NEW CASTLE, PA**

**This EEO Public File Report Covers April 1, 2017 – March 31, 2018**

This EEO Public File Report is filed in Stations WWGY(FM) changed call sign to WYLE(FM) on 9/30/17; WKST(AM); WJST(AM) public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on March 31, 2018, the station filled the following full-time vacancies:

|                 |   |
|-----------------|---|
| Sales Executive | 1 |
|-----------------|---|

The station interviewed a total of 3 people for all full-time vacancies during the period covered in this report.

### **RECRUITMENT SOURCES USED**

Attachment A contains the following information for the full-time vacancies:

- The recruitment source(s) used to fill each vacancy;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with the vacancies.

Attachment B contains a list and brief description of menu options activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

Employment Unit Address: 219 Savannah Gardner Road, New Castle PA 16101

If your organization would like to be contacted regarding future vacancies, please contact:

Jill Hamilton  
Business Manager - EEO Officer for  
**Forever Media, Inc. Meadville / Franklin / Titusville / New Castle Stations**  
900 Water Street, Downtown Mall  
Meadville PA 16335  
Phone: 814-724-1111  
Fax: 814-333-9628

**ATTACHMENT A**  
**FULL-TIME VACANCY EEO INFORMATION**

Forever Media, Inc. 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. The attachment exemplifies 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.

| <b>Name of Recruitment Source</b>  | <b>Contact Person</b>                         | <b>Address</b>   | <b>Address</b>          | <b>Did the Source Request Notification?</b> | <b># of Referrals</b> |
|--|---|--|-------------------------|---|-----------------------|
| <a href="http://www.forevernorthwestpa.com**">www.forevernorthwestpa.com**</a> | Jim Shields                                   | <a href="http://www.forevernorthwestpa.com">www.forevernorthwestpa.com</a> | -----                   | No  | 0                     |
| Pa Assoc of Broadcasters   | Gail Ponti                                    | <a href="http://www.pab.org">www.pab.org</a>                               | -----                   | No  | 0                     |
| PA Careerlink  | On-line                                       | <a href="http://www.cwds.state.pa.us">www.cwds.state.pa.us</a>             | -----                   | No  | 0                     |
| Pittsburgh Veteran Center  | Director of Job Placement                     | 2500 Baldwick Rd.  | Pittsburgh PA 15205     | No  | 0                     |
| Veteran's Outreach & Assistance  | ----  | 140 W. Sixth Street  | Erie PA 16501           | No  | 0                     |
| Troy A. Wood Human Service Complex   | Director of Job Placement                     | 1 Dale Avenue  | Franklin PA 16323       | No  | 0                     |
| Greater Erie Community Action Committee  | ----  | 18 West 9th Street   | Erie PA 16501           | No  | 0                     |
| Ohio/Illinois Centers for Broadcasting   | Nat'l Director of Placement, Attn: Gary James | 9885 Rockside Road, Ste # 160  | Valley View OH 44125    | No  | 0                     |
| Westminster College  | Katy Demedal                                  | 319 S. Market Street   | New Wilmington PA 16142 | No  | 0                     |
| Thiel College  | Student Job Placement                         | 75 College Avenue  | Greenville PA 10125     | No  | 0                     |
| Allegheny College  | Office of Career Education                    | 520 N. Main Street   | Meadville PA 16335      | No  | 0                     |
| Lawrence Co. Community Action Partnership                                      | ----  | 241 W. Grant Street  | New Castle PA 16101     | No  | 0                     |
| All Access   | On-line                                       | <a href="http://www.allaccess.com">www.allaccess.com</a>                   | On-line                 | No  | 0                     |
| Internal Posting   | Jim Shields                                   | 900 Water St., Downtown Mall   | Meadville PA 16335      | No  | 0                     |
| Internal Posting   | Jim Shields                                   | 1243 Liberty Street, Ste 501   | Franklin PA 16323       | No  | 0                     |
| Internal Posting   | Jon Jacubec                                   | 219 Savannah Gardner Rd.   | New Castle PA 16101     | No  | 0                     |

|                        |                      |  |                           |    |   |
|------------------------|----------------------|--|---------------------------|----|---|
| Internal Posting       | Beth Thomas          | 109 Plaza Drive, Ste # 2   | Johnstown PA 15905        | No | 0 |
| Internal Posting       | Bethany<br>McManamy  | One Forever Drive  | Hollidaysburg PA<br>16648 | No | 0 |
| Internal Posting       | Scott Cohagan        | 2551 Park Center Blvd  | State College PA<br>16803 | No | 0 |
| Internal Posting       | Joyce Nicholson      | 1370 Washington Pike   | Bridgeville PA 15017      | No | 0 |
| Internal Posting       | Jeanie<br>McLaughlin | 350 Byrd Ave.  | Cumberland MD<br>21502    | No | 0 |
| Internal Posting       | Karen Smith          | 275 Radio Road   | York PA 17331             | No | 0 |
| Indeed.com             | On-line              | <a href="http://www.indeed.com">www.indeed.com</a>                         | -----                     | No | 3 |
| Exploreclarion.com     | On-Line              | <a href="http://www.exploreclarion.com">www.exploreclarion.com</a>         | -----                     | No | 0 |
| Explorevenango.com     | On-Line              | <a href="http://www.explorevenango.com">www.explorevenango.com</a>         | -----                     | No | 0 |
| Explorejeffersonpa.com | On-Line              | <a href="http://www.explorejeffersonpa.com">www.explorejeffersonpa.com</a> | -----                     | No | 0 |
| Franklin Area Chamber  | Jodi                 | 1327 Liberty Street  | Franklin PA 16323         | No | 0 |
| Meadville Area Chamber | On-Line              | <a href="http://www.meadvillechamber.com">www.meadvillechamber.com</a>     | -----                     | No | 0 |

\*\*Web Site ads appeared on web pages for stations  
WGYF(FM); WGYI(FM); WUZZ(FM); WUUZ(FM); WXMJ(FM);  
WHMJ(FM); WFRA(AM); WTIV(AM); WMGW(AM); WYLE(FM);  
WKST(AM); WJST(AM) which are posted all year long.

# JOB VACANCY EEO INFORMATION

NC-1

|                                 |                   |
|---------------------------------|-------------------|
| Job Title of Vacancy:           | Account Executive |
| Date Vacancy Opened:            | 1/1/17            |
| Date Vacancy Filled:            | 7/10/17           |
| Total Persons Interviewed:      | 3                 |
| Recruitment Source of Hiree(s): | Indeed.com        |
|                                 | <u>1</u>          |
| Total Hiree(s):                 | 1                 |

Recruitment Sources Used to Fill the Vacancy:

| Recruitment Source   | Address  | Contact Person                      | Telephone    | Total # Interviewed | Requested Notification |
|--|--|-------------------------------------|--------------|---------------------|------------------------|
| <a href="http://www.forevernorthwestpa.com">www.forevernorthwestpa.com</a> | <a href="http://www.forevernorthwestpa.com">www.forevernorthwestpa.com</a> | Jim Shields                         | 814-724-1111 | 0                   | No                     |
| Pa Assoc of Broadcasters   | <a href="http://www.pab.org">www.pab.org</a>                               | Gail Ponti                          | 717-482-4820 | 0                   | No                     |
| Pa Careerlink  | <a href="http://www.cwds.state.pa.us">www.cwds.state.pa.us</a>             | On-line                             | 814-337-5574 | 0                   | No                     |
| Pittsburgh Veteran Center  | 2500 Baldwick Rd.  | Director of Job Placement           | 412-920-1765 | 0                   | No                     |
| Veteran's Outreach & Assistance  | 140 W. Sixth Street, Erie PA 16501   | -----                               | 814-453-5719 | 0                   | No                     |
| Troy A. Wood Human Service Complex   | 1 Dale Avenue, Franklin PA 16323   | Director of Job Placement           | 814-432-9551 | 0                   | No                     |
| Greater Erie Community Action Committee                                    | 18 West 9 <sup>th</sup> St., Erie PA 16501                                 | -----                               | 814-459-4581 | 0                   | No                     |
| Ohio/Illinois Centers for Broadcasting                                     | 9885 Rockside Road, Ste # 160, Valley View OH 44125                        | Nat'l Dir. Of Placement: Gary James | 216-503-5900 | 0                   | No                     |
| Westminster College  | 319 S. Market St., New Wilmington PA 16142                                 | Katy Demedal                        | 724-946-6338 | 0                   | No                     |
| Thiel College  | 75 College Avenue, Greenville PA 10125                                     | Student Job Placement               | 800-248-4435 | 0                   | No                     |
| Allegheny College  | 520 N. Main Street, Meadville PA 16335                                     | Office of Career Education          | 814-332-3100 | 0                   | No                     |
| Lawrence Co. Community Action Partnership                                  | 241 W. Grant Street, New Castle PA 16101                                   | ----                                | 724-658-7258 | 0                   | No                     |
| <a href="http://www.allaccess.com">www.allaccess.com</a>                   | <a href="http://www.allaccess.com">www.allaccess.com</a>                   | On-line                             | ---          | 0                   | No                     |
| Internal Posting   | 900 Water St., Downtown Mall, Meadville PA 16335                           | Jim Shields                         | 814-724-1111 | 0                   | No                     |
| Internal Posting   | 1243 Liberty Street, Ste 501, Franklin PA 16323                            | Jim Shields                         | 814-432-2188 | 0                   | No                     |

|                        |  |                   |              |   |    |
|------------------------|--|-------------------|--------------|---|----|
| Internal Posting       | 219 Savannah Gardner Rd., New Castle PA 16101                              | Jon Jacobec       | 724-654-5502 | 0 | No |
| Internal Posting       | 109 Plaza Drive, Ste # 2, Johnstown PA 15905                               | Beth Thomas       | 814-255-4186 | 0 | No |
| Internal Posting       | One Forever Drive, Hollidaysburg PA 16648                                  | Bethany McManamy  | 814-941-9800 | 0 | No |
| Internal Posting       | 2551 Park Center Blvd, State College PA 16803                              | Scott Cohagan     | 814-237-9800 | 0 | No |
| Internal Posting       | 1370 Washington Pike, Bridgeville PA 15017                                 | Joyce Nicholson   | 412-221-1629 | 0 | No |
| Internal Posting       | 350 Byrd Ave., Cumberland MD 21502   | Jeanie McLaughlin | 301-722-6666 | 0 | No |
| Internal Posting       | 275 Radio Road, York PA 17331  | Karen Smith       | 717-630-0479 | 0 | No |
| Indeed.com             | <a href="http://www.indeed.com">www.indeed.com</a>                         | On-line           | ---          | 3 | No |
| Exploreclarion.com     | <a href="http://www.exploreclarion.com">www.exploreclarion.com</a>         | On-line           | ----         | 0 | No |
| Explorevenango.com     | <a href="http://www.explorevenango.com">www.explorevenango.com</a>         | On-line           | ----         | 0 | No |
| Explorejeffersonpa.com | <a href="http://www.explorejeffersonpa.com">www.explorejeffersonpa.com</a> | On-line           | ----         | 0 | No |
| Franklin Area Chamber  | 1327 Liberty St., Franklin PA 16323  | Jodi              | 814-432-5823 | 0 | No |
| Meadville Chamber      | 908 Diamond Park, Meadville PA 16335                                       | On-line           | 814-337-8030 | 0 | No |

\*\*Web Site ads appeared on web pages for stations WGY(FM); WGYI(FM); WUZZ(FM); WUUZ(FM); WXMJ(FM); WHMJ(FM); WFRA(AM); WTIV(AM); WMGW(AM); WYLE(FM); WKST(AM); WJST(AM) which are posted all year long.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report. Stations WYLE(FM), WKST(AM), and WJST(AM) have engaged in the following outreach activities during the year covered by this report:

### **#1 Participation of Job Fairs**

- ◆ Forever Media, Inc. sponsored and partnered with the Careerlink Job Fair on April 5, 2017 at the Cranberry Mall, Cranberry PA. Our General Manager, Jim Shields, attended the fair and met with prospective employees and collected their resumes.
- ◆ Forever Media, Inc. attended the Career Expo on April 25, 2017 at Edinboro University at the Pogue Student Center, Edinboro PA. Our General Sales Manager, Helen Powers, met with prospective employees and interested job seekers.
- ◆ On Thursday, October 3rd, 2017, a job fair was held at California University of Pennsylvania Convocation Center from 11am-2 pm. The fair is open to Cal U students and alumni wishing to break away from the often-anonymous on-line application process and meet face-to-face with multiple companies in one convenient location. It attracts employers seeking to fill positions in finance, communications, science, non-profit, public service, technology and more! In attendance for Forever Media was Diane Fetty, CHR.D.

### **#2 Forever Media, Inc. Hosted Job Fair**

- ◆ Forever Media, Inc. hosted a Job Fair on Tuesday, April 18, 2017 at the Days Inn Meadville Conference Center, Meadville PA. Our General Sales Manager, Helen Powers, and Meadville sales staff attended the event to assist clients and accept resumes from potential job seekers.

### **#4 Conventions, Career Days, and Workshops**

- Meadville Area Middle School Career Day on May 25, 2017. Our General Manager, Jim Shields, spoke to the Middle School students with a presentation on radio broadcasting and careers in the radio industry.
- General Manager, Jim Shields, was one of the guest speakers for the Martin Luther King, Jr. Mentoring Program at the Meadville Area Middle School, Meadville PA on Wednesday, February 21, 2018.

### **ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL:**

- Annually, and upon each new hire, every Forever Media, Inc, employee is mandated to review policies and procedures for unlawful harassment including sexual harassment. After attending training sessions, each employee signs-off indicating their understanding of what encompasses harassment and the appropriate action to take in the event of an occurrence.
- Forever Media, Inc, incorporates an additional level of employee training with the PAB-P1Selling program. P1Selling provides on-line training and operations development solutions focused exclusively on the media industry. P1 provides selling techniques and concepts, tips, training, leadership development advice and legal compliance requirements to salespersons, human resources, supervisors and management. All employees have access to hundreds of interactive courses, tests and written materials on a variety of topics relevant to the industry.
- Forever Media, Inc, General/Sales 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.

- Account Executives are provided with weekly 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 or the General Manager.
- The station's general manager and account executives have been routinely training on-line with the Radio Advertising Bureau. During this period, all account executives 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.
- Sunday, April 2nd – Tuesday, April 4th, 2017 Managers, Program Directors, Business Department, and Owners convened at the Toftrees Resort and Conference Center in State College, PA for a three-day Leadership Retreat. The scheduled seminar events covered Matrix Solutions CRM Sales & Intelligence Platform demonstration, Collective Contesting & Rules presented by Nick Galli, President Gene Barr of the PA Chamber of Commerce discussing the Chamber's role in radio, PA State Senator Jake Corman speaking on impending laws affecting radio and broadcasters, PA Association of Broadcasters President Joe Conti talked about upcoming events and tools that will benefit PAB members, Attorney Allan Moskowitz spoke on FCC Guidelines in conjunction with Equal Employment Opportunity annual reports, the Forever Creative websites and radio apps, Triton Digital discussion, Radio Advertising Bureau member benefits with Dolores Nolon, Radio Station Imaging with Joel Raab, and a presentation by 321 Blink Digital. There were approximately 42 employees/owners/managers present and 19 presenters/guests at this event that offered much opportunity for education.
- 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.
- Sunday, March 25<sup>th</sup> – Tuesday, March 27<sup>th</sup>, 2018 Managers, Program Directors, Business and Traffic Departments, and Owners convened at the Toftrees Resort and Conference Center in State College, 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. Employees, managers and owners attended and several presenters/guests at this event offered much opportunity for education, career development and networking.

### **PARTICIPATION IN EDUCATIONAL EVENTS:**

- 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 10 - July 19, 2017.
- Job Shadowing allows students to experience radio and make an educated decision for their future. On February 12, 2018 Luke D. job shadowed Operations Manager John Thomas at our New Castle studio. He spent four hours with John learning about radio and radio careers.
- \*February 5-7, 2018 The Country Radio Seminar was held in Nashville, TN. The seminar is a three-day event of educational programming, panels of key business leaders in various fields, presentations on new technology, business practices, and personal career development topics, new music showcases, and professional



networking. In attendance for Forever Media was Lynn Deppen, President and Mike Sherry, Vice-President of Sales.

- On Wednesday, October 18, 2017 at 1:00PM, the Pennsylvania Association of Broadcasters held a webinar titled “The Changing Face of the FCC’s EEO Rule in 2017”. This session provided information on the increased flexibility broadcasters have recently been given in meeting their EEO obligations, their latest enforcement actions, and the prospects for streamlining the EEO paperwork burdens. Lauren Lynch Flick, Senior Counsel, Pillsbury Winthrop Shaw Pittman, Washington DC was the speaker. Forever Managers viewed the webinar.

### **Radio Station Group Tours**

We routinely give group tours of our facilities at 219 Savannah Gardner Road, New Castle 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.

900 Water Street, Downtown Mall

Meadville PA 16335

Phone: 814-724-1111