

EEO PUBLIC FILE REPORT

June 1, 2018 - May 31, 2019

WFRB-FM, 105.3, Frostburg, MD

WFRB (AM), 560, Frostburg, MD

WRQE (FM), 106.1, Cumberland, MD

WTBO (AM), 1450, Cumberland, MD

This EEO Public File Report

June 1, 2018-May 31, 2019

This EEO Public File Report is filed in Station **WFRB-FM/WRQE(FM)/WTBO/WFRB** 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 May 31, 2019, the station filled the following full-time vacancies:

Sales Account Executives: 1
Local Sales Manager: 1

ACTIVITY TO REPORT THIS PERIOD

The station interviewed a total of 7 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: 350 Byrd Ave., Cumberland, MD 21502

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

Forever Media of MD, LLC
350 Byrd Ave.
Cumberland, MD 21502
Attention: Tim Martin

Phone: 301-722-6666

Email: tmartin@forevermediainc.com
careers@forevermediainc.com

ATTACHMENT A FULL-TIME VACANCY EEO INFORMATION

FOREVER OF MD, LLC 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 employees.

RECRUITMENT SOURCES	CONTACT PERSON	EMAIL	ADDRESS	CITY - STATE - ZIP	PHONE/FAX	Did Source Request Notification?	How many referrals from this source?
FROSTBURG BUSINESS AND PROFESSIONAL ORGANISATION	GEORGE PAPPAS		12 W. MAIN STREET	FROSTBURG, MD 21532	301-689-1680	YES	0
GARRETT COLLEGE	JOB PLACEMENT OFFICE	www.gcc.cc.md.us	687 MOSSER ROAD	McHENRY, MD 21541	301-387-3132	YES	0
POTOMAC STATE COLLEGE	Diana Grady	dlgrady@mail.wvu.edu	101 Fort Ave	KEYSER, WV, 26726	800-262-7332	YES	0
FROSBURG STATE UNIVERSITY CAREER and Professional Development Center	Dr. Robbie Cordle	rcordle@#frostburg.edu	124 SANDY SPRING HALL	FROSTBURG, MD 21532	301-687-4403	YES	0
WOMENS HELP CENTER	KATHY RITTER	womenshelpcenter.org/	809 NAPOLEON STREET	JOHNSTOWN, PA 15901	1814-533-2493	NO	0
Forever Cumberland Website www.forevercumberland.com	TIM MARTIN		350 BYRD AVE	CUMBERLAND, MD 21502	301-722-6666	NO	1
ALLEGANY COUNTY UNITED WAY	Juli McCoy	info@cuw.org	138 BALTIMORE ST. SUITE 102	CUMBERLAND, MD 21502	301-777-1221	NO	0
FOREVER MEDIA of MD INTERNAL POSTING	General Manager WTBO/WRQE/WFRB AM/WFRB FM	rcornwell@forevermediainc.com	350 BYRD AVE	CUMBERLAND, MD 21502	301-722-6666	NO	1
FOREVER MEDIA of MD ON-AIR (WFRB FM, WRQE, WTBO, WFRB-AM)	General Manager WTBO/WRQE/WFRB AM/WFRB FM	rcornwell@forevermediainc.com	350 BYRD AVE	CUMBERLAND, MD 21502	301-722-6666	NO	5
The Western Maryland Consortium (Cumberland)	www.westernmarylandconsortium.org		138 Baltimore Street Suite 102	CUMBERLAND, MD 21502	301-777-1221	NO	0
Allegany College Of Maryland Job Placement Office	Beth Nightengale	bnightengale@allegany.edu	12401 WILLOWBROOK ROAD	CUMBERLAND, MD 21502	301 784-5209	NO	0
ALLEGANY COLLEGE OF MD Multimedia Technology	JOHN BONE	jbone@allegany.edu	12401 WILLOWBROOK ROAD	CUMBERLAND, MD 21502	301-784-5243	YES	0

Walk-ins, Employee/Client Referrals	General Manager WTBO/WRQE/WFR B AM/WFRB FM	careers@forevermediainc.com	350 Byrd Avenue	CUMBERLAND, MD 21502	(301)722-6666	NO	0
Internal Posting Forever Media Altoona	Bethany Hildebrand	bhildebrand@forevermediainc.com	One Forever Drive	Hollidaysburg, PA 16648	814-941-9800	NO	0
Internal Posting Forever Media Brownsville	Joyce Nicholson	Jnicholson@forevermediainc.com	123 Blaine Road	Brownsville, PA 15417	724-938-2000	NO	0
Internal Posting Forever Media State College	Kiaia Cole	Kcole@forevermediainc.com	2551 Park Center Blvd.	State College, PA 16801	814-237-9800	NO	0
Internal Posting Forever Media Johnstown	Shelly Lovenduski	slovenduski@forevermediainc.com	109 Plaza Drive, Suite 2	Johnstown, PA 15905	814-255-4186	NO	0
Internal Posting Forever Media New Castle	Jill Hamilton	jhamilton@forevermediainc.com	219 Savannah Gardner Road	New Castle, PA 16101	724-654-5502	NO	0
Internal Posting Forever Media Franklin	Jill Hamilton	jhamilton@forevermediainc.com	1243 Liberty Street	Franklin, PA 16323	814-432-2188	NO	0
Internal Posting Forever Media NWPA	Jill Hamilton	jhamilton@forevermediainc.com	900 Water Street	Meadville, PA 16335	814-724-1111	NO	0
Internal Posting Forever Media York	Tammy Signor	tsignor@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	NO	0
Internal Posting Forever Media Cumberland	Jeanie McLaughlin	jmclaughlin@forevermediainc.com	350 Byrd Avenue	Cumberland, MD 21502	301-722-6666	NO	0
Internal Posting Forever Media Midshore	Lynn Moore	lmoore@forevermediainc.com	306 Port Street	Easton, MD 21601	410-822-3301	NO	0
Internal Posting Forever Media Robinson	Dottie McCartney	dmccartney@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	NO	0
Internal Posting Forever Media Bellaire	Annie Howell	ahowell@forevermediainc.com	56325 High Street	Bellaire, OH 43906	740-676-5661	NO	0

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: SALES ACCOUNT EXECUTIVE – POSITION #1

Recruitment Source That Referred the Hiree: On-Air

Date Vacancy Opened: 09/27/18

Total Number Hired: 1

Date Vacancy Filled: 11/19/18

Total Number of Persons Interviewed for the Vacancy: 3

Recruitment Sources Used to Fill the Vacancy

RECRUITMENT SOURCES	CONTACT PERSON	EMAIL	ADDRESS	CITY - STATE - ZIP	PHONE/FAX	Did Source Request Notification ?	How many referrals from this source ?
FROSTBURG BUSINESS AND PROFESSIONAL ORGANISATION	GEORGE PAPPAS		12 W. MAIN STREET	FROSTBURG, MD 21532	301-689-1680	YES	0
GARRETT COLLEGE	JOB PLACEMENT OFFICE	www.gcc.cc.md.us	687 MOSSER ROAD	McHENRY, MD 21541	301-387-3132	YES	0
POTOMAC STATE COLLEGE	Diana Grady	dlgrady@mail.wvu.edu	101 Fort Ave	KEYSER, WV, 26726	800-262-7332	YES	0
FROSBURG STATE UNIVERSITY CAREER and Professional Development Center	Dr. Robbie Cordle	rcordle@#frostburg.edu	124 SANDY SPRING HALL	FROSTBURG, MD 21532	301-687-4403	YES	0
WOMENS HELP CENTER	KATHY RITTER	womenshelpcenter.org/	809 NAPOLEON STREET	JOHNSTOWN, PA 15901	1814-533-2493	NO	0
Forever Cumberland Website www.forevercumberland.com	TIM MARTIN		350 BYRD AVE	CUMBERLAND, MD 21502	301-722-6666	NO	0
ALLEGANY COUNTY UNITED WAY	Juli McCoy	info@cuw.org	138 BALTIMORE ST. SUITE 102	CUMBERLAND, MD 21502	301-777-1221	NO	0
FOREVER MEDIA of MD INTERNAL POSTING	General Manager WTBO/WRQE/WFRB AM/WFRB FM	rcornwell@forevermediainc.com	350 BYRD AVE	CUMBERLAND, MD 21502	301-722-6666	NO	0
FOREVER MEDIA of MD ON AIR (WFRB FM, WRQE, WTBO, WFRB-AM)	General Manager WTBO/WRQE/WFRB AM/WFRB FM	rcornwell@forevermediainc.com	350 BYRD AVE	CUMBERLAND, MD 21502	301-722-6666	NO	3
The Western Maryland Consortium (Cumberland)	www.westernmarylandconsortium.org		138 Baltimore Street Suite 102	CUMBERLAND, MD 21502	301-777-1221	NO	0
Allegany College Of Maryland Job Placement Office	Beth Nightengale	bnightengale@allegany.edu	12401 WILLOWBROOK ROAD	CUMBERLAND, MD 21502	301 784-5209	NO	0

ALLEGANY COLLEGE OF MD Multimedia Technology	JOHN BONE	jbone@allegany.edu	12401 WILLOWBROOK ROAD	CUMBERLAND, MD 21502	301-784-5243	YES	0
Walk-ins, Employee/Client Referrals	General Manager WTBO/WRQE/WFR B AM/WFRB FM	careers@forevermediainc .com	350 Byrd Avenue	CUMBERLAND, MD 21502	(301)722-6666	NO	0
Internal Posting Forever Media Altoona	Bethany Hildebrand	bhildebrand@forevermediainc.com	One Forever Drive	Hollidaysburg, PA 16648	814-941-9800	NO	0
Internal Posting Forever Media Brownsville	Joyce Nicholson	Jnicholson@forevermediainc.com	123 Blaine Road	Brownsville, PA 15417	724-938-2000	NO	0
Internal Posting Forever Media State College	Kiaia Cole	Kcole@forevermediainc.com	2551 Park Center Blvd.	State College, PA 16801	814-237-9800	NO	0
Internal Posting Forever Media Johnstown	Shelly Lovenduski	slovenduski@forevermediainc.com	109 Plaza Drive, Suite 2	Johnstown, PA 15905	814-255-4186	NO	0
Internal Posting Forever Media New Castle	Jill Hamilton	jhamilton@forevermediainc.com	219 Savannah Gardner Road	New Castle, PA 16101	724-654-5502	NO	0
Internal Posting Forever Media Franklin	Jill Hamilton	jhamilton@forevermediainc.com	1243 Liberty Street	Franklin, PA 16323	814-432-2188	NO	0
Internal Posting Forever Media NWPAA	Jill Hamilton	jhamilton@forevermediainc.com	900 Water Street	Meadville, PA 16335	814-724-1111	NO	0
Internal Posting Forever Media York	Tammy Signor	tsignor@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	NO	0
Internal Posting Forever Media Cumberland	Jeanie McLaughlin	jmclaughlin@forevermediainc.com	350 Byrd Avenue	Cumberland, MD 21502	301-722-6666	NO	0
Internal Posting Forever Media Midshore	Lynn Moore	lmoore@forevermediainc.com	306 Port Street	Easton, MD 21601	410-822-3301	NO	0
Internal Posting Forever Media Robinson	Dottie McCartney	dmccartney@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	NO	0
Internal Posting Forever Media Bellaire	Annie Howell	ahowell@forevermediainc.com	56325 High Street,	Bellaire, OH 43906	740-676-5661	NO	0

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Local Sales Manager – POSITION #2

Recruitment Source That Referred the Hiree: Website

Date Vacancy Opened: 06/01/18

Total Number Hired: 1

Date Vacancy Filled: 09/27/18

Total Number of Persons Interviewed for the Vacancy: 4

Recruitment Sources Used to Fill the Vacancy

RECRUITMENT SOURCES	CONTACT PERSON	EMAIL	ADDRESS	CITY - STATE - ZIP	PHONE/FAX	Did Source Request Notification?	How many referrals from this source?
FROSTBURG BUSINESS AND PROFESSIONAL ORGANISATION	GEORGE PAPPAS		12 W. MAIN STREET	FROSTBURG, MD 21532	301-689-1680	YES	0
GARRETT COLLEGE	JOB PLACEMENT OFFICE	www.gcc.cc.md.us	687 MOSSER ROAD	McHENRY, MD 21541	301-387-3132	YES	0
POTOMAC STATE COLLEGE	Diana Grady	dlgrady@mail.wvu.edu	101 Fort Ave	KEYSER, WV, 26726	800-262-7332	YES	0
FROSBURG STATE UNIVERSITY CAREER and Professional Development Center	Dr. Robbie Cordle	rcordle@#frostburg.edu	124 SANDY SPRING HALL	FROSTBURG, MD 21532	301-687-4403	YES	0
WOMENS HELP CENTER	KATHY RITTER	womenshelpcenter.org/	809 NAPOLEON STREET	JOHNSTOWN, PA 15901	1814-533-2493	NO	0
Forever Cumberland Website www.forevercumberland.com	TIM MARTIN		350 BYRD AVE	CUMBERLAND, MD 21502	301-722-6666	NO	1
ALLEGANY COUNTY UNITED WAY	Juli McCoy	info@cuw.org	138 BALTIMORE ST. SUITE 102	CUMBERLAND, MD 21502	301-777-1221	NO	0
FOREVER MEDIA of MD INTERNAL	General Manager WTBO/WRQE/WFRB AM/WFRB FM	rcornwell@forevermediainc.com	350 BYRD AVE	CUMBERLAND, MD 21502	301-722-6666	NO	1
FOREVER MEDIA of MD ON AIR (WFRB FM, WRQE, WTBO, WFRB-AM)	General Manager WTBO/WRQE/WFRB AM/WFRB FM	rcornwell@forevermediainc.com	350 BYRD AVE	CUMBERLAND, MD 21502	301-722-6666	NO	2
The Western Maryland Consortium (Cumberland)	www.westernmarylandconsortium.org		138 Baltimore Street Suite 102	CUMBERLAND, MD 21502	301-777-1221	NO	0
Allegany College Of Maryland Job Placement Office	Beth Nightengale	bnightengale@allegany.edu	12401 WILLOWBROOK ROAD	CUMBERLAND, MD 21502	301 784-5209	NO	0
ALLEGANY COLLEGE OF MD Multimedia Technology	JOHN BONE	jbone@allegany.edu	12401 WILLOWBROOK ROAD	CUMBERLAND, MD 21502	301-784-5243	YES	0

Walk-ins, Employee/Client Referrals	General Manager WTBO/WRQE/WFR B AM/WFRB FM	careers@forevermediainc.com	350 Byrd Avenue	CUMBERLAND, MD 21502	(301)722-6666	NO	0
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Internal Posting Forever Media Brownsville	Joyce Nicholson	Jnicholson@forevermediainc.com	123 Blaine Road	Brownsville, PA 15417	724-938-2000	NO	0
Internal Posting Forever Media State College	Kiaia Cole	Kcole@forevermediainc.com	2551 Park Center Blvd.	State College, PA 16801	814-237-9800	NO	0
Internal Posting Forever Media Johnstown	Shelly Lovenduski	slovenduski@forevermediainc.com	109 Plaza Drive, Suite 2	Johnstown, PA 15905	814-255-4186	NO	0
Internal Posting Forever Media New Castle	Jill Hamilton	jhamilton@forevermediainc.com	219 Savannah Gardner Road	New Castle, PA 16101	724-654-5502	NO	0
Internal Posting Forever Media Franklin	Jill Hamilton	jhamilton@forevermediainc.com	1243 Liberty Street	Franklin, PA 16323	814-432-2188	NO	0
Internal Posting Forever Media NWP	Jill Hamilton	jhamilton@forevermediainc.com	900 Water Street	Meadville, PA 16335	814-724-1111	NO	0
Internal Posting Forever Media York	Tammy Signor	tsignor@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	NO	0
Internal Posting Forever Media Cumberland	Jeanie McLaughlin	jmclaughlin@forevermediainc.com	350 Byrd Avenue	Cumberland, MD 21502	301-722-6666	NO	0
Internal Posting Forever Media Midshore	Lynn Moore	lmoore@forevermediainc.com	306 Port Street	Easton, MD 21601	410-822-3301	NO	0
Internal Posting Forever Media Robinson	Dottie McCartney	dmccartney@forevermediainc.com	2 Robinson Plaza, Suite 410	Pittsburgh, PA 15205	412-275-3393	NO	0
Internal Posting Forever Media Bellaire	Annie Howell	ahowell@forevermediainc.com	56325 High Street,	Bellaire, OH 43906	740-676-5661	NO	0

–ATTACHMENT B–

OUTREACH ACTIVITIES

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time periods covered by this report. The stations have engaged in the following outreach activities:

#1 CONVENTIONS, JOB FAIRS, CAREER DAYS, CAREER FAIRS

PENN HIGHLANDS JOB AND INTERNSHIP FAIR

Wednesday April 4, 2018. Location – Penn Highlands Richland Campus, Johnstown, PA. The event was designed to bring students and the general public together with employers representing over 50+ businesses in a ten-county region. Participants had the ability to meet and discuss career options, full and part-time employment opportunities. Representing Forever Media Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

JUNIATA COLLEGE CAREER DAY

February 22, 2019 from 11a.m. to 3 p.m.: Participation in the 2019 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 and time to discuss student career options, internships and full-time employment opportunities. In attendance representing Forever Media Inc. was Bethany Hildebrand, Sales Assistant.

JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF COMMUNICATIONS

March 15, 2019 from 9 a.m. to 2 p.m.: Participation in the 2019 PSU College of Communications JobExpo, located in the HUB Robeson Center Alumni Hall at University Park, Pennsylvania. The Pennsylvania State University's College of Communications is the largest ACEJMC 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 studies 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. By participating in the 2019 JobExpo Comm, we had access to over 5,000 students in attendance from Penn State. Representing Forever Media, Inc. was Scott Cohagan, General Manager and Tom Schmidt, Sales Manager.

Forever Media, Inc. sponsored and partnered with the Careerlink Job Fair on April 5, 2018 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 of MD participated in a Job Fair on Thursday, March 21, 2019 at the Maryland Workforce Exchange, Cumberland, MD. Representing Forever Media of MD was Operations Manager Tim Martin and Local Sales Manager Michael Bratton.

November 13, 2018 – Tim Martin, Operations Manager and Carson Yoder, WFRB FM Program Director were presenters to students at the Braddock Middle School and Mount Savage Middle School Focus on the Future.

November 14, 2018 – Tim Martin, Operations Manager and Carson Yoder, WFRB FM Program Director were presenters to students at the Washington Middle School and Westmar Middle school Focus on the Future.

November 28, 2018 – Tim Martin, Operations Manager and News Director Jim Van are charter members of the Program Advisory Committee for Allegany College of Maryland's Multimedia Technology. This was the fall meeting of that committee. This is an on-going advisory committee, to help guide the future of the Communication Arts Program. Tim Martin and Jim Van are permanent members of the committee and will continue to attend regular meetings.

February 6, 2018 - March 14, 2018 – Online promotion of The Confer Radio Institute featured in a click-through ad at www.forevercumberland.com linked to registration for upcoming Confer Radio Institute broadcasting classes at Bloomsburg University of PA.

April 24, 2019 – Tim Martin, Operations Manager and News Director Jim Van are charter members of the Program Advisory Committee for Allegany College of Maryland's Multimedia Technology. This was the spring meeting. This is an on-going advisory committee, to help guide the future of the Communication Arts Program. Tim Martin and Jim Van are permanent members of the committee and will continue to attend regular meetings.

#2 FOREVER MEDIA HOSTED JOB FAIRS

Forever Media of MD hosted a Job Fair on Thursday, March 15, 2018 at the Cumberland offices, 350 Byrd Avenue, Cumberland, MD. Representing Forever Media of MD was Richard Conwell, General Manager.

Forever Media of MD hosted a Job Fair on Thursday, April 18, 2018 at the Cumberland offices, 350 Byrd Avenue, Cumberland, MD. Representing Forever Media of MD was Richard Conwell, General Manager.

Forever Media, Inc. hosted a Job Fair on Tuesday, April 24, 2018 at the Country Club, 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.

Forever Media, Inc. hosted a Job Fair on Tuesday, September 18, 2018 at the Galleria Mall, Johnstown, PA 15904. The event featured over 30 local, regional and national companies offering information on employment opportunities in a variety of fields including health care, manufacturing, marketing, media and much more. Over 200 people attended this event. Representing Forever Media, Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

Forever Media, Inc. hosted a Job Fair on Tuesday, February 12, 2019 at the Galleria Mall, Johnstown, PA 15904. The event featured more than 25 local, regional and national companies offering information on employment opportunities in a variety of fields including health care, manufacturing, marketing, media and much more. Over 200 people attended this event. Representing Forever Media, Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

#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. For this period, we had internships as per the following:

No interns this period.

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.

#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 9th through July 18th, 2018. Commercials aired on WBUS(FM), WFGE(FM), WMAJ(FM), WQWK, WAPY(FM) and WRSC encouraging interested students to apply to attend the Institute. Digital Display ads promoting the Institute were also placed on www.forevermediainc.com.

#8 ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL

The National Association of Broadcasters (NAB) held their Radio Show 2018 conference in Las Vegas, NV from April 7th through 12th, 2018. Forever's President, Lynn Deppen, representing all of the stations for Forever Media, Inc., was in attendance to learn more about radio's new strategies and new platforms. The conference brought radio broadcasters and industry colleagues together to share knowledge, discover the latest innovations, network with industry leaders and explore creative business strategies for the digital age.

May 6-7, 2018 Pennsylvania Association of Broadcasters held the 2018 Gold Metal Meeting in Hershey, PA. Presentations of broadcast innovations, programming and legal concerns. Honored guests were acknowledged and Awards for Excellence in Broadcasting were presented at the banquet. Vice President of Sales Mike Sherry and Altoona Market Manager Bobbi Castellucci, representing all of the stations for Forever Media, Inc., attended the event.

On August 19-21, 2018, Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Mackinac Island, Michigan. 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. Speakers representing all of the stations for Forever Media at the meeting: Lynn Deppen, Michael Sherry, and Scott Cohagan.

The Radio Show was held on September 25th – September 28, 2018 in Orlando, FL. Connect with radio power players, discover creative ideas and rock out to red-hot performances. It's the ultimate destination for the go-getters of radio. Whether you're a seasoned pro or a young professional, this is your chance to help shape the future of radio – and have some fun. From tailored development opportunities to non-stop networking and live entertainment, it's everything you need to send your career into overdrive. Attended by Mike Sherry, VP of Sales representing all the stations for Forever Media, Inc.

October 1-2, 2018 Pennsylvania Association of Broadcasters held the 2018 Board of Directors Meeting in Hershey, PA. Presentations of broadcast innovations, programming and legal concerns. Altoona Market Manager Bobbi Castellucci attended the event representing all the stations for Forever Media, Inc.

On December 14, 2018, Mike Sherry, VP of Sales at Forever Media, Inc. attended the PAB Board meeting held in Bedford Springs, PA with Dave Davies and Bobbi Castellucci (General Managers) who represented all the stations for Forever Media, Inc.

On January 30, 2019, Mike Stevens conducted commercial training and reviewed the market's top 20 accounts and discussed ways to improve copy writing and commercial production.

Stonick Recruitment & Retention Seminar, with Chris Stonick, was held on February 5, 2019 at Rocky Gap Casino Resort This training session was held for clients and employers to help utilize radio in their recruitment and retention of employees.

On February 24-26, 2019, Forever Media Managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Indian Wells, 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, Lynn Deppen, President and Jim Shields, GM who represented all the stations for Forever Media, Inc.

On March 13, 2019, Mike Stevens conducted commercial training and reviewed the market's top 20 accounts and discussed ways to improve copy writing and commercial production.

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.

Forever Media Corporate Program Director, Mike Stevens, conducts a bi-weekly 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.

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.

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.

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.

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.

The station's General Manager, General Sales Manager and Account Executives routinely train on-line with the Radio Advertising Bureau. During this period, all have earned Radio Marketing Professional Certifications from the Radio Advertising Bureau. These educational and instructional courses are designed to improve our sales team's knowledge about radio and offers educational/instructional courses designed to improve management, daily operations and leadership of the Radio Stations.

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).

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.

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.

#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 passion for radio and a determination to get into the business. Scholarships for the institute are available. The event was held July 9 – 18, 2018 on Bloomsburg University campus. On Tuesday, July 10, 2018, Bobbi Castellucci presented RAB Training Modules #7 "Understanding Competitive Media". On July 12, 2018, Dave Davies presented RAB Training Module #12 & #13, "Addressing Objections and Closings" and "More Sales through Buyer Style Identification" and Lynn Deppen spoke about "Engineering: RF & IT". On July 13th, 2018, Scott Cohagan presented RAB Training Module #17 "Goal Setting and Time Management." On July 16, 2018, Mike

Stevens spoke about “Basics of Doing a Great Music Radio Show”. On July 17, 2018, Matthew Bortner participated in a Q&A panel regarding “Adjusting from College to the Pros”. Digital Display ads promoting the Institute were also placed on www.forevermediainc.com.

#16 RADIO STATION GROUP TOURS:

We routinely give group tours of our facility, 350 Byrd Avenue, Cumberland, MD 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 of MD, LLC
350 Byrd Ave.
Cumberland, MD 21502
Attention: Tim Martin, Operations Manager
301-722-6666