

EEO PUBLIC FILE REPORT

June 1, 2017 - May 31, 2018

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, 2017-May 31, 2018

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, 2018, the station filled the following full-time vacancies:

Sales Account Executives: 2

ACTIVITY TO REPORT THIS PERIOD

The station interviewed a total of 6 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	0
ALLEGANY COUNTY UNITED WAY	Juli McCoy	info@cuw.org	138 BALTIMORE ST. SUITE 102	CUMBERLAND, MD 21502	301-777-1221	NO	0
FOREVER BROADCASTING 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 BROADCASTING 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/WFRB AM/WFRB FM	careers@forevermediainc.com	350 Byrd Avenue	CUMBERLAND, MD 21502	(301)722-6666	YES	4
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:

Date Vacancy Opened: 03/01/17

Forever Broadcasting On-Air 1

Total Number Hired: 1

Date Vacancy Filled: 06/26/17

Total Number of Persons Interviewed for the Vacancy: 1

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 BROADCASTING 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 BROADCASTING 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	1
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/WFRB AM/WFRB FM	careers@forevermediainc.com	350 Byrd Avenue	CUMBERLAND, MD 21502	(301)722-6666	YES	0

Internal Posting Forever Media Altoona	Bethany Hildebrand	bhildebrand@forevermediainc.com	One Forever Drive	Holidaysburg, 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
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Internal Posting Forever Media Franklin	Jill Hamilton	jhamilton@forevermediainc.com	1243 Liberty Street	Franklin, PA 16323	814-432-2188	NO	0
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Internal Posting Forever Media York	Tammy Signor	tsignor@forevermediainc.com	275 Radio Road	Hanover, PA 17331	717-637-3831	NO	0
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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
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-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 period covered by this report. The stations have engaged in the following outreach activities during the year covered by this report:

1 FOREVER MEDIA of MD. HOSTED JOB FAIR

- JUNIATA COLLEGE CAREER DAY February 23, 2018 11AM to 3PM: Participation in the 2018 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 from Forever Media was Bethany Hildebrand, Sales Dept Asst.
- 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.

2 FOREVER MEDIA of MD. HOSTED JOB FAIR

- Forever Media of MD hosted a Job Fair on Thursday, March 22, 2018 at the Cumberland offices, 350 Byrd Avenue, Cumberland, MD. Representing Forever Media of MD was Richard Conwell, General Manager.

3 CONVENTIONS, CAREER DAYS, WORKSHOPS

- November 3, 2017 – 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.

4 CONVENTIONS, CAREER DAYS, WORKSHOPS

- November 7, 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.

5 CONVENTIONS, CAREER DAYS, WORKSHOPS

- November 8, 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.

6 CONVENTIONS, CAREER DAYS, WORKSHOPS

- 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.

7 CONVENTIONS, CAREER DAYS, WORKSHOPS

- April 26, 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 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.
- 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 speaker 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 10th – 19th, 2017 on Bloomsburg University campus with one day on location in Philadelphia. Speakers from Forever Media included Lynn Deppen, Bobbi Castellucci, Scott Cohagan, Andy Berkowitz and Dave Davies.
www.confer.nationalradiotalentsystem.com

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.

- May 23, 20189 – Carson Yoder, WFRB FM Program Director gave a station tour to Friends Aware of Allegany County.

To request a tour contact

Forever Media of MD, LLC
350 Byrd Ave.
Cumberland, MD 21502
Attention: Tim Martin, Operations Manager
301-722-6666

ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL:

- 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.
- 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-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 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 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.
- 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.
- August 27-29, 2017, Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Toronto, Ontario Canada. 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 Forever Media at the meeting: Lynn Deppen, Bobbi Castellucci.
- The Radio Association of Broadcasters (RAB) and National Association of Broadcasters (NAB) held their Radio Show 2017 conference in Austin, Texas September 5th through 8th, 2017. Forever VP of Sales was 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. Forever Media VP of Sales Mike Sherry was in attendance.

- 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.
- 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, CHRD.
- On Tuesday, January 30, 2018 at 2:00PM, the Pennsylvania Association of Broadcasters held a webinar addressing the March 1st deadline to move Public Inspection Files online. The webinar focused on the technical challenges, what the FCC said it will do, how to accomplish the task efficiently and how to maintain the online file. Forever Managers viewed the webinar.
- 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.
- Sunday, March 25th – Tuesday, March 27th, 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.