

Cumberland, MD ANNUAL EEO PUBLIC FILE REPORT

Facility ID	Date Report Covers: June 1, 2020 – May 31, 2021	Employer: Forever Media of MD, LLC	Job Search to: careers@forevermediainc.com
71869	Stations, City of License: WFRB-FM 105.3, Frostburg, MD	Employment Unit Address: 350 Byrd Avenue, Cumberland, MD 21502	Contact Person, Title, email, phone number: Timothy Martin, Operations Manager, tmartin@forevermediainc.com (301) 722-6666
71868	WFRB-AM 560, Frostburg, MD	www.forevercumberland.com	
74083	WRQE-FM 106.1, Cumberland, MD		
74082	WTBO-AM 1450, Cumberland, MD		

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
Total		0	0		

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	FROSTBURG BUSINESS AND PROFESSIONAL ORGANIZATION 12 W. MAIN STREET FROSTBURG, MD 21532 301-689-1680 GEORGE PAPPAS	NO	
2	GARRETT COLLEGE 687 MOSSER ROAD McHENRY, MD 21541 301-387-3132 JOB PLACEMENT OFFICE www.gcc.cc.md.us	NO	
3	POTOMAC STATE COLLEGE 101 Fort Ave KEYSER, WV, 26726 800-262-7332 Diana Grady dlgrady@mail.wvu.edu	NO	
4	FROSTBURG STATE UNIVERSITY CAREER and Professional Development Center 124 SANDY SPRING HALL FROSTBURG, MD 21532 301-687-4403 Dr. Robbie Cordle rcordle@frostburg.edu	NO	
5	WOMENS HELP CENTER 809 NAPOLEON STREET JOHNSTOWN, PA 15901 1-814-533-2493 KATHY RITTER womenshelpcenter.org/	NO	
6	Forever Cumberland Website 350 BYRD AVE CUMBERLAND, MD 21502 301-722-6666 TIM MARTIN www.forevercumberland.com	NO	
7	ALLEGANY COUNTY UNITED WAY 138 BALTIMORE ST. SUITE 102 CUMBERLAND, MD 21502 301-777-1221 Juli McCoy info@cuw.org	NO	
8	FOREVER MEDIA of MD INTERNAL POSTING 350 BYRD AVE CUMBERLAND, MD 21502 301-722-6666 General Manager WTBO/WRQE/WFRB AM/WFRB FM rcornwell@forevermediainc.com	NO	

Forever Media of MD, LLC Report Cumberland, MD 06-01-2020 through 05-31-2021 FINAL

9	FOREVER MEDIA of MD ON-AIR (WFRB FM, WRQE, WTBO, WFRB-AM) 350 BYRD AVE CUMBERLAND, MD 21502 301-722-6666 Operations Manager WTBO/WRQE/WFRB AM/WFRB FM tmartin@forevermediainc.com	NO	
10	The Western Maryland Consortium (Cumberland) 138 Baltimore Street Suite 102 CUMBERLAND, MD 21502 301-777-1221 www.westernmarylandconsortium.org	NO	
11	Allegany College of Maryland Job Placement Office 12401 WILLOWBROOK ROAD CUMBERLAND, MD 21502 301 784-5209 Beth Nightengale bnightengale@allegany.edu	NO	
12	ALLEGANY COLLEGE OF MD Multimedia Technology 12401 WILLOWBROOK ROAD CUMBERLAND, MD 21502 301-784-5243 JOHN BONE jbone@allegany.edu	NO	
13	Walk-ins, Employee/Client Referrals 350 Byrd Avenue CUMBERLAND, MD 21502 (301)722-6666 Operations Manager WTBO/WRQE/WFRB AM/WFRB FM careers@forevermediainc.com	NO	
14	Internal Posting Forever Media – Altoona One Forever Drive Hollidaysburg, PA 16648 814-941-9800 jdowning@forevermediainc.com jdowning@forevermediainc.com	NO	
15	Internal Posting Forever Media – Brownsville 123 Blaine Road Brownsville, PA 15417 724-938-2000 Joyce Nicholson Jnicholson@forevermediainc.com	NO	
16	Internal Posting Forever Media - State College 2551 Park Center Blvd. State College, PA 16801 814-237-9800 Andy Kreiser akreiser@forevermediainc.com	NO	
17	Internal Posting Forever Media – Johnstown 109 Plaza Drive, Suite 2 Johnstown, PA 15905 814-255-4186 Shelly Lovenduski slovenduski@forevermediainc.com	NO	
18	Internal Posting Forever Media – New Castle	NO	

Forever Media of MD, LLC Report Cumberland, MD 06-01-2020 through 05-31-2021 FINAL

	219 Savannah Gardner Road New Castle, PA 16101 724-654-5502 Jill Hamilton jhamilton@forevermediainc.com		
19	Internal Posting Forever Media - Franklin 1243 Liberty Street Franklin, PA 16323 814-432-2188 Jill Hamilton jhamilton@forevermediainc.com	NO	
20	Internal Posting Forever Media - Meadville 900 Water Street Meadville, PA 16335 814-724-1111 Jill Hamilton jhamilton@forevermediainc.com	NO	
21	Internal Posting Forever Media - York 275 Radio Road Hanover, PA 17331 717-637-3831 Tammy Signor tsignor@forevermediainc.com	NO	
22	Internal Posting Forever Media - Cumberland 350 Byrd Avenue Cumberland, MD 21502 301-722-6666 Jeanie McLaughlin jmclaughlin@forevermediainc.com	NO	
23	Internal Posting Forever Media – Easton 306 Port Street Easton, MD 21601 410-822-3301 Lynn Moore lmoore@forevermediainc.com	NO	
24	Internal Posting Forever Media -Robinson 2 Robinson Plaza, Suite 410 Pittsburgh, PA 15205 412-275-3393 Dottie McCartney dmccartney@forevermediainc.com	NO	
25	Internal Posting Forever Media- Bellaire 56325 High Street Bellaire, OH 43906 740-676-5661 Judy Vavrek jvavrek@forevermediainc.com	NO	
26	Internal Posting Forever Media - Lebanon 440 Rebecca Street Lebanon, PA 17046 717 272-7651 Tammy Signor tsignor@forevermediainc.com	NO	

Forever Media of MD, LLC Report Cumberland, MD 06-01-2020 through 05-31-2021 FINAL

27	Internal Job Posting-Havre de Grace 707 Revolution Street Havre de Grace, MD 21078 866-664-1037 Nick Brino nbrino@forevermediainc.com	NO	
28	Internal Job Posting – Milford 1666 Blairs Pond Road Milford, DE 19963 302-422-7575 Sandra Gay sgay@forevermediainc.com	NO	
29	Internal Job Posting – Wilmington 2727 Shipley Road Wilmington, DE 19810 302-478-2700 Bobbi Jo Clifford bclifford@forevermediainc.com	NO	
		Total	0

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	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
2	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
3	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
4	12/2/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	Virtual Fall Career Fair-Colleges of Business, Technology, Arts and Sciences. Meet and network with WilmU Student and Alumni.	Diane Fetty, CHRD represented all of the Forever Media stations
5	12/17/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	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 Multimedia Technology Program.	O.M. Tim Martin is a standing committee member.
6	2/19/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	<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	Diane Fetty, CHRD represented all of the Forever Media stations

			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.	
7	2/24/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Maryland and Pennsylvania Liberal Arts Career Fair -Institutions include Gettysburg College, Goucher College, Hood College, McDaniel College, Mount St. Mary's University, Muhlenberg College, Notre Dame of Maryland University, St. John's College, Ursinus College, and Washington College. Employers had an opportunity to meet and talk with 19,300+ students from 10 liberal arts institutions!	Diane Fetty, CHRD represented all of the Forever Media stations
8	2/25/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	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.	Diane Fetty, CHRD represented all of the Forever Media stations
9	2/26/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	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.	Diane Fetty, CHRD represented all of the Forever Media stations
10	4/21/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Wilmington University - Participation in the 2021 Virtual Spring Career Fair- Colleges of Business, Technology, Art & Sciences. This event was designed to bring students together with employers and alumni from hundreds of business, industry and public service to discuss student career options, internships and full-time employment opportunities.	Diane Fetty, CHRD represented all of the Forever Media stations
11	04/22/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Program Advisory Committee for Allegany College of Maryland's Multimedia Technology. This was the spring meeting of that committee. This is an on-going advisory committee, to help guide the future of the Multimedia Technology Program.	O.M. Tim Martin is a standing committee member. Jim Van, news director was also in attendance.

12	None this period.	#5 Forever Media Internship Program	Forever Media Radio helps prepare students to take their place in society as active, critical and engaged media professionals. We provide internship opportunities to students every year. We work to design a program that allows students to earn college credit for hands on experience at the radio station. The Internships are designed to meet the needs of the radio station and academic requirements of the college or university where the student is enrolled. Each internship is uniquely designed to help prepare students to take their place in society as active, critical and engaged media professionals. Students may work with the News Director, Program Director, Business Manager, Chief Engineer, Sales Manager or the General Manager to fulfill their Internship. Promotional interns. They helped develop, plan, implement, and recap ways to market and promote the station group. They attend Live Action Broadcasts for the radio network and help promote the event.	
13	06/22/2020	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held a virtual meeting. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of Sales
14	09/23/20	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held a Board of Directors Meeting virtually. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of Sales
15	09/28/20 through 09/29/20	#8 Establishment of Training Programs for Station Personnel	Forever Media manager/owner 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
16	12/10/2020	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2019 Board of Directors Meeting virtually. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of Sales
17	2/23/21 and 2/24/21	#8 Establishment of Training Programs for Station Personnel	Forever Media Manager/owner attended the AIMS (Association of Independent Metropolitan Stations) virtually. This two-day conference presented discussions regarding the radio business and new opportunities and problem solving.	Lynn Deppen, President and Mike Sherry, VP of Sales
18	3/9/21 through 3/11/21	#8 Establishment of Training	RSC Sound Software conducted training for Program Directors on the music selector product called GSelector.	Program Directors Altoona, Johnstown, Meadville, Pittsburgh,

		Programs for Station Personnel		Brownsville, State College, York, PA; Wilmington, DE; and Cumberland, MD
19	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.	Diane Fetty, CHRD
20	5/20/21	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2020 Board of Directors Meeting virtually. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., and Mike Sherry, VP of Sales
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-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.	Program Directors and GMS
23	Monthly	#8 Establishment of Training Programs for Station Personnel	Forever Media Corporate Program Director, Mike Stevens conducts a monthly telephone conference call with Production Directors and Copy Writers to guide, and train in order to help them succeed in their careers, as well as share ideas and talk about trends in copy writing and production. These calls include coaching and support from me.	Production Directors and Copywriters with Mike Stevens

24	Weekly	#8 Establishment of Training Programs for Station Personnel	A weekly telephone conference call is held on Thursdays at 10:31 am with Production Directors and copywriters, who are divided into group, to share ideas for commercials and promos.	Production Directors and Copywriters
25	Weekly	#8 Establishment of Training Programs for Station Personnel	A weekly telephone conference call is held on Tuesdays at 10:31 am with the programming air staff, who are divided into group, to share ideas on air content.	Programming Staff
26	Occasionally	#8 Establishment of Training Programs for Station Personnel	Mike Stevens will occasionally share a webinar or presentation to programming and/or production directors and copywriters as they are held by consultants and other broadcast organizations.	Programming/Production Staff
27	Ongoing	#8 Establishment of Training Programs for Station Personnel	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.	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 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.	Sales Staff
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	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
34	Upon Request	#16 Radio Station Group Tours	We routinely give group tours of our facility, 2 Robinson Plaza, Suite 410, PA 15205 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	Contact Tim Martin Operations Manager (301) 722-6666 350 Byrd Avenue Cumberland, MD 21502

			<p>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 350 Byrd Avenue Cumberland, MD 21502 Attn: Tim Martin Operations Manager (301) 722-6666</p>	
35	11/12/20	#2 Radio Station Group Tours	<p>Virtual Station Tour of Cumberland Studio location. About 10 people from Horizon Goodwill participated in the tour done via Zoom.</p>	<p>Tim Martin, Carson Yoder and Rhonda Keefer all participated in the tour.</p>