

BROWNSVILLE, PA ANNUAL EEO PUBLIC FILE REPORT

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| Facility ID | Date Report Covers: April 1, 2024- March 31, 2025 | Employer: Forever Media, Inc. | Job Search to: careers@forevermediainc.com |
| 65709 33828 | Stations, City of License: WOGG-FM, Oliver, PA WPKL-FM- Uniontown, PA | Employment Unit Address: 123 Blaine Road Brownsville, PA 15417 On-Line Public File location: www.foreverpittsburgh.com | Contact Person, Title, email, phone number: David Pavlic, RSM dpavlic@forevermediainc.com 724-938-2000 |

This EEO Public File Report is filed in each Station’s online FCC Public File.

Employer is an equal opportunity employer and does not discriminate in the recruiting, hiring, training, or promotion of employees or, in its advertising practices by reason of race, color, religion, sex, or national origin. We engage in a continuing and evolving effort to seek out prospective applicants for employment. The Annual EEO Reports herein exemplify those agencies contacted. Those which requested to be contacted, are so noted. We have found these agencies to be suppliers of diverse and qualified employment candidates in our continuing outreach program to achieve dissemination of information to a broad section of the community. We periodically re-evaluate the recruitment process to enhance wide dissemination. As a result, we believe our overall package of recruiting initiatives has been successful over the past two reporting periods.

Full-Time Vacancies Filled:

| Job Title | Hire Date | Persons Hired | Persons Interviewed | Recruitment Sources Used from Master List | Referring Source |
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| Program Director | 06/03/2024 | 1 | 3 | 1,3,4,5,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32.33,34,35,36,37,40 | 3 |
| Total | | 1 | 3 | | |

Full-Time Recruitment Sources Master List:

| Recruitment Source Number | Recruitment Source Name, Address, Phone, Contact, email, URL | Source Requested Notification | Referrals from this source |
|----------------------------------|--|--------------------------------------|-----------------------------------|
| 1 | Forever Media Web 123 Blaine Road Brownsville, PA 15417 Foreverpittsburgh.com | No | 2 |
| 2 | Forever Media ON-AIR RADIO STATIONS WOGG/WPKL 123 Blaine Road Brownsville, PA 15417 724-938-2000 www.careers@forevermediainc.com | No | 0 |
| 3 | Walk-Ins, Employee/ Client Referrals/Other David Pavlic, Sales Manager 123 Blain Road Brownsville, PA 15417 724-938-2000 careers@forevermediainc.com | No | 1 |
| 4 | Indeed 177 Broad Street,6 th Floor, Stamford CT 06901 888-746-9333 Customer Support www.indeed.com | No | 0 |
| 5 | Linked In www.linkedin.com | No | 0 |
| 6 | Department of Labor & Industry 411 Seventh Ave. Pittsburgh, Pennsylvania 15219 Phone: 814-871-4301 Email: jpmiller@pa.gov JP Miller | No | 0 |
| 7 | Department of Veterans Affairs 1000 Liberty Ave. Pittsburgh, Pennsylvania 15222 Phone: 800-827-1000 Email: Samuel.green@va.gov Samuel Green | No | 0 |
| 8 | It's About The Warrior Foundation 12590 Perry Highway Suite 700 Wexford, Pennsylvania 15090 Phone: 724-712-1355 Email: itsaboutthewarrior@zoominternet.net Steve Monteleone | No | 0 |
| 9 | NAACP- Allegheny-Kiski Branch PO Box 215 Leechburg, Pennsylvania 15656 Phone: 724-842-5061 Email: d.ayers5@comcast.net Deborah Ayers | No | 0 |
| 10 | Native American Employment and Training Program 120 Charles Street Dorseyville, Pennsylvania 15238 Phone: 412-782-4457 Email: kjevsevar@cotraic.org Kerry Jevsevar | No | 0 |

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| 11 | Office of Vocational Rehabilitation 531 Penn Ave. Pittsburgh, Pennsylvania 15222 Phone: 412-565-7938 Email: rhodapp@pa.gov Rob Hodapp | No | 0 |
| 12 | PA Association of Broadcasters Gail Ponti 208 North 3rd Street, Suite 105 Harrisburg, PA 17101 717-482-4820 www.pab.org | No | 0 |
| 13 | Internal Job Posting-Cumberland 350 Byrd Avenue Cumberland, MD 21502 Jeanie McLaughlin jmclaughlin@forevermediainc.com (until 10/15/24) Tim Martin 301-722-6666 tmartin@forevermediainc.com | No | 0 |
| 14 | Internal Job Posting- Easton 306 Port Street Easton, MD 21601 Patti Tibbitt 410-822-3301 ptibbitt@forevermediainc.com | No | 0 |
| 15 | Internal Job Posting-Havre de Grace 707 Revolution Street Havre de Grace, MD 21078 Joe Keane 866-664-1037 jkeane@forevermediainc.com | No | 0 |
| 16 | Internal Posting-Brownsville 123 Blaine Road, Brownsville PA 15417 Joyce Nicholson 724-938-2000 jnicholson@forevermediainc.com | No | 0 |
| 17 | Internal Job Posting – Pittsburgh 2 Robinson Plaza, Suite 410 Pittsburgh, PA 15205 Joyce Nicholson 412-275-3393 jnicholson@forevermediainc.com | No | 0 |
| 18 | Internal Job Posting – York/Hanover 275 Radio Road Hanover, PA 17331 Tammy Signor 717-637-3831 tsignor@forevermediainc.com | No | 0 |
| 19 | Internal Job Posting – Milford 1666 Blairs Pond Road Milford, DE 19963 Nanci Black 302-422-7575 nblack@forevermediainc.com | No | 0 |
| 20 | Internal Job Posting – Wilmington 2727 Shipley Road Wilmington, DE 19810 | No | 0 |

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| | Ken Scriven 302-478-2700 kscriven@forevermediainc.com | | |
| 21 | Bethany College John E. Osborne 31 E. Campus Drive Bethany WV 26032 304-829-7395 josborne@bethanywv.edu | No | 0 |
| 22 | CareerLink – Washington PA C. North 90 W. Chestnut Street, Suite 190 LL Washington, PA 15301 724-223-4500 cnorth@pa.gov | No | 0 |
| 23 | CareerLink Centers-Beaver Falls, PA James Mackin 2103 Ninth Avenue Beaver Falls, PA 15010 724-728-4860 jobtraining@jtbc.org | No | 0 |
| 24 | CCAC Pamela Nichols (Boyce) 808 Ridge Avenue, Room SSC 110 Pittsburgh PA 15212 724-325-6770 pnichols@ccac.edu | No | 0 |
| 25 | Eastern Gateway Comm College Career Services Center 400 Sunset Blvd. Steubenville, OH 43952 740-266-9665 adaly@egcc.edu | No | 0 |
| 26 | Media Association of Pittsburgh Trisha Duffy Pittsburgh, PA VPCommunication@mediaPittsburgh.com | No | 0 |
| 27 | Penn State - Fayette Campus Brittany Will 2201 University Drive LeMont Furnace PA 15456 724-430-4100 Bmw6394@psu.edu | No | 0 |
| 28 | Regional Economic Dev Assoc. Service Rep 110 Main St. 3 rd Floor-P.O. Box 1029 Wheeling WV 26003 304-232-7722 tmarking@redp.org | No | 0 |
| 29 | West Liberty State College Christopher McPherson, Director PO Box #295, Route #88 West Liberty WV 26074 304-336-8018 christopher.mcpherson@westliberty.edu lsdc@westliberty.edu | No | 0 |
| 30 | Franciscan University of Steubenville Dr. Dave Schaeffer | No | 0 |

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| | 1235 University Boulevard Steubenville OH 43952 740-284-5391 https://app.joinhandshake.com | | |
| 31 | Geneva College 3200 College Avenue Beaver Falls, PA 15010 721-846-5100 https://app.joinhandshake.com | No | 0 |
| 32 | Indiana University of Pennsylvania 1101 South Drive Indiana, PA 15705 724-357-2100 https://app.joinhandshake.com | No | 0 |
| 33 | PennWest California Univ of Pennsylvania, Clarion University and Edinboro University https://app.joinhandshake.com | No | 0 |
| 34 | Robert Morris University Career & Professional Develop Ctr 6001 University Boulevard Moon Twp, Pittsburgh PA 15108 412-397-6333 https://app.joinhandshake.com | No | 0 |
| 35 | Slippery Rock University 1 Morrow Way Slippery Rock, PA 16057 800-778-9111 https://app.joinhandshake.com | No | 0 |
| 36 | University of Pittsburgh 4200 Fifth Avenue Pittsburgh, PA 15260 412-624-4141 https://app.joinhandshake.com | No | 0 |
| 37 | Youngstown State University 1 University Plaza Youngstown, OH 44555 330-941-3000 https://app.joinhandshake.com | No | 0 |
| 38 | All Access 24955 Pacific Coast Highway, C303 Malibu CA 90265 www.allaccess.com (Programming only) | No | 0 |
| 39 | Country Aircheck Monta Vaden 941 18 th Avenue, 2 nd Floor Nashville, TN 37212 www.countryaircheck.com (Programming only) | No | 0 |
| 40 | Radio Online www.radioonline.com (Programming only) | No | 0 |
| 41 | TBC Holdings LLC tbcholdingsllc.com Cameron McDowell 724-513-6663 | No | 0 |
| | | Total | 3 |

Outreach Activities List:

| Outreach Number | Date | Recruitment Initiative | Description | Participants |
|-----------------|---------|--|--|--|
| 1 | 11/6/24 | #1 Conventions, Job Fairs, Career Days, Career Fairs | Frostburg State University Virtual Career Fair & Internship Fair. Engaged with students and alumni seeking employment opportunities. | Diane Fetty represented all of the Forever Media stations. |
| 2 | 11/8/24 | #1 Conventions, Job Fairs, Career Days, Career Fairs | Syracuse University-Newhouse School of Public Communications. Fall Virtual Communications, Journalism & Media Career Fair. Engaged with students and alumni seeking employment opportunities. | Diane Fetty represented all of the Forever Media stations. |
| 3 | 3/21/25 | #1 Conventions, Job Fairs, Career Days, Career Fairs | Spring 2025 Virtual Communications, Journalism & Media Career Fair. Engaged with students and alumni seeking employment opportunities. | Diane Fetty represented all of the Forever Media stations. |
| 4 | Ongoing | #2 Hosted Job Fairs | FOREVER MEDIA hosts an on-going job fair on its website www.forevermediainc.com where applicants have an opportunity to view open positions, by market, and submit a resume. | Diane Fetty, CHRD |
| 5 | 12/5/24 | #2 Hosted Job Fairs | Forever Media Brownsville hosted an In-House Job fair at the WOGG-FM and WPKL-FM studios at 123 Blaine Road, Brownsville, PA 15417 from 10am-2pm. Interviews were available for walk-in applicants. Information about a career with Forever Media was made available for interested people. The job fair was promoted on the stations, ForeverPittsburgh.com and through the stations' social media outlets. | David Pavlic, GSM and staff |
| 6 | 3/13/25 | #2 Hosted Job Fairs | Forever Media Brownsville hosted an In-House Job fair at the WOGG-FM and WPKL-FM studios at 123 Blaine Road, Brownsville, PA 15417 from 10am-3pm. Interviews were available for walk-in applicants. Information about a career with Forever Media was made available for interested people. The job fair was promoted on all five of our stations, ForeverPittsburgh.com and through the stations' social media outlets. | David Pavlic, GSM and staff |
| 7 | Ongoing | #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 | None this period |

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| | | | 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. | |
| 8 | 4/3/24 | #8 Establishment of Training Programs for Station Personnel | The Infinite Dial 2024 Webinar The Infinite Dial has become a critical resource for understanding consumer behavior and technology adoption across smart platforms. Marketers and media buyers turn to these insights for important media trends in key channels such as radio, streaming audio, podcasts, social media, and more. | Mike Stevens, Corporate Program Director |
| 9 | 4/10/24 | #8 Establishment of Training Programs for Station Personnel | Radio's Place in America's Top Selling New Vehicles Webinar | Mike Stevens, Corporate Program Director |
| 10 | 4/11/24 | #8 Establishment of Training Programs for Station Personnel | Up Close and Personal with Scott Shannon Webinar | Mike Stevens, Corporate Program Director |
| 11 | 4/15/24 | #8 Establishment of Training Programs for Station Personnel | QUU-Radio's Place in America's Top-Selling New Vehicles webinar. This first-of-its-kind study uncovers radio's strengths and areas for growth in vehicles, the #1 location for listening. Get the 2024 Dashboard Scoreboard, six key findings, and recommendations from Fred Jacobs, Paul Jacobs, Joe D'Angelo, and Mike McVay | Mike Stevens, Corporate Program Director |
| 12 | 4/24/24 | #8 Establishment of Training Programs for Station Personnel | "But They have a Great Personality" webinar | Mike Stevens, Corporate Program Director |
| 13 | 4/25/24 | #8 Establishment of Training Programs for Station Personnel | 2024 Techsurvey-All Industry Webinar sponsored by InsideRadio. | Mike Steven, Corporate Program Director |
| 14 | 4/25/24 & 4/26/24 | #8 Establishment of Training Programs for Station Personnel | The Pennsylvania Association of Broadcasters held an in-person Board of Directors meeting at the Harrisburg Hilton in Harrisburg, PA | Mike Sherry - VP Sales Dave Davies - Market Manager, Linda Prophet - GSM, Joe Keane - GSM, David Pavlic - GSM, Eric Weiss - PD, Joe Bleacher, Melissa Kubik, Melissa Kasula |

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| 15 | 4/30/24 | #8 Establishment of Training Programs for Station Personnel | "Hear from the experts: Successful promotions that you can easily replicate in your market" Webinar | Mike Stevens, Corporate Program Director |
| 16 | 5/15/24 | #8 Establishment of Training Programs for Station Personnel | "What Women Want 2024" Webinar | Mike Stevens, Corporate Program Director |
| 17 | 5/30/24 | #8 Establishment of Training Programs for Station Personnel | "Analytics and Innovation Driving Radios Future in Connected Cars" Webinar | Mike Stevens, Corporate Program Director |
| 18 | 6/12/24 | #8 Establishment of Training Programs for Station Personnel | "CRS360 Tame the Tech Unleash the Potential How AI can be your Ally" Webinar | Mike Stevens, Corporate Program Director |
| 19 | 6/13/24 | #8 Establishment of Training Programs for Station Personnel | "Getting the Most from your station Imaging Voice" Webinar | Mike Stevens, Corporate Program Director |
| 20 | 6/18/24 | #8 Establishment of Training Programs for Station Personnel | "RAB Radio Mercury Awards" Webinar | Mike Stevens, Corporate Program Director |
| 21 | 7/11/24 | #8 Establishment of Training Programs for Station Personnel | "How to Prompt: Unlock the Power of AI" Webinar | Mike Stevens, Corporate Program Director |
| 22 | 8/1/24 | #8 Establishment of Training Programs for Station Personnel | "News in the New Era of Communication" Webinar | Mike Stevens, Corporate Program Director |
| 23 | 8/14/24 | #8 Establishment of Training Programs for Station Personnel | "Navigating Legal Issues involving Sales contests" Webinar | Mike Stevens, Corporate Program Director |
| 24 | 8/22/24 | #8 Establishment of Training Programs for Station Personnel | "Nielsen Audio Diary Transformation – Part 1" Webinar | Mike Stevens, Corporate Program Director |
| 25 | 8/27/24 | #8 Establishment of Training Programs for Station Personnel | "Nielsen Audio Diary Transformation – Part 2" Webinar | Mike Stevens, Corporate Program Director |
| 26 | 9/4/24 | #8 Establishment of Training Programs for Station Personnel | "Results of the 2024 AQ6 study" Webinar | Mike Stevens, Corporate Program Director |
| 27 | 10/14/24 | #8 Establishment of Training Programs for Station Personnel | RAB Radio Marketing Professional Sales Training Program- Bambi Young from Forever Media-Robinson was enrolled in the 17-course training program. Bambi completed program and passed the 100 question final exam with a score of 85% to earn her Radio Marketing Professional Certification on October 14, 2024. | Bambi Young, AE |

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| 28 | 10/29/24 | #8 Establishment of Training Programs for Station Personnel | "Sports Audio Report" Webinar | Mike Stevens, Corporate Program Director |
| 29 | 11/14/24 | #8 Establishment of Training Programs for Station Personnel | "Office hours: Promotion Ideas to Kickstart 2025" Webinar | Mike Stevens, Corporate Program Director |
| 30 | 11/14/24 and 11/15/24 | #8 Establishment of Training Programs for Station Personnel | The Pennsylvania Association of Broadcasters held an in-person Board of Directors meeting at the Harrisburg Hilton. | Dave Davies, Market Manager |
| 31 | 11/20/24 | #8 Establishment of Training Programs for Station Personnel | RAB Live presentation Radio Mercury Awards Webinar | Mike Stevens, Corporate Program Director |
| 32 | 11/21/24 | #8 Establishment of Training Programs for Station Personnel | "The Election is over – What it Means for Broadcasters for 2025 and Beyond" Webinar | Mike Stevens, Corporate Program Director |
| 33 | 12/5/24 | #8 Establishment of Training Programs for Station Personnel | "Second Street Product Roundup – New Features" Webinar | Mike Stevens, Corporate Program Director |
| 34 | 12/10/24 | #8 Establishment of Training Programs for Station Personnel | "Top 10 Findings of 2024" Webinar | Mike Stevens, Corporate Program Director |
| 35 | 1/15/25 | #8 Establishment of Training Programs for Station Personnel | "RAB Live – Key Takeaways from CES" Webinar | Mike Stevens, Corporate Program Director |
| 36 | 1/15/25 | #8 Establishment of Training Programs for Station Personnel | "Transform your morning show Audience into Communities" Webinar | Mike Stevens, Corporate Program Director |
| 37 | 1/21/25 | #8 Establishment of Training Programs for Station Personnel | CRS 2025 Industry Webinar | Mike Stevens, Corporate Program Director |
| 38 | 1/22/25 1/23/25 | #8 Establishment of Training Programs for Station Personnel | Rising Above 2025: A live virtual training event designed to teach, coach, inspire, and motivate you to rise above today's sales and management challenges. | Dave Davies, GM Linda Propheeter, GSM Lauren Kares-Yelk, LSM Kathleen Mercer, AE Jeff Kriner, AE Jennifer Williams, AE Mark Jackson, AE Cortney Shupe, AE Audrey Clabaugh, AE Erika Howington, AE Eric Weiss, PD Ava Kidd, Digital Strategist |
| 39 | 1/29/25 | #8 Establishment of Training Programs for Station Personnel | RAB Live Presentation -Better Together in 2025 Webinar | Mike Stevens, Corporate Program Director |

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| 40 | 2/13/25 | #8 Establishment of Training Programs for Station Personnel | What Radio can learn from America's #1 Webinar | Mike Stevens, Corporate Program Director |
| 41 | 2/19/25 2/20/25 2/21/25 | #8 Establishment of Training Programs for Station Personnel | Country Radio Seminar (CRS), a three-day educational event held on February 19-21, 2025, at the Omni in Nashville, TN, gathers key business leaders in various radio and music industry fields, featuring presentations on best business practices, emerging technology, personal career development, and new music showcases. | Dave Davies, Market Manager Scott Donato, Program Director |
| 42 | 3/4/25-3/5/25 | #8 Establishment of Training Programs for Station Personnel | NAB State Leadership Conference in DC | Mark Schollenberger, Market Manager |
| 43 | 3/6/25 | #8 Establishment of Training Programs for Station Personnel | The 3 Minute Difference: Nielsen's New Rule and You | Mike Stevens, Corporate Program Director |
| 44 | 3/20/25 | #8 Establishment of Training Programs for Station Personnel | The Infinite Dial 2025 Webinar | Mike Stevens, Corporate Program Director |
| 45 | Weekly | #8 Establishment of Training Programs for Station Personnel | The sales staff in the Brownsville and Robinson locations take part in weekly training through P-1 Learning's 10 Minute Trainer Course | David Pavlic, GSM Robinson and Brownsville Sales Staff |
| 46 | Bi-Monthly | #8 Establishment of Training Programs for Station Personnel | Forever Media Corporate Program Director, Mike Stevens, conducts a bi-monthly telephone conference call with the Program Directors and General Managers to review, guide and train in order to help them succeed in their careers and the overall operation of the Radio Stations. These calls routinely include coaching and support from Forever Media President Lynn Deppen. | Program Directors and GMs with Mike Stevens |
| 47 | 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 |
| 48 | Occasionally | #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 |
| 49 | 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 |
| 50 | Daily | #8 Establishment of Training Programs for Station Personnel | Account Executives are provided with daily group sales meetings to further their understanding of sales, | Sales Staff |

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| | | Personnel | 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. | |
| 51 | 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 Mike. | Production Directors and Copywriters with Mike Stevens |
| 52 | Monthly | #8 Establishment of Training Programs for Station Personnel | Forever Media makes available Monarch Solutions to the Sales Department. Monarch 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 |
| 53 | Annually and upon hire | #8 Establishment of Training Programs for Station Personnel | Forever Media supports and has a commitment to the principles 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 |
| 54 | Ongoing | #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 |
| 55 | Weekly | #8 Establishment of Training Programs | Forever Media General Managers schedule weekly, daily and individual | VP of Sales, GM's, GSM's, Sales Staff, Market |

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| | | for Station Personnel | 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. | Managers |
| 56 | 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 |
| 57 | Ongoing | #8 Establishment of Training Programs for Station Personnel | The General Manager and General Sales Manager have routinely trained on-line with the Pennsylvania Associations of Broadcasters (The Local Broadcast Sales Team & P1 Selling). | GM's, GSM's |
| 58 | 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 |
| 59 | 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 |
| 60 | Weekly | #8 Establishment of Training Programs for Station Personnel | Establishment of Digital sales products. Marketron offers a web-based digital-specific software platform that enables the sales, sales management to provide digital products to our clients. Training is ongoing and is incorporated into their weekly sales training sessions. | All Management and Sales Staff |
| 61 | 4/17/24 | #10 Participation of programs relating to career | Point Park University Buyer's Challenge @ Point Park University Rowland School of Business; Sales Center on April | Mike Sherry and David Pavlic, representing Forever Media Inc. |

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| | | opportunities in broadcasting sponsored by educational institutions | <p>17, 2024 4:00pm-6:00pm <i>We were invited by Dorene Ciletti MBA, PhD (Associate Professor and Program Director, Marketing and Sales) to participate in the Rowland School of Business Broadcast Sales Challenge-Spring 2024 at the Michael P. Pitterich Sales & Innovation Center at 1215 West Penn Hall, Pittsburgh, PA 15222.</i> <i>Mike and I played the role of media buyer's prospects for the broadcast sales challenge for their Professional Selling class. We each met with a different student every 15 minutes from 4pm-6pm.</i></p> | |
| 62 | 4/18/24 | #10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions | <p>Penn Highlands Advisory Board Meeting Mike Stevens Participated in the Penn Highlands Community College Advisory Board Meeting for the Communications Program at Penn Highlands Community College</p> | Mike Stevens, Corporate Program Director |
| 63 | 10/2/24 | #10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions | <p><i>Participated in "The Business of Broadcast: How Sales Powers Media" panel discussion at Point Park University. The panel discussion was sponsored by the Michael P. Pitterich Sales & Innovation Center and the Pennsylvania Association of Broadcasters.</i></p> <p><i>Mike and David were two of the panelists answering questions and speaking to a group of 35-40 students and faculty.</i></p> | Mike Sherry, VP of Sales, David Pavlic, GSM |
| 64 | 11/20/24 | #10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions | <p>Point Park University / Pennsylvania Association of Broadcasters Business of Broadcast Sales Challenge @ Point Park University Rowland School of Business; Michael P. Pitterich Sales & Innovation Center on November 20, 2024 4:00pm-6:00pm <i>Mike Sherry and David Pavlic, representing Forever Media Inc, were invited by Dorene Ciletti MBA, PhD (Professor and Program Director, Marketing and Sales) to participate in the Rowland School of Business's Business of Broadcast Sales Challenge-Fall 2024 at the Michael P. Pitterich Sales & Innovation Center at 1215 West Penn Hall, Pittsburgh, PA 15222.</i></p> <p>Mike and David played the role of a Marketing Director from a local business. 18 students from Point Park</p> | Mike Sherry, VP of Sales, David Pavlic, GSM |

