

# **EEO PUBLIC FILE REPORT**

**WBGI-FM, Bellaire, OH  
WUKL (FM), Bethlehem, WV  
WRQY(FM), Moundsville, WV  
WOMP, Bellaire, OH**

**This EEO Public File Report  
Covers June 1, 2016-May 31, 2017**

This EEO Public File Report is filed in Station WRQY (FM), WUKL (FM), WBGI-FM and WOMP's 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, 2017, the station filled the following full-time vacancies:

Market Manager – 1  
Sales Account Executive - 1

### **ACTIVITY TO REPORT THIS PERIOD**

The station interviewed a total of 5 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: 56325 High Ridge Road, Bellaire Ohio 43906

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

Forever Media of Ohio, LLC  
56325 High Ridge Road  
Bellaire OH 43906  
Attention: General Manager

Phone: 740-676-5661

Email: [careers@forevermediainc.com](mailto:careers@forevermediainc.com)

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

Forever Media of Ohio, 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 employment candidates in our continuing outreach program to achieve dissemination of information to a broad section of the community.

<b>Name of Recruitment Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Address</b>	<b>Did the Source Request Notification?</b>	<b># of Referrals</b>
Ohio Association of Broadcasters	Patricia Geary	17 S. High Street, Ste 1010	Columbus OH 43215	No	0
Inside Radio	Kathryn Lambis	PO Box 742263	Atlanta, GA 30374	No	1
AllAccess.com	Joel Denver	24955 Pacific Coast Hwy, C303	Maliby, CA 90265	No	0
Franciscan University of Steub	Dr. Dave Schaeffer	1235 University Boulevard	Steubenville OH 43952	Yes	0
Indeed.com	Representative – Indeed, Inc.	6433 Champion Grandview Way, 1	Austin TX 78750	No	0
Media Association of Pittsburgh	Tatia O'Connor/Doug Andiorio	VPCcommunications@ MediaPittsburgh.com	Pittsburgh, PA	No	0
ZipRecruiter.com	Business Affairs Dept	401 Wilshire Blvd, 11 <sup>th</sup> Floor	Santa Monica, CA 90401	No	0
TVandRadioJobs.com	c/o Abrams/Dawson & Assoc	PO Box 7049	Charlottesville VA 22906	No	0

Bethany College	Patrick Sutherland, GM	WVBC Radio - Bethany College	Bethany WV 26032	No	0
Penn State – Fayette Campus	Career Placement	One University Drive, PO Box 519	Uniontown PA 15401	No	0
California Univ of PA	Career Placement	250 University Ave	California PA 15419	No	0
Washington & Jefferson College	Career Placement	60 S. Lincoln Street	Washington PA 15301	No	0
West Liberty State College	Career Placement	PO Box #295, Route #88	West Liberty WV 26074	No	0
Wheeling Jesuit Collee	Career Placement	316 Washington Ave	Wheeling WV 26003	No	0
Robert Morris University	Career Placement	6001 University Blvd, Moon Twp.	Pittsburgh PA 15219	No	0
On-Air Recruitment-WRQY, WUKL, WBGI	General Manager, WRQY, WUKL, WBGI	56325 High Ridge Rd	Bellaire OH 43906	No	1
Forever Media stations Internal Posting	General Manager, WRQY, WUKL, WBGI	56325 High Ridge Rd	Bellaire OH 43906	No	1
Employee/Client Referral	General Manager, WRQY, WUKL, WBGI	56325 High Ridge Rd	Bellaire OH 43906	No	2

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** Market Manager

**Recruitment Source That Referred the Hiree:**

Employee/Client Referral

**Date Vacancy Opened:** 09/16/2016

**Total Number Hired:** 1

**Date Vacancy Filled:** 02/17/2017

**Total Number of Persons Interviewed for the Vacancy:** 3

### Recruitment Sources Used to Fill the Vacancy

RECRUITMENT SOURCES	CONTACT PERSON	ADDRESS	CITY - STATE - ZIP	PHONE/FAX/EMAIL	Did Source Request Notification?	How many referrals from this source?
Ohio Association of Broadcasters	Patricia Geary	17 S. High Street, Ste 1010	Columbus OH 43215	614-228-4052	No	0
Inside Radio	Kathryn Lambis	PO Box 742263	Atlanta, GA 30374	800-248-4242	No	1
AllAccess.com	Joel Denver	24955 Pacific Coast Hwy, C303	Malibu, CA 90265	615-252-6400	No	0
Franciscan University of Steubenville	Dr. Dave Schaeffer	1235 University Boulevard	Steubenville OH 43952	740-283-4771	Yes	0
Indeed.com	Indeed representative	6433 Champion Grandview Way, 1	Austin TX 78750	800-462-5842	No	0
Media Association of Pittsburgh	Tatia O'Connor/Doug Andiorio	VPCcommunications@MediaPittsburgh.com	Pittsburgh, PA	None Listed	No	0

ZipRecruiter.com	Business Affairs Dept.	401 Wilshire Blvd, 11 <sup>th</sup> Fl.	Santa Monica, CA 90401	877-252-1062	No	0
TVandRadioJobs.com	c/o Abrams/Dawson & Assoc	PO Box 7049	Charlottesville VA 22906	TVandRadioJobs.Com	No	0
Bethany College	Patrick Sutherland, GM	WVBC Radio - Bethany College	Bethany WV 26032	304-829-7000	No	0
Penn State – Fayette Campus	Career Placement	One University Drive, PO Box 519	Uniontown PA 15401	724-430-4211	No	0
California University of PA	Career Placement	250 University Ave	California PA 15419	724-938-4000	No	0
Washington & Jefferson College	Career Placement	60 S. Lincoln Street	Washington PA 15301	888-926-3529	No	0
West Liberty State College	Career Placement	PO Box #295, Route #88	West Liberty WV 26074	304-336-5000	No	0
Wheeling Jesuit College	Career Placement	316 Washington Ave	Wheeling WV 26003	800-624-6992	No	0
Robert Morris University	Career Placement	6001 University Blvd	Moon Twp, Pittsburgh PA 15108	800-762-0097	No	0
On-Air Recruitment-WRQY, WUKL, WBGJ	Gen Mgr, WRQY, WUKL, WBGJ	56325 High Ridge Rd	Bellaire OH 43906	740-283-4747	No	0
Forever Media Stations Internal Posting	Gen Mgr, WRQY, WUKL, WBGJ	56325 High Ridge Rd	Bellaire OH 43906	740-283-4747	No	1
Employee/Client Referral	Gen Mgr, WRQY, WUKL, WBGJ	56325 High Ridge Rd	Bellaire OH 43906	740-283-4747	No	1

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** Sales Account Executive

**Recruitment Source That Referred the Hiree:**

**Employee/Client Referral**

**Date Vacancy Opened:** 04/07/2017

**Total Number Hired:** 1

**Date Vacancy Filled:** 05/22/2017

**Total Number of Persons Interviewed for the Vacancy:** 2

### Recruitment Sources Used to Fill the Vacancy

RECRUITMENT SOURCES	CONTACT PERSON	ADDRESS	CITY - STATE - ZIP	PHONE/FAX/EMAIL	Did Source Request Notification?	How many referrals from this source?
Ohio Association of Broadcasters	Patricia Geary	17 S. High Street, Ste 1010	Columbus OH 43215	614-228-4052	No	0
Franciscan University of Steubenville	Dr. Dave Schaeffer	1235 University Boulevard	Steubenville OH 43952	740-283-4771	Yes	0
Indeed.com	Indeed representative	6433 Champion Grandview Way, 1	Austin TX 78750	800-462-5842	No	0
Bethany College	Patrick Sutherland, GM	WVBC Radio - Bethany College	Bethany WV 26032	304-829-7000	No	0
Penn State – Fayette Campus	Career Placement	One University Drive, PO Box 519	Uniontown PA 15401	724-430-4211	No	0
California University of PA	Career Placement	250 University Ave	California PA 15419	724-938-4000	No	0
Washington & Jefferson College	Career Placement	60 S. Lincoln Street	Washington PA 15301	888-926-3529	No	0

West Liberty State College	Career Placement	PO Box #295, Route #88	West Liberty WV 26074	304-336-5000	No	0
Wheeling Jesuit College	Career Placement	316 Washington Ave	Wheeling WV 26003	800-624-6992	No	0
Robert Morris University	Career Placement	6001 University Blvd	Moon Twp, Pittsburgh PA 15108	800-762-0097	No	0
On-Air Recruitment-WRQY, WUKL, WBGJ	Gen Mgr, WRQY, WUKL, WBGJ	56325 High Ridge Rd	Bellaire OH 43906	740-283-4747	No	1
Forever Media Stations Internal Posting	Gen Mgr, WRQY, WUKL, WBGJ	56325 High Ridge Rd	Bellaire OH 43906	740-283-4747	No	0
Employee/Client Referral	Gen Mgr, WRQY, WUKL, WBGJ	56325 High Ridge Rd	Bellaire OH 43906	740-283-4747	No	1

## -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:

### **#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 Promotions Interns scheduled in 2016-2017

- ◆ 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 events.

### **#1 JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY – The College of Communications:**

March 24, 2017 9AM to 2PM: Participation in the 2017 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 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 provided us an opportunity to meet strong candidates with relevant experience in an extremely efficient manner. By participating in the 2017 JobExpo.Comm, we had access to over 5,000 students in attendance from Penn State. Representing Forever Media was Scott Cohagan, Manager.

### **#1 JUANIATA COLLEGE CAREER DAY:**

#1 JUNIATA COLLEGE CAREER DAY February 24, 2017 11AM to 3PM: Participation in the 2017 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.

### **RADIO STATION GROUP TOURS:**

We routinely give group tours of our facility, 56325 High Ridge Rd, Bellaire Ohio 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:

WRQY-FM/WUKL (FM)/WBGI-FM/WOMP

Forever Media of Ohio, LLC

56325 High Ridge Rd

Bellaire OH 43906

Attention: General Manager or call 740-676-5661

## **PARTICIPATION IN EDUCATIONAL EVENTS:**

Kerby Confer, Partner/Member of Forever Media, has endowed Bloomsburg University to establish the Confer Radio Talent Institute. It is a ten day program of speaker and training events in radio programming, sales, management, production, promotion and ownership that is held annually. 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 5<sup>th</sup> – 15<sup>th</sup>, 2016 on Bloomsburg University campus with one day on location in Philadelphia.  
[www.confer.nationalradiotalentsystem.com](http://www.confer.nationalradiotalentsystem.com)

On Thursday, June 2, 2016 at 1:00PM, the Pennsylvania Association of Broadcasters held a webex meeting titled “Online Public Files – Radio, You’re Up Next!”. This session provided explanation on the FCC’s recent rules requiring radio stations to maintain their public files in the FCC’s online public file system. What was covered: Timing of online public file for radio, why the file is important, what goes in the file, what are the most common issues that lead to fines, details of some of the obligations. David Oxenford presented the Webex. Forever Managers viewed the webinar.

May 25 – June 1, 2016 Michael Vennare, Radio General Manager in Forever Media and a Junior Achievement Instructor/Educator, instructed students at McKee Elementary School 5<sup>th</sup> Grade (West Allegheny School District) on money, business, career opportunities and education. Additionally, he further expressed the role of radio in the community, how the business works and the job opportunities available.

August 3, 2016 – Dave Pavlic, Radio General Sales Manager in Forever Media, met with Kristine Doppelheuer, the Assistant Director, Career Advisor in Eberly College of Science & Technology and Employer Relations Coordinator with California University of PA. The meeting was to discuss the opportunities available with our group of stations, and how to better reach the students to generate more interest in opportunities available at our station group. The meeting took place at the Career and Professional Development Center at California University of PA.

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

- Sunday, April 2<sup>nd</sup> – Tuesday, April 4<sup>th</sup>, 2017 Managers, Program Directors, Business Department, and Owners convened at the Toftrees Resort and Conference Center in State College, PA for a three day Leadership Retreat. The scheduled seminar events covered Matrix Solutions CRM Sales & Intelligence Platform demonstration, Collective Contesting & Rules presented by Nick Galli, President Gene Barr of the PA Chamber of Commerce discussing the Chamber's role in radio, PA State Senator Jake Corman speaking on impending laws affecting radio and broadcasters, PA Association of Broadcasters President Joe Conti talked about upcoming events and tools that will benefit PAB members, Attorney Allan Moskowitz spoke on FCC Guidelines in conjunction with Equal Employment Opportunity annual reports, the Forever Creative websites and radio apps, Triton Digital discussion, Radio Advertising Bureau member benefits with Dolores Nolon, Radio Station Imaging with Joel Raab, and a presentation by 321 Blink Digital. There were approximately 42 employees/owners/managers present and 19 presenters/guests at this event that offered much opportunity for education.
- 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.
- August 28-30, 2016, Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Whistler, BC. This three day conference presented discussions regarding the radio business and new opportunities and problem solving. Specifically, discussion on the Labor Department plan for mandatory overtime beginning December 2016. It also offered attendees the opportunity to network with other like-minded radio broadcast management. Speakers representing Forever Media at the meeting: Lynn Deppen, Carol Logan.
- The Radio Association of Broadcasters (RAB) and National Association of Broadcasters (NAB) held their Radio Show 2016 conference in Nashville, TN September 21<sup>st</sup> – 23<sup>rd</sup>. Forever VP of Sales and three managers were in attendance. 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.
- February 12-14, 2017 Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Naples, FL. The conference attendees discussed problems, concerns, and opportunities regarding the radio

broadcast business during various daily sessions. Speakers representing Forever Media at the meeting: Lynn Deppen, Carol Logan.

- 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.
- Upon each new hire and annually, every Forever Media 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 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.