

Cumberland, MD ANNUAL EEO PUBLIC FILE REPORT

Facility ID	Date Report Covers: June 1, 2023 – May 31, 2024	Employer: Forever Media of MD, LLC Licensee: FM Radio Licenses, LLC	Job Search to: careers@forevermediainc.com
71869 71868 74083 74082	Stations, City of License: WFRB-FM, Frostburg, MD WFRB, Frostburg, MD WRQE (FM), Cumberland, MD WTBO, Cumberland, MD	Employment Unit Address: 350 Byrd Avenue, Cumberland, MD 21502 www.forevercumberland.com	Contact Person, Title, email, phone number: Timothy Martin, Operations Manager, tmartin@forevermediainc.com (301) 722-6666

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
Account Executive	1/22/24	1	1	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28	20
Total		1	1		

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	0
2	GARRETT COLLEGE 687 MOSSER ROAD McHENRY, MD 21541 301-387-3132 JOB PLACEMENT OFFICE www.gcc.cc.md.us Julie Yoder julie.yoder@garrettcollege.edu	NO	0
3	POTOMAC STATE COLLEGE 101 Fort Ave KEYSER, WV, 26726 800-262-7332 Diana Grady dlgrady@mail.wvu.edu	NO	0
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	0
5	WOMENS HELP CENTER 809 NAPOLEON STREET JOHNSTOWN, PA 15901 1-814-533-2493 KATHY RITTER womenshelpcenter.org/	NO	0
6	Forever Cumberland Website 350 BYRD AVE CUMBERLAND, MD 21502 301-722-6666 TIM MARTIN www.forevercumberland.com	NO	0
7	ALLEGANY COUNTY UNITED WAY 138 BALTIMORE ST. SUITE 102 CUMBERLAND, MD 21502 301-777-1221 Juli McCoy info@cuw.org	NO	0
8	FOREVER MEDIA of MD INTERNAL POSTING 350 BYRD AVE CUMBERLAND, MD 21502	NO	0

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	301-722-6666 General Manager WTBO/WRQE/WFRB AM/WFRB FM tmartin@forevermediainc.com		
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	0
10	The Western Maryland Consortium (Cumberland) 138 Baltimore Street Suite 102 CUMBERLAND, MD 21502 301-777-1221 www.westernmarylandconsortium.org	NO	0
11	Allegany College of Maryland Job Placement Office 12401 WILLOWBROOK ROAD CUMBERLAND, MD 21502 301 784-5209 Beth Nightengale bnightengale@allegany.edu	NO	0
12	ALLEGANY COLLEGE OF MD Multimedia Technology 12401 WILLOWBROOK ROAD CUMBERLAND, MD 21502 301-784-5243 JOHN BONE jbone@allegany.edu	NO	0
13	Allegany Way info@cuw.org	NO	0
14	Haleigh Ruppenthal haleigh.ruppenthal@sheppardpratt.org	NO	0
15	Garrett Development economicdevelopment@garrettcounty.org	NO	0
16	DCBA becky@mcclarranwilliams.com	NO	0
17	University Johnstown kshook@pitt.edu	NO	0
18	Mount University career-center@msmary.edu	NO	0
19	Shenandoah University blee19@su.edu		0
20	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	1
21	Internal Posting Forever Media – Brownsville 123 Blaine Road Brownsville, PA 15417 724-938-2000 Joyce Nicholson Jnicholson@forevermediainc.com	NO	0

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22	Internal Posting Forever Media - York 275 Radio Road Hanover, PA 17331 717-637-3831 Tammy Signor tsignor@forevermediainc.com	NO	0
23	Internal Posting Forever Media - Cumberland 350 Byrd Avenue Cumberland, MD 21502 301-722-6666 Jeanie McLaughlin jmclaughlin@forevermediainc.com	NO	0
24	Internal Posting Forever Media – Easton 306 Port Street Easton, MD 21601 410-822-3301 Patti Tibbitt ptibbitt@forevermediainc.com	NO	0
25	Internal Posting Forever Media -Robinson 2 Robinson Plaza, Suite 410 Pittsburgh, PA 15205 412-275-3393 Joyce Nicholson jnicholson@forevermediainc.com	NO	0
26	Internal Job Posting-Havre de Grace 707 Revolution Street Havre de Grace, MD 21078 866-664-1037 Doug Hall dhall@forevermediainc.com Joe Keane (as of 10/23/23) jkeane@forevermediainc.com	NO	0
27	Internal Job Posting – Milford 1666 Blairs Pond Road Milford, DE 19963 302-422-7575 Nanci Black nblack@forevermediainc.com	NO	0
28	Internal Job Posting – Wilmington 2727 Shipley Road Wilmington, DE 19810 302-478-2700 Ken Scrven kscriven@forevermediainc.com	NO	0
Total			1

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	10/19/23	#1 Conventions, Job Fairs, Career Days, Career Fairs	American Job Center fall Job Fair. Opportunity to meet with job seekers	O.M. Tim Martin and Sales Manager Michael Bratton attended.
2	10/25/23	#1 Conventions, Job Fairs, Career Days, Career Fairs	Frostburg State University Virtual Career and Internship Fair. Engaged with students and alumni seeking employment opportunities.	Diane Fetty represented all of the Forever Media stations.
3	11/2/23	#1 Conventions, Job Fairs, Career Days, Career Fairs	University of Delaware's 2023 Communications, Marketing and Media Career Meetup. Engaged with students and alumni seeking full-time, part-time and seasonal career opportunities and career advice relating to advertising, branding, communications, graphic design, public relations and media.	Diane Fetty represented all of the Forever Media stations.
4	3/27/24	#1 Conventions, Job Fairs, Career Days, Career Fairs	Frostburg State University Virtual Career and Internship Fair. Engaged with students and alumni seeking employment opportunities.	Diane Fetty represented all of the Forever Media stations.
5	2/21/24	#1 Conventions, Job Fairs, Career Days, Career Fairs	American Job Center winter Job Fair. Opportunity to meet with job seekers	O.M. Tim Martin and Sales Manager Michael Bratton attended.
6	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
7	08/08/23	#2 Hosted Job Fairs	In House Job Fair at Station location, 350 Byrd Avenue Cumberland, MD 21502. Advertisements were aired on all four radio stations and on web site. Listeners were invited to come to our offices for future openings. Staff was prepared to give studio tours, and management was on hand for applicant questions.	Contact Tim Martin Operations Manager (301) 722-6666 350 Byrd Avenue Cumberland, MD 21502
8	11/14/23	#2 Hosted Job Fairs	In House Job Fair at Station location, 350 Byrd Avenue Cumberland, MD 21502. Advertisements were aired on all four radio stations. Listeners were invited to come to our offices for future openings. Staff was prepared to give studio tours, and management was on hand for applicant questions.	Contact Tim Martin Operations Manager (301) 722-6666 350 Byrd Avenue Cumberland, MD 21502
9	3/12/24	#2 Hosted Job Fairs	In House Job Fair at Station location, 350 Byrd Avenue Cumberland, MD 21502. Advertisements were aired on all four radio stations and on web site. Listeners were invited to come to our offices for future openings. Staff was prepared to give studio tours, and	Contact Tim Martin Operations Manager (301) 722-6666 350 Byrd Avenue Cumberland, MD 21502

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			management was on hand for applicant questions.	
10	4/12 – 4/14/24	#2 Hosted Job Fair	Hosted on-location job fair at the Allegany County Fairgrounds over 3 days as part of our Forever Cumberland Sponsored Home Show. Visitors to the home show were given opportunity to inquire of possible openings and instructed how to apply for openings at our website www.forevercumberland.com Staff, and management was on hand for applicant questions.	Operations Manager Tim Martin and Sales Manager Michael Bratton, as well as other staff members were on hand for the event.
11	5/14/24	#2 Hosted Job Fairs	In House Job Fair at Station location, 350 Byrd Avenue Cumberland, MD 21502. Advertisements were aired on all four radio stations and on web site. Listeners were invited to come to our offices for future openings. Staff was prepared to give studio tours, and management was on hand for applicant questions.	Contact Tim Martin Operations Manager (301) 722-6666 350 Byrd Avenue Cumberland, MD 21502
12	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 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.	None this period
13	1/22/24	#8 Establishment of Training Programs for Station Personnel	Rising Above live webinar management and sales training day 1. Featuring, an all-day lineup of speakers designed for managers and leaders.	O.M. Tim Martin participated
14	1/23/24	#8 Establishment of Training Programs for Station Personnel	Rising Above live webinar management and sales training day 2. Featuring, an all-day lineup of speakers designed for managers and account executives	O.M. Tim Martin, Sale Manager Michael Bratton, Amy Jordan, Jim Van and Pat Sullivan participated

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15	4/12/23	#8 Establishment of Training Programs for Station Personnel	Webinar: Jacobs Media Techsurvey 2023	Mike Stevens, Corporate Program Director
16	4/13/23	#8 Establishment of Training Programs for Station Personnel	Ally or Enemy Ally or Enemy? How RadioGPT™ will Transform Radio. Description: Daniel Anstandig, founder and CEO of Futuri, discusses AI and RadioGPT™ with Andreas Sannemann of Benztown and Ken Benson of P1 Media Group. Host(s): Global Radio Ideas, Ken Benson, Andreas Sannemann, Daniel Anstandig.	Mike Stevens, Corporate Program Director
17	4/20/23	#8 Establishment of Training Programs for Station Personnel	CRS 360 Webinar- The Lifecycle of a Song	Mike Stevens, Corporate Program Director
18	5/4-5/5/23	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held an in-person annual Board of Directors meeting at the Harrisburg Hilton.	Mike Sherry, VP of Sales; Dave Davies, General Manager
19	5/10/23	#8 Establishment of Training Programs for Station Personnel	Ask Me Anything In our third Ask Me Anything (AMA) Webinar , consultants Jay Nachlis and Meghan Campbell will discuss music testing. In this fast-paced 15-minute webinar moderated by Client Services Director Kimberly Bryant, Jay and Meghan will answer your questions about music testing for radio stations, including: <ul style="list-style-type: none"> • Why conducting perceptual research before a music test is so valuable • How to select which songs to test • What are Fit and Compatibility and why do they matter? Why accurate sound coding is essential for a successful music test	Mike Stevens, Corporate Program Director
20	5/11/23	#8 Establishment of Training Programs for Station Personnel	Edison Research Moms and Media Webinar	Mike Stevens, Corporate Program Director
21	5/18/23	#8 Establishment of Training Programs for Station Personnel	How you replace Scott Shannon, Lessons from an iconic New York PD. Description: Global Radio Ideas with Jim Ryan. Host(s): Global Radio Ideas, Ken Benson, Andreas Sannemann, Jim Ryan	Mike Stevens, Corporate Program Director
22	6/7/23	#8 Establishment of Training Programs for Station Personnel	Ask Me anything Episode 4 – Qualitative Research In this fast-paced 15-minute webinar moderated by Client Services Director Kimberly Bryant, Jay and Meghan will answer your questions about qualitative research, including: What’s the difference between qualitative and quantitative research? When should I use	Mike Stevens, Corporate Program Director

			<p>qualitative research and when should I use quantitative research? What are the benefits of pairing qualitative and quantitative and what order they should be in?</p> <p>What are the benefits of an online discussion group vs. a traditional focus group and vice versa? What is an IDI? What are some themes we've seen from qualitative research in the past year?</p>	
23	6/8/23	#8 Establishment of Training Programs for Station Personnel	Westwood One Advisory Board Call	Lynn Deppen, President Mike Stevens, Corporate Program Director
24	6/21/23	#8 Establishment of Training Programs for Station Personnel	Ok Boomer A Conversation with Gen Z Description: Gen-Z personalities and programmers compare notes with experienced industry veterans, to better understand how to connect and appeal to the next generation of audio consumers, employees, and co-workers in 2023 and beyond.	Mike Stevens, Corporate Program Director
25	6/27/23	#8 Establishment of Training Programs for Station Personnel	Copywriting Webinar A free 30-minute webinar on Wednesday, June 7 at 1p ET on <i>Radio Ink's</i> Facebook page about copywriting	Mike Stevens, Corporate Program Director
26	7/12/23	#8 Establishment of Training Programs for Station Personnel	<p>Ask Me Anything - Episode 5: Personality/Show Research</p> <p>In our fourth Ask Me Anything (AMA) Webinar, consultants Jay Nachlis and Meghan Campbell answered questions related to qualitative research.</p> <p>In our next fast-paced 15-minute webinar moderated by Client Services Director Kimberly Bryant, Jay and Meghan will answer your questions about personality/show research, including: What are some of the best ways to measure the appeal of personalities and shows? How long should you wait before including a personality or show in a study? What are some of the most important things you can learn from personality research? Are there any personalities you shouldn't include in research?</p>	Mike Stevens, Corporate Program Director
27	8/16/23	#8 Establishment of Training Programs for Station Personnel	<p>Ask Me Anything - Episode 6: The Image Pyramid</p> <p>The Coleman Insights Image Pyramid is the foundation of the insights we provide to our clients. The Image Pyramid states that a radio station's ratings performance is largely based on the relatively simple images that listeners possess of that station.</p>	Mike Stevens, Corporate Program Director

			<p>In our sixth Ask Me Anything webinar moderated by Client Services Director Kimberly Bryant, consultants Jay Nachlis and Meghan Campbell will answer your questions about the Image Pyramid and the layers that comprise it, such as:</p> <p>Why is a station’s Base Music or Talk position the most important layer of the Image Pyramid?</p> <p>Why isn’t Personality the most important layer?</p> <p>What are some challenges you see with some stations’ Image Pyramids?</p> <p>What’s an example of a great radio station’s Image Pyramid?</p> <p>Does the Image Pyramid only apply to radio, or can it apply to other media?</p>	
28	9/13/23	#8 Establishment of Training Programs for Station Personnel	AQ5: Radio Talent in the AI Era	Mike Stevens, Corporate Program Director
29	9/28/23 & 9/29/23	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held an in-person annual Board of Directors meeting at the Omni Hotel in Pittsburgh, PA.	Mike Sherry, VP of Sales
30	10/12/23	#8 Establishment of Training Programs for Station Personnel	Checking in on the World’s First AI presenter – Is this Radio’s future. Description: How Dylan Salisbury created the world’s first AI radio presenter and what it means for broadcasters. Host(s): Global Radio Ideas, Ken Benson, Andreas Sannemann, Dylan Salisbury.	Mike Stevens, Corporate Program Director
31	10/18/23	#8 Establishment of Training Programs for Station Personnel	AM Mike Stevens held a webinar with Program Directors from Westwood One and the Program Directors using Westwood One products.	Mike Stevens, Corporate Program Director
32	10/25/23	#8 Establishment of Training Programs for Station Personnel	Scary Research Stories - Description: Just in time for Halloween, our next Coleman Insights Ask Me Anything will delve into some of the things that haunt our dreams...err..nightmares. While you can be sure we’ll offer valuable treats in this AMA, pay attention to the tricks...as we share some of the scariest things, we see in research that you’ll want to avoid. If the ratings ghosts keep you up at night and it feels like you’re just spinning your wheels, don’t worry pumpkin! Just ask us “witch” way to use research to escape the dungeon. It’s not magic. It’s a Coleman Insights Ask Me Anything event.	Mike Stevens, Corporate Program Director
33	11/8/23	#8 Establishment of Training Programs for Station Personnel	MDCD Board of Director’s Meeting via Zoom	Mark Schollenberger, Market Manager

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34	11/9/23	#8 Establishment of Training Programs for Station Personnel	The Spoken Word Audio Report from NPR and Edison Research	Mike Stevens, Corporate Program Director
35	11/29/23	#8 Establishment of Training Programs for Station Personnel	Political Advertising Compliance Refresher Webinar – PAB and Michigan State Broadcasters	Mike Stevens, Corporate Program Director
36	11/29/23	#8 Establishment of Training Programs for Station Personnel	FCC Political Broadcasting Requirements – Getting Ready for 2024 Webinar highlighting the issues in political broadcasting.	Managers and GSMS
37	12/11/23	#8 Establishment of Training Programs for Station Personnel	Westwood One Advisory Board	Lynn Deppen, President Mike Stevens, Corporate Program Director
38	12/13/23	#8 Establishment of Training Programs for Station Personnel	Top 10 Findings from 2023 from Edison Research Description: It’s here at last! Throughout the year, we contemplate numerous findings from our custom studies as well as our syndicated datasets, carefully selecting those deemed list-worthy. This 30-minute webinar will showcase top findings on audio, podcasts, radio, exit polls, and more, presented by the researchers who worked on the projects.	Lynn Deppen, President Mike Stevens, Corporate Program Director
39	12/23/23	#8 Establishment of Training Programs for Station Personnel	Top 10 Findings from 2023 from Edison Research Description: It’s here at last! Throughout the year, we contemplate numerous findings from our custom studies as well as our syndicated datasets, carefully selecting those deemed list-worthy. This 30-minute webinar will showcase top findings on audio, podcasts, radio, exit polls, and more, presented by the researchers who worked on the projects.	Mike Stevens, Corporate Program Director
40	1/10/24	#8 Establishment of Training Programs for Station Personnel	Luminate: Year End Music Webinar Description: 2023 Year-End Music Webinar where members of our expert insights team will talk through Luminate’s 2023 Year-End Music Report, giving context to the data that highlights some of the industry’s biggest trends over the past year.	Mike Stevens, Corporate Program Director
41	1/17/24	#8 Establishment of Training Programs for Station Personnel	RAB Live Presentation - Key Takeaways from CES 2024, the Consumer Electronics Show	Mike Stevens, Corporate Program Director
42	2/15/24	#8 Establishment of Training Programs for Station Personnel	AI’s Role, Impact and Future on Local Broadcasting: A Conversation with the NAB Sam Matheny Chief Technology Officer, NAB. With the meteoric rise in AI, what do broadcasters need to know about what’s on the horizon. In this session, the NAB will define AI, what technologies are available to enhance	Mike Stevens, Corporate Program Director

			local broadcasts, and tips to avoid potential pitfalls.	
43	2/28/24, 2/29/24 & 3/1/24	#8 Establishment of Training Programs for Station Personnel	Country Radio Seminar (CRS), a three-day educational event held on February 28 – March 1, 2024, 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.	Mike Stevens, David Davies, Nancy Gleason, Jeremy Mulder and Scott Donato
44	2/29/24	#8 Establishment of Training Programs for Station Personnel	MDCD Board of Director’s Meeting via Zoom	Mark Schollenberger, Market Manager
45	12/11/23	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	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.
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
47	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
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, communication, marketing trends/opportunities and sales information. These morning meetings are usually led by the General Sales Manager or General Manager. When	Sales Staff

			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 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,	VP of Sales, GM's, GSM's, Sales Staff, Market Managers

			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.	
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
50	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	05/09/24	#10 Participation of programs relating to career opportunities in broadcasting	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	O.M. Tim Martin is a standing committee member. Jim Van, news director was also in attendance.

		sponsored by educational institutions	help guide the future of the Multimedia Technology Program.	
62	11/15/21	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	Focus on The Future Video produced for the Allegany County School System and available on-line at https://vimeo.com/339018068 . This video explains many aspects of the radio industry and encourages young people to think about the possibilities of a career in broadcasting.	O.M. Tim Martin, Creative Director Rhonda DiBuono, News Director Jim Van and Program Director Carson Yoder all participated.
63	11/08/23	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	Focus on the Future in-person presentation for The Allegany County School System. A career day for students from area schools	O.M. Tim Martin and attended
64	4/17/24	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	<i>Point Park University Buyer's Challenge @ Point Park University Rowland School of Business; Sales Center from 4:00pm-6:00pm</i> <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. 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>	Mike Sherry and David Pavlic, representing Forever Media Inc.
65	Upon Request	#16 Radio Station Group Tours	We routinely give group tours of our facility, 350 Byrd Avenue, Cumberland, MD 21502 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	O.M. Tim Martin

			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, Inc. 350 Byrd Avenue, Cumberland, MD 21502	
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