

Milford, DE ANNUAL EEO PUBLIC FILE REPORT

Facility ID:	Date Report Covers: May 20, 2019- March 31, 2020	Employer: Forever Media, Inc.	Job Search to: careers@forevermediainc.com
53482	Stations, City of License: WAFL(FM), Milford, DE	Employment Unit Address: 1666 Blairs Pond Road Milford, DE 19963	Contact Person, Title, email, phone number: Mark Schollenberger, GM
53490	WAVD (FM) Berlin, MD	On-Line Public File location: www.foreverdelmarva.com	mschollenberger@forevermediainc.com 302-260-7084
53483	WNCL(AM) Milford, DE		
53487	WXDE (FM) Lewes, DE		
58763	WCHK (FM) Lincoln, DE		

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.

FM Radio Licenses, LLC purchased these stations on May 20, 2019.

Full-Time Vacancies Filled:

Job Title	Hire Date	Persons Hired	Persons Interviewed	Recruitment Sources Used from Master List	Recruitment Source
Media Consultant	8/19/19	1	9	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20	4
GSM	12/2/19	1	4	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20	3
Total		2	13		

Full-Time Recruitment Sources Master List:

Recruitment Source Number	Recruitment Source Name, Address, Phone, Contact, email, URL	Source Requested Notification	Referrals Interviewed
1	Forever Media Website Jason Tokarski 1666 Blairs Pond Road Milford, DE 19963 1-302-260-7084 www.foreverdelmarva.com	No	
2	Forever Media ON-AIR RADIO STATIONS WAFB, WAVD, WCHK, WNCL, WXDE 1666 Blairs Pond Road Milford, DE 19963 1-302-422-7575 www.careers@forevermediainc.com	No	
3	Walk-Ins, Employee/ Client Referrals/Other Mark Schollenberger 1666 Blairs Pond Road Milford, DE 19963 1-302-260-7084 careers@forevermediainc.com	No	3
4	Indeed 177 Broad Street,6 th Floor, Stamford CT 06901 888-746-9333 Customer Support www.indeed.com	No	9
5	Internal Posting-Bellaire 56325 High Ridge Road Bellaire, OH 43906 740-6765661 ahowell@forevermediainc.com	No	
6	Internal Posting-Brownsville 123 Blaine Road, Brownsville PA 15417 Joyce Nicholson 724-938-2000 jnicholson@forevermediainc.com	No	
7	Internal Job Posting-Cumberland 350 Byrd Avenue Cumberland, MD 21502 301-722-6666 jmclaughlin@forevermediainc.com	No	
8	Internal Job Posting- Easton 306 Port Street Easton, MD 21601 410-822-3301 lmoore@forevermediainc.com	No	
9	Internal Job Posting-Havre de Grace 707 Revolution Street Havre de Grace, MD 21078 866-664-1037 Stacie.monz@forevermediainc.com	No	

FM EEO Report Milford DE FINAL 0324205-20-19 through 3-31-20

10	Internal Job Posting – Hollidaysburg 1 Forever Drive, Hollidaysburg, PA 1664 Jody Downing 814-941-9800 jdowning@forevermediainc.com	No	
11	Internal Job Posting – Johnstown 109 Plaza Drive, Johnstown, PA 15905 Shelly Lovenduski 814-255-4186 slovenduski@forevermediainc.com	No	
12	Internal Job Posting – Lebanon, PA 440 Rebecca Street Lebanon, PA 17046 717-272-7651 bsmith@forevermediainc.com	No	
13	Internal Job Posting – Meadville/Franklin 900 Water St. Meadville, PA 16335 814-724-1111 jhamilton@forevermediainc.com	No	
14	Internal Job Posting – Pittsburgh 2 Robinson Plaza, Suite 410 Pittsburgh, PA 15205 412-275-3393 dmccartney@foreverpittsburgh.com	No	
15	Internal Job Posting – Sharon 87 Stambaugh Ave., Suite 3 Sharon, PA 16146 724-308-7208 jhamilton@forevermediainc.com	No	
16	Internal Job Posting – State College 2551 Park Center Blvd. State College, PA 16801 814-237-9800 slevine@forevermediainc.com	No	
17	Internal Job Posting – York/Hanover 275 Radio Road Hanover, PA 17331 717-637-3831 tsignor@forevermediainc.com	No	1
18	Internal Job Posting – Wilmington 2727 Shipley Road Wilmington, DE 19810 302-478-2700 jmarzan@forevermediainc.com	No	
19	All Access 24955 Pacific Coast Highway, C303 Malibu, CA 90265 310-457-6616 Allaccess.com	No	
20	Chesapeake College 1000 College Circle PO Box 8 Wye Mills, MD 21679 Career Services-Guido DeLuca gdeluca@chesapeake.edu 410-827-5804	No	
21	Salisbury University	No	

FM EEO Report Milford DE FINAL 0324205-20-19 through 3-31-20

	1101 Camden Avenue Salisbury, MD 21801 Career Services-Crystal Dickerson careers@salisbury.edu 410-543-6000		
22	University of Maryland-Eastern Shore 11868 College Backbone Road Princess Anne, MD 21853 Career Services-Dr. Theresa Queenan www.joinhandshake.com 410-651-6447	No	
23	Washington College 300 Washington Avenue Chestertown, MD 21620 Career Development www.joinhandshake.com 410-778-7890	No	
24	Wilmington University 320 N. DuPont Highway New Castle, DE 19720 Career Services www.joinhandshake.com 302-356-4636	No	
25	University of Delaware Newark, DE 19716 Career Centers www.joinhandshake.com 302-831-2792	No	
26	Wor-Wic Community College 32000 Campus Drive Salisbury, MD 21804 Career Services-Jenny Mastro careerservices@worwic.edu 410-334-2903	No	
27	Del-Tech, Owens Campus 21179 College Drive Georgetown, DE 19947 Career Services-Deneice Berry owenscareercenter@detec.edu 302-259-6046	No	
		Total	13

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	5/16/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	Forever Media-Brownsville participated in a Job Fair presented by the Greater Connellsville Chamber of Commerce. The event featured 20 local and regional companies offering information on employment opportunities in a variety of fields. Information on all current employment opportunities with Forever Media, Inc. was offered to attendees.	David Pavlic represented all of the stations of Forever Media.
2	10/29/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	Forever Media participated in the Job and Networking Fair at the Community College of Allegheny County.	Diane Fetty, CHRD, represented all of the stations of Forever Media.
3	2/28/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>JUNIATA COLLEGE CAREER DAY</u> Participation in the 2020 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.	Bethany Hildebrand represented all of the Forever Media stations.
4	3/12/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>Job Expo/Forever Media of DE-Wilmington Participated in the Job Fair/Open House at 2727 Shipley Road, Wilmington, DE</u>	John Riebel, GSM represented Milford stations at the event.
5	3/20/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF COMMUNICATIONS</u> Participation in the 2020 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 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	All company stations participated, Diane Fetty CHRD

			situation in the country at this time.	
6		#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.	
7	8/25/19 through 8/27/19	#8 Establishment of Training Programs for Station Personnel	Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in the Gaylord Opryland Hotel in Nashville, TN. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. It also offered attendees the opportunity to network with other like-minded radio broadcast management.	Lynn Deppen, President, Mike Sherry, VP of Sales, William Vernon, Market Manager
8	10/20/19 Through 10/22/19	#8 Establishment of Training Programs for Station Personnel	Managers and Owners convened at the Wyndham Garden in York, PA for a three-day Forever Media Leadership Retreat. The scheduled seminar events covered multiple topics dealing with programming, sales, business, traffic and new technology. Managers and Owners attended and several presenters/guests at this event offered much opportunity for education, career development and networking.	Managers and Owners
9	12/12/19 and 12/13/19	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2019 Board of Directors Meeting in Bedford Springs, PA. Presentations of broadcast innovations, programming and legal concerns.	Mike Shery, VP Sales, Bobbi Castellucci, Market Mgr.
10	12/12/19-12/13/19	#8 Establishment of Training Programs for Station Personnel	Forever Media Manager/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in San Diego, CA. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. It also offered attendees	Michael Sherry, VP of Sales, Donald Alt, Owner

			the opportunity to network with other like-minded radio broadcast management. Attended by Mike Sherry, VP of Sales.	
11	2/23/20-2/25/20	#8 Establishment of Training Programs for Station Personnel	Forever Media Manager/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in San Diego, CA. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. It also offered attendees the opportunity to network with other like-minded radio broadcast management. Attended by Mike Sherry, VP of Sales.	Michael Sherry, VP of Sales, Donald Alt, Owner
12	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
13	Bi-Weekly	#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
14		#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.	Sales Staff
15	Annually	#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
16		#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	All Employees

FM EEO Report Milford DE FINAL 0324205-20-19 through 3-31-20

			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.	
17		#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
18		#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
19		#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.	GM, GSM, Sales Staff
20		#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
21		#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	Traffic staff, Programming Staff, and Business Managers

			digital. Training tools for all aspects are provided and available within this program.	
22		#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
23	7/8/19 through 7/17/19	#10 Participation in Educational Events	Kerby Confer, Partner/Member of Forever Media, has endowed Bloomsburg University to establish the Confer Radio Talent Institute. It is an annual ten-day program of speakers and training events that range from on-air performance to programming to sales, management, production, promotions, social media, digital, engineering, ownership and practically all aspects of radio. The program places emphasis on entry-level position preparation to help each student get his/her career started. The Radio Talent Institute System is an incubator of well-rounded, well-educated college talent with a passion for radio and a determination to get into the business. Scholarships for the institute are available. The event was held on Bloomsburg University campus. Digital Display ads promoting the Institute were also placed on our web site: www.forevermediainc.com .	Bobbi Castellucci, Lynn Deppen, Dave Davies, Dan Dzikowski, Alyssa Keith, Scott Cohagan, Mike Stevens
24	Upon Request	#16 Radio Station Group Tours	We routinely give group tours of our facility, 1666 Blairs Pond Road, Milford, DE 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: Forever Media of DE, 1666 Blairs Pond Road, Milford, DE 19963 302-260-7084	