

Milford, DE for MD Station

ANNUAL EEO PUBLIC FILE REPORT

Facility ID:	Date Report Covers: June 1, 2020- May 31, 2021	Employer: Forever Media of DE, LLC	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 mschollenberger@forevermediainc.com 302-260-7084
53490	WAVD (FM) Berlin, MD	On-Line Public File location: www.foreverdelmarva.com	
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 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
On Air	6/15/20	1	9	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	19
Sales	10/28/20	1	5	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	3
Total		2	14		

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 Website Jason Tokarski 1666 Blairs Pond Road Milford, DE 19963 1-302-260-7084 Foreverdelmarva.com	No	0
2	Forever Media ON-AIR RADIO STATIONS WAFL, WAVD, WCHK, WNCL, WXDE 1666 Blairs Pond Road Milford, DE 19963 1-302-422-7575 www.careers@forevermediainc.com	No	0
3	Walk-Ins, Employee/ Client Referrals/Other Mark Schollenberger 1666 Blairs Pond Road Milford, DE 19963 1-302-260-7084 careers@forevermediainc.com	No	4
4	Indeed 177 Broad Street,6 th Floor, Stamford CT 06901 888-746-9333 Customer Support www.indeed.com	No	3
5	Internal Posting-Bellaire 56325 High Ridge Road Bellaire, OH 43906 740-6765661 ahowell@forevermediainc.com	No	0
6	Internal Posting-Brownsville 123 Blaine Road, Brownsville PA 15417 Joyce Nicholson 724-938-2000 jnicholson@forevermediainc.com	No	0
7	Internal Job Posting-Cumberland 350 Byrd Avenue Cumberland, MD 21502 301-722-6666 jmclaughlin@forevermediainc.com	No	0
8	Internal Job Posting- Easton 306 Port Street Easton, MD 21601 Lynn Moore 410-822-3301 lmoore@forevermediainc.com	No	0
9	Internal Job Posting-Havre de Grace 707 Revolution Street Havre de Grace, MD 21078 866-664-1037 Nick Brino nbrino@forevermediainc.com	No	0
10	Internal Job Posting – Hollidaysburg 1 Forever Drive, Hollidaysburg, PA 1664 Jody Downing	No	0

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	814-941-9800 jdowning@forevermediainc.com		
11	Internal Job Posting – Johnstown 109 Plaza Drive, Johnstown, PA 15905 Shelly Lovenduski 814-255-4186 slovenduski@forevermediainc.com	No	0
12	Internal Job Posting – Lebanon, PA 440 Rebecca Street Lebanon, PA 17046 Brian Smith 717-272-7651 bsmith@forevermediainc.com	No	0
13	Internal Job Posting – Meadville/Franklin 900 Water St. Meadville, PA 16335 Jill Hamilton 814-724-1111 jhamilton@forevermediainc.com	No	0
14	Internal Job Posting – Pittsburgh 2 Robinson Plaza, Suite 410 Pittsburgh, PA 15205 Dottie McCartney 412-275-3393 dmccartney@foreverpittsburgh.com	No	0
15	Internal Job Posting – Sharon 87 Stambaugh Ave., Suite 3 Sharon, PA 16146 Jill Hamilton 724-308-7208 jhamilton@forevermediainc.com	No	0
16	Internal Job Posting – State College 2551 Park Center Blvd. State College, PA 16801 Andrew Kreiser 814-237-9800 akreiser@forevermediainc.com	No	0
17	Internal Job Posting – York/Hanover 275 Radio Road Hanover, PA 17331 717-637-3831 tsignor@forevermediainc.com tsignor@forevermediainc.com	No	0
18	Internal Job Posting – Wilmington 2727 Shipley Road Wilmington, DE 19810 Susan Datilio 302-478-2700 sdatilio@forevermediainc.com	No	0
19	All Access 24955 Pacific Coast Highway, C303 Malibu, CA 90265 310-457-6616 Allaccess.com	No	7
20	Chesapeake College 1000 College Circle PO Box 8 Wye Mills, MD 21679	No	0

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21	Salisbury University 1101 Camden Avenue Salisbury, MD 21801 Career Services-Crystal Dickerson careers@salisbury.edu 410-543-6000	No	0
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	0
23	Washington College 300 Washington Avenue Chestertown, MD 21620 Career Development www.joinhandshake.com 410-778-7890	No	0
24	Wilmington University 320 N. DuPont Highway New Castle, DE 19720 Career Services www.joinhandshake.com 302-356-4636	No	0
25	University of Delaware Newark, DE 19716 Career Centers www.joinhandshake.com 302-831-2792	No	0
26	Wor-Wic Community College 32000 Campus Drive Salisbury, MD 21804 Career Services-Jenny Mastro careerservices@worwic.edu 410-334-2903	No	0
27	Del-Tech, Owens Campus 21179 College Drive Georgetown, DE 19947 Career Services-Deneice Berry owenscareercenter@detec.edu 302-259-6046	No	0
Totals			14

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	10/14/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	All Majors: Fall 2020 Virtual Job & Internship Fair. As college students and employers both face uncertainty with the economy and job market, Dickinson College, Gettysburg College, and Mount St. Mary's University are partnering to bring you two unique opportunities to virtually connect with 7,000+ students across three schools this fall.	Diane Fetty, CHRD represented all of the Forever Media stations
2	11/12/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	Keystone Virtual Fall 2020 Grad, Internship & Career Fair. Meet and network with Keystone Students and Alumni.	Diane Fetty, CHRD represented all of the Forever Media stations
3	11/18/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	Virtual Career Expo -Career Link and Fayette Chamber. The Fayette Business Education Partnership, PA CareerLink Fayette and the Fayette Chamber of Commerce are partnering together to present WORK! Fayette County - Virtual Career Expo!	Diane Fetty, CHRD represented all of the Forever Media stations
4	12/2/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	Virtual Fall Career Fair -Colleges of Business, Technology, Arts and Sciences. Met and networked with WilmU Student and Alumni.	Diane Fetty, CHRD represented all of the Forever Media stations
5	2/17/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Robert Morris University 2021 Spring Career and Student Engagement Fair -Meet and network with RMU students and Alumni.	Diane Fetty, CHRD represented all of the Forever Media stations
6	2/19/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>22nd ANNUAL JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF COMMUNICATIONS</u> Participation in the 2021 PSU College of Communications Virtual JobExpo. The Pennsylvania State University's College of Communications is the largest ACEEJMC accredited undergraduate communications program in the country. This Job Expo is designed for Penn State's top-notch advertising, public relations, film/video, journalism, media studied and telecommunications students and alumni to meet with Radio Broadcasting Groups, public relations firms, newspapers, magazines, production companies and broadcast and cable organizations. We have found that participation in this Job Expo has 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	Diane Fetty, CHRD represented all of the Forever Media stations

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			to over 5,000 students from Penn State. Penn State University changed its job fair to a virtual event in light of the Covid-19 situation in the country at this time.	
7	2/24/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Maryland and Pennsylvania Liberal Arts Career Fair -Institutions include Gettysburg College, Goucher College, Hood College, McDaniel College, Mount St. Mary's University, Muhlenberg College, Notre Dame of Maryland University, St. John's College, Ursinus College, and Washington College. Employers had an opportunity to meet and talk with 19,300+ students from 10 liberal arts institutions!	Diane Fetty, CHRD represented all of the Forever Media stations
8	2/25/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	The University of Maryland Eastern Shore Career and Professional Development Center - Spring 2021 Virtual Career Fair. Employers had the advantage of this unique opportunity to meet virtually with motivated and talented individuals. Many students are seeking employment opportunities and internships.	Diane Fetty, CHRD represented all of the Forever Media stations
9	2/26/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Juniata College Career Day 2021 Participation in the 2021 Juniata College Career Day virtual event. This event was designed to bring students together with employers and alumni from 120+ business, industry and public service to discuss student career options, internships and full-time employment opportunities.	Diane Fetty, CHRD represented all of the Forever Media stations
10	4/21/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Wilmington University - Participated in the 2021 Virtual Spring Career Fair- Colleges of Business, Technology, Art & Sciences. This event was designed to bring students together with employers and alumni from hundreds of business, industry and public service to discuss student career options, internships and full-time employment opportunities.	Diane Fetty, CHRD represented all of the Forever Media stations
11	06/01/20 and 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
12	None this period.	#5 Forever Media Internship Program	Forever Media Radio helps prepare students to take their place in society as active, critical and engaged media professionals. We provide internship opportunities to students every year. We work to design a program that allows students to earn college credit for hands on experience at the radio station. The Internships are designed to	

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			meet the needs of the radio station and academic requirements of the college or university where the student is enrolled. Each internship is uniquely designed to help prepare students to take their place in society as active, critical and engaged media professionals. Students may work with the News Director, Program Director, Business Manager, Chief Engineer, Sales Manager or the General Manager to fulfill their Internship. Promotional interns. They helped develop, plan, implement, and recap ways to market and promote the station group. They attend Live Action Broadcasts for the radio network and help promote the event.	
13	06/22/2020	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held a virtual meeting. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of Sales
14	09/23/20	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held a Board of Directors Meeting virtually. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of Sales
15	09/28/20 through 09/29/20	#8 Establishment of Training Programs for Station Personnel	Forever Media manager/owner attended the AIMS (Association of Independent Metropolitan Stations) conference virtually. This two-day conference presented discussions regarding the radio business and new opportunities and problem solving.	Lynn Deppen, President and Mike Sherry, VP of Sales
16	12/10/2020	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2019 Board of Directors Meeting virtually. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of Sales
17	2/3/21	#8 Establishment of Training Programs for Station Personnel	The Account Executives, Sales Manager and General Manager attended the virtual Stonick Recruitment and Retention Seminar, with Chris Stonick.	Account Executives, Sales Manager and GM
18	2/22/21 and 2/23/21	#8 Establishment of Training Programs for Station Personnel	Forever Media Manager/owner attended the AIMS (Association of Independent Metropolitan Stations) virtually. This two-day conference presented discussions regarding the radio business and new opportunities and problem solving.	Lynn Deppen, President and Mike Sherry, VP of Sales
19	3/9/21 through 3/11/21	#8 Establishment of Training Programs for Station Personnel	RSC Sound Software conducted training for Program Directors on the music selector product called GSelector.	Program Directors Altoona, Johnstown, Meadville, Pittsburgh, Brownsville, State College, York, PA; Wilmington, DE; and Cumberland, MD

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20	3/24/21	#8 Establishment of Training Programs for Station Personnel	The Pennsylvania Association of Broadcasters sponsored a webinar by David Oxenford-Staying on Top of Your Broadcast FCC EEO Obligations even while social distancing.	Sandra Gay, Business Manager
21	5/20/21	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2020 Board of Directors Meeting virtually. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr. and Mike Sherry, VP of Sales
22	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
23	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 and Radio Consultant Joel Raab.	Program Directors and GMs with Mike Stevens
24	Monthly	#8 Establishment of Training Programs for Station Personnel	Forever Media Corporate Program Director, Mike Stevens conducts a monthly telephone conference call with Production Directors and Copy Writers to guide, and train in order to help them succeed in their careers, as well as share ideas and talk about trends in copy writing and production. These calls include coaching and support from me.	Production Directors and Copywriters with Mike Stevens
25	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
26	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
27	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

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28	Ongoing	#8 Establishment of Training Programs for Station Personnel	Forever Media makes available Matrix Solutions to the Sales Department. Matrix offers a web-based media-specific software platform that enables the sales department to maximize their advertising opportunities. The program provides media sales workflow while giving the exact information needed for prospecting, managing, evaluating, and closing business. Training tools for all aspects of sales are provided and available within this program.	All Management and sales staff
29	Annually and upon hire	#8 Establishment of Training Programs for Station Personnel	Forever Media supports and has a commitment to the principals of equal employment opportunity and intends to provide a work environment free from unlawful discrimination of any kind. In keeping with this commitment, upon hire, all new employees are put through Sexual Harassment training and every employee trained annually.	All Employees
30	Weekly	#8 Establishment of Training Programs for Station Personnel	Forever Media incorporates an additional level of employee training with the ThinkZoom-P1Learning program. P1Learning provides on-line training and operations development solutions focused exclusively on the media industry. P1 provides selling techniques and concepts, tips, training, development leadership advice and legal compliance requirements to salespersons, human resources, supervisors and management. All Forever Media employees have access to hundreds of interactive courses, tests and written materials on a variety of topics relevant to the industry.	All Employees
31	Ongoing	#8 Establishment of Training Programs for Station Personnel	Forever Media General Managers schedule weekly, daily and individual meetings with Sales Account Executives to review, guide and train in order to help each succeed in their career. Additionally, every Tuesday morning, the Vice-President of Sales conducts a telephone-conferenced webinar to mentor all Forever Media station General Managers, General Sales Managers, Market Managers through a process of informal discussion of knowledge, education, coaching and support as it relates to work, career, or professional development.	VP of Sales, GM's, GSM's, Sales Staff, Market Managers
32	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	Sales Staff

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			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.	
33	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
34	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
35	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
36	Upon Request	#16 Radio Station Group Tours	We routinely give group tours of our facility, 1666 Blairs Pond Road, Milford, DE 19963 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, Inc. 1666 Blairs Pond Road, Milford, DE 19963 Attention: GM or call 302-422-7575	1666 Blairs Pond Road, Milford, DE 19963/All Staff