

Milford, DE ANNUAL EEO PUBLIC FILE REPORT

Facility ID:	Date Report Covers: June 1, 2024- May 31, 2025	Employer: Forever Media of DE, LLC	Job Search to: careers@forevermediainc.com
53482 53490 53483 53487 58763	Stations, City of License: WAFL (FM), Milford, DE WAVD (FM) Ocean Pines, MD WNCL (AM) Milford, DE WXDE (FM) Lewes, DE WCHK-FM Milford, DE	Employment Unit Address: 1666 Blairs Pond Road Milford, DE 19963 On-Line Public File location: www.foreverdelmarva.com	Contact Person, Title, email, phone number: Mark Schollenberger, GM mschollenberger@forevermediainc.com 302-260-7084

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

Forever Media and its affiliates and their Radio Station(s) do not and shall not discriminate, in any manner on the basis of race, ethnicity, religion, gender, or age respecting their recruiting, employment or advertising practices. 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
SALES	6/3/24	1	3	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33	4
ON AIR	6/10/24	1	5	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33	3
SALES MANAGER	8/16/24	1	3	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,25,26,27,28,29,30,31,32,33,34	34
Total		3	11		

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 1666 Blairs Pond Road Milford, DE 19963 1-302-260-7084 www.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 careers@forevermediainc.com	No	2
3	Walk-Ins, Employee/ Client Referrals/Other/Job Fair 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	3
5	LinkedIn www.linkedin.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 Jeanie McLaughlin (until 10/15/24) 301-722-6666 jmclaughlin@forevermediainc.com Tim Martin tmartin@forevermediainc.com	No	0
8	Internal Job Posting- Easton 306 Port Street Easton, MD 21601 Patty Tibbitt 410-822-3301 ptibbit@forevermediainc.com	No	0
9	Internal Job Posting-Havre de Grace 707 Revolution Street Havre de Grace, MD 21078 866-664-1037 Joe Keane jkeane@forevermediainc.com	No	0
10	Internal Job Posting – Pittsburgh 2 Robinson Plaza, Suite 410 Pittsburgh, PA 15205 724-938-2000	No	0

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	Joyce Nicholson jnicholson@forevermediainc.com		
11	Internal Job Posting – York/Hanover 275 Radio Road Hanover, PA 17331 Tammy Signor 717-637-3831 tsignor@forevermediainc.com	No	0
12	Internal Job Posting – Wilmington 2727 Shipley Road Wilmington, DE 19810 Ken Scriven 302-478-2700 kscriven@forevermediainc.com	No	0
13	Bucks County Community College 275 Swamp Road Newtown, PA 18940 www.joinhandshake.com	No	0
14	Chestnut Hill College 9601 Germantown Ave Philadelphia, PA 19118 www.joinhandshake.com	No	0
15	Connecticut College 270 Mohegan Ave New London, CT 06320 www.joinhandshake.com	No	0
16	Del-Tech Community College 100 Campus Dr Dover, DE 19904 www.joinhandshake.com	No	0
17	Drew University 36 Madison Ave Madison, NJ 07940 www.joinhandshake.com	No	0
18	Fairleigh Dickinson University 1000 River Road Teaneck, NJ 07666 www.joinhandshake.com	No	0
19	Hofstra University Hempstead, NY 11549 www.joinhandshake.com	No	0
20	Kean University 1000 Morris Ave Union Twsp, NJ 07083 www.joinhandshake.com	No	0
21	LaSalle University 1900 West Olney Ave Philadelphia, PA 19141 www.joinhandshake.com	No	0
22	Lebanon Valley College 101 College Ave Annville, PA 17003 www.joinhandshake.com	No	0
23	Monmouth University 400 Cedar Ave W. Long Branch, NJ 07764 www.joinhandshake.com	No	0
24	Ocean County College	No	0

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	College Dr Toms River, NJ 08753 www.joinhandshake.com		
25	Rutgers University College Ave New Brunswick NJ 08901 www.joinhandshake.com	No	0
26	Seton Hall 400 South Orange Ave So. Orange. Nj 07079 www.joinhandshake.com	No	0
27	Stockton University 101 Vera King Farris Dr Galloway Twsp, NJ 08205 www.joinhandshake.com	No	0
28	University of Delaware 401 Academy St Newark, DE www.joinhandshake.com	No	0
29	University of Maryland 11868 College Backbone Rd Princess Anne, MD 21853 www.joinhandshake.com	No	0
30	Washington College 300 Washington Ave Chestertown, MD 21620 www.joinhandshake.com	No	0
31	Wesleyan University 41 Wyllys Ave Middletown, CT 06459 www.joinhandshake.com	No	0
32	West Chester University 700 South High Street West Chester, PA 19382 www.joinhandshake.com	No	0
33	Wilmington University 320 N Dupont Hwy New Castle, DE 19720 www.joinhandshake.com	No	0
34	W3 GLOBAL Recruitment Agency www.W3global.com	No	3
		TOTAL	11

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	11/6/24	#1 Conventions, Job Fairs, Career Days, Career Fairs	Frostburg State University Virtual Career and Internship Fair. Engaged with students and alumni seeking employment opportunities.	Diane Fetty represented all of the Forever Media stations.
2	11/8/24	#1 Conventions, Job Fairs, Career Days, Career Fairs	Syracuse University Newhouse School of Public Communications virtual communications, Journalism, and Media Career Fair. Engaged with students and alumni seeking employment opportunities.	Diane Fetty represented all of the Forever Media stations.
3	3/21/25	#1 Conventions, Job Fairs, Career Days, Career Fairs	Spring 2025 Virtual Communications, Journalism & Media Career Fair. Engaged with students and alumni seeking employment opportunities.	Diane Fetty represented all of the Forever Media stations.
4	Ongoing	#2 Hosted Job Fairs	FOREVER MEDIA hosts an on-going job fair on its website www.forevermediainc.com where applicants have an opportunity to view open positions, by market, and submit a resume.	Diane Fetty, CHRD
5	6/5/24	#2 Hosted Job Fair	In House Job Fair to attract applicants for Forever Milford	Mark Schollenberger, Market Manager, Nanci Black, Business Manager
6	8/21/24	#2 Hosted Job Fair	In House Job Fair to attract applicants for Forever Milford	Mark Schollenberger, Market Manager, Nanci Black, Business Manager
7	3/12/25	#2 Hosted Job Fair	In House Job Fair to attract applicants for Forever Milford	Mark Schollenberger, Market Manager, Nanci Black, Business Manager
8	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	None this period

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			recap ways to market and promote the station group. They attend Live Action Broadcasts for the radio network and help promote the event.	
9	6/12/24	#8 Establishment of Training Programs for Station Personnel	"CRS360 Tame the Tech Unleash the Potential How AI can be your Ally" Webinar	Mike Stevens, Corporate Program Director
10	6/13/24	#8 Establishment of Training Programs for Station Personnel	"Getting the Most from your station Imaging Voice" Webinar	Mike Stevens, Corporate Program Director
11	6/18/24	#8 Establishment of Training Programs for Station Personnel	"RAB Radio Mercury Awards" Webinar	Mike Stevens, Corporate Program Director
12	7/11/24	#8 Establishment of Training Programs for Station Personnel	"How to Prompt: Unlock the Power of AI" Webinar	Mike Stevens, Corporate Program Director
13	8/1/24	#8 Establishment of Training Programs for Station Personnel	"News in the New Era of Communication" Webinar	Mike Stevens, Corporate Program Director
14	8/6/24	#8 Establishment of Training Programs for Station Personnel	Maryland DC Delaware Board of Director's Meeting via Zoom	Mark Schollenberger, Market Manager
15	8/14/24	#8 Establishment of Training Programs for Station Personnel	"Navigating Legal Issues involving Sales contests" Webinar	Mike Stevens, Corporate Program Director
16	8/22/24	#8 Establishment of Training Programs for Station Personnel	"Nielsen Audio Diary Transformation – Part 1" Webinar	Mike Stevens, Corporate Program Director
17	8/27/24	#8 Establishment of Training Programs for Station Personnel	"Nielsen Audio Diary Transformation – Part 2" Webinar	Mike Stevens, Corporate Program Director
18	9/4/24	#8 Establishment of Training Programs for Station Personnel	"Results of the 2024 AQ6 study" Webinar	Mike Stevens, Corporate Program Director
19	10/15/24	#8 Establishment of Training Programs for Station Personnel	MDCD Board of Director's Meeting via zoom	Mark Schollenberger, Market Manager
20	10/29/24	#8 Establishment of Training Programs for Station Personnel	"Sports Audio Report" Webinar	Mike Stevens, Corporate Program Director
21	11/14/24	#8 Establishment of Training Programs for Station Personnel	"Office hours: Promotion Ideas to Kickstart 2025" Webinar	Mike Stevens, Corporate Program Director
22	11/14/24 and 11/15/24	#8 Establishment of Training Programs for Station Personnel	The Pennsylvania Association of Broadcasters held an in-person Board of Directors meeting at the Harrisburg Hilton.	Mike Sherry, VP of Sales Dave Davies, Market Manager
23	11/20/24	#8 Establishment of Training Programs for Station Personnel	RAB Live presentation Radio Mercury Awards Webinar	Mike Stevens, Corporate Program Director
24	11/21/24	#8 Establishment of Training Programs for Station Personnel	"The Election is over – What it Means for Broadcasters for 2025 and Beyond" Webinar	Mike Stevens, Corporate Program Director
25	12/5/24	#8 Establishment of Training Programs for Station Personnel	"Second Street Product Roundup – New Features" Webinar	Mike Stevens, Corporate Program Director

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26	12/10/24	#8 Establishment of Training Programs for Station Personnel	"Top 10 Findings of 2024" Webinar	Mike Stevens, Corporate Program Director
27	12/11/24	#8 Establishment of Training Programs for Station Personnel	MDCD Board of Director's Meeting	Mark Schollenberger, Market Manager
28	1/15/25	#8 Establishment of Training Programs for Station Personnel	"RAB Live – Key Takeaways from CES" Webinar	Mike Stevens, Corporate Program Director
29	1/15/25	#8 Establishment of Training Programs for Station Personnel	"Transform your morning show Audience into Communities" Webinar	Mike Stevens, Corporate Program Director
30	1/21/25	#8 Establishment of Training Programs for Station Personnel	CES 2025 Industry Webinar	Mike Stevens, Corporate Program Director
31	1/22/25 1/23/25	#8 Establishment of Training Programs for Station Personnel	Rising Above 2025: A live virtual training event designed to teach, coach, inspire, and motivate you to rise above today's sales and management challenges.	Dave Davies, GM Linda Prophter, GSM Lauren Kares-Yelk, LSM Kathleen Mercer, AE Jeff Kriner, AE Jennifer Williams, AE Mark Jackson, AE Cortney Shupe, AE Audrey Clabaugh, AE Erika Howington, AE Eric Weiss, PD Ava Kidd, Digital Strategist
32	1/29/25	#8 Establishment of Training Programs for Station Personnel	RAB Live Presentation -Better Together in 2025 Webinar	Mike Stevens, Corporate Program Director
33	2/13/25	#8 Establishment of Training Programs for Station Personnel	What Radio can learn from America's #1 Webinar	Mike Stevens, Corporate Program Director
34	2/19/25 2/20/25 2/21/25	#8 Establishment of Training Programs for Station Personnel	Country Radio Seminar (CRS), a three-day educational event held on February 19-21, 2025, at the Omni in Nashville, TN, gathers key business leaders in various radio and music industry fields, featuring presentations on best business practices, emerging technology, personal career development, and new music showcases.	Dave Davies, Market Manager Scott Donato, Program Director
35	3/4/25- 3/5/25	#8 Establishment of Training Programs for Station Personnel	NAB State Leadership Conference in DC	Mark Schollenberger, Market Manager

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36	3/6/25	#8 Establishment of Training Programs for Station Personnel	The 3 Minute Difference: Nielsen's New Rule and You	Mike Stevens, Corporate Program Director
37	3/20/25	#8 Establishment of Training Programs for Station Personnel	The Infinite Dial 2025 Webinar	Mike Stevens, Corporate Program Director
38	4/2/25	#8 Establishment of Training Programs for Station Personnel	QUU's In Vehicle Visual Reports 2025	Mike Stevens, Corporate Program Director
39	4/10 and 4/11/25	#8 Establishment of Training Programs for Station Personnel	PAB Board of Directors Meeting at the Harrisburg Hilton.	Mike Sherry, VP Sales David Pavlic, GSM Dave Davies, Market Manager Melissa Kasula, Production Director Linda Propheter, GSM Lauren Kares-Yelk, LSM Joe Bleacher, Digital Strategist Eric Weiss, PD Joe Keane, GSM Patti Tibbitt, GSM
49	4/15/25	#8 Establishment of Training Programs for Station Personnel	TechSurvey 2025 Webinar	Mike Stevens, Corporate Program Director
41	4/16/25	#8 Establishment of Training Programs for Station Personnel	Maryland DC Delaware Board of Director's Meeting via Zoom	Mark Schollenberger, Market Manager
42	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
43	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
44	Occasionally	#8 Establishment of Training Programs for Station Personnel	A weekly telephone conference call is held on Tuesdays at 10:31 am with the programming air staff, who are divided into group, to share ideas on air content.	Programming Staff

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45	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
46	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
47	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
48	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
49	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
50	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	All Employees

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			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.	
51	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, 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
52	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
53	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
54	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
55	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

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56	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
57	10/2/24	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	<p>Participated in “The Business of Broadcast: How Sales Powers Media” panel discussion at Point Park University. The panel discussion was sponsored by the Michael P. Pitterich Sales & Innovation Center and the Pennsylvania Association of Broadcasters.</p> <p>Mike and David were two of the panelists answering questions and speaking to a group of 35-40 students and faculty.</p>	Mike Sherry, VP of Sales, David Pavlic, GSM
58	11/20/24	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	<p><i>Point Park University / Pennsylvania Association of Broadcasters Business of Broadcast Sales Challenge @ Point Park University Rowland School of Business; Michael P. Pitterich Sales & Innovation Center on November 20, 2024 4:00pm-6:00pm</i></p> <p>Mike Sherry and David Pavlic, representing Forever Media Inc, were invited by Dorene Ciletti MBA, PhD (Professor and Program Director, Marketing and Sales) to participate in the Rowland School of Business’s Business of Broadcast Sales Challenge-Fall 2024 at the Michael P. Pitterich Sales & Innovation Center at 1215 West Penn Hall, Pittsburgh, PA 15222.</p> <p>Mike and David played the role of a Marketing Director from a local business. 18 students from Point Park University participated in the sales challenge. Information was left for those students interested in a career in sales.</p>	Mike Sherry, VP of Sales, David Pavlic, GSM
59	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	1666 Blairs Pond Road, Milford, DE 19963/All Staff

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			<p>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</p>	
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