

EEO PUBLIC FILE REPORT FOR STATIONS

WCEI-FM, Easton, MD

WINX-FM, St. Michaels, MD

This EEO Public File Report For

June 1, 2018 – May 31, 2019

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c) (6) of the FCC’s 2002 EEO Rules.

The information contained in this Report covers the time period beginning June 1, 2018 to and including May 31, 2019.

During the twelve-month period ending on May 31, 2019, the stations filled the following full-time vacancies:

Sales Account Executive: **2**

Activity to Report This Period

The station interviewed a total of **4** people for all full-time vacancies during the period covered in this report.

Recruitment Sources Used

Attachment A contains the following information for the full-time vacancies:

- The recruitment source(s) used to fill each vacancy;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with the vacancies.

Attachment B contains a list and brief description of menu options activities undertaken pursuant to the FCC’s EEO rules during the time period covered by this report.

Employment Unit Address: 306 Port Street, Easton, Maryland 21601

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

Forever Media of MD, LLC
306 Port Street
Easton, Maryland 21601
Attn: Lynn Moore

Or

Email: careers@forevermediainc.com

phone: 410-822-3301

ATTACHMENT A

FULL-TIME VACANCY EEO INFORMATION

Forever Media of MD, LLC is an equal opportunity employer and does not discriminate in the hiring, training or promotion of employees by reason of race, color, religion, sex, or national origin. We engage in a continuing effort to seek out prospective applicants for employment. We contacted agencies in the area of the station to solicit for full-time open positions of employment. The attachment exemplifies those agencies contacted. Those, which requested to be contacted, are so noted. We have found these agencies to be suppliers of possible employment candidates in our continuing outreach program to achieve dissemination of information to a broad section of the community.

Recruitment Source	Address	Contact Person	Telephone	Total # Interviewed	Requested Notification
Indeed, Inc.	Online website. Indeed.com Indeed, Inc. 6433 Champion Grandview Way, Building 1, Austin, TX 78750	Customer Support	888-746-9333	1	No
On- Air Forever Media –Aired on WCEI and WINX	306 Port St., Easton, MD 21601	Lynn Moore	410-822-3301	1	No
Forever Media Website forevermidshore.com on WCEI and WINX pages	306 Port St., Easton, MD 21601	Lynn Moore	410-822-3301	0	No
Newspaper APG Media of Chesapeake, LLC	29088 Airpark Drive, Easton, MD 21601	Iryna Varniaga	410-770-4174	0	No
Job Board - MD Dept of Labor, Licensing and Reg.	301 Bay St., Ste. 30,1Easton, MD 21601	David Prossner	410-822-3030	0	No
Internal Posting – Forever Media – WCEI/WINX Posted at Front Desk and on board in break room	306 Port St., Easton, MD 21601	Lynn Moore	410-822-3301	2	No
Internal Posting Forever Media Altoona, PA	One Forever Drive, Hollidaysburg, PA 16648	Bethany Hildebrand	814-941-9800	0	No
Internal Posting Forever Media Brownsville	123 Blain Road, Brownsville, PA 15417	Joyce Nicholson	724-938-2000	0	No
Internal Posting Forever Media State College	2551 Park Center Blvd., State College, PA 16801	Matt Decker	814-237-9800	0	No

Internal Posting Forever Media State Johnstown	109 Plaza Drive, Suite 2, Johnstown, PA 15905	Shelly Lovenduski	814-255-4186	0	No
Internal Posting Forever Media New Castle	219 Savannah Gardner Road, New Castle, PA 16101	Jill Hamilton	724-654-5502	0	No
Internal Posting Forever Media Franklin	1243 Liberty Street, Franklin, PA 16323	Jill Hamilton	814-432-2188	0	No
Internal Posting Forever Media NWPA	900 Water Street, Meadville, PA 16335	Jill Hamilton	814-724-1111	0	No
Internal Posting Forever Media York	275 Radio Road, Hanover, PA 17331	Tammy Signor/Rick Kennis	717-637-3231	0	No
Internal Posting Forever Media Cumberland	350 Byrd Avenue, Cumberland, MD 21502	Jeanie McLaughlin	301-722-6666	0	No
Internal Posting Forever Media Bellaire	56325 High Ridge Road, Bellaire, OH 43906	Annie Howell	740-676-5661	0	No

Job Title of Vacancy: Account Executive

Date Vacancy Opened: June 1, 2018

Date Vacancy Filled: September 4, 2018, September 24, 2018

Total Persons Interviewed: 4

Total Hired: 2

Recruitment Source of Hirees: Internal Posting (referrals): 2

Recruitment Sources Used to Fill the Vacancy

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ATTACHMENT B OUTREACH ACTIVITIES

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

#1 CONVENTIONS, JOB FAIRS, CAREER DAYS, CAREER FAIRS

PENN HIGHLANDS JOB AND INTERNSHIP FAIR

Wednesday April 4, 2018. Location – Penn Highlands Richland Campus, Johnstown, PA. The event was designed to bring students and the general public together with employers representing over 50+ businesses in a ten-county region. Participants had the ability to meet and discuss career options, full and part-time employment opportunities. Representing Forever Media Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

ANNUAL CHESAPEAKE COLLEGE CAREER & JOB EXPO

On April 11, 2018, WCEI-FM and WINX-FM participated in the 24th Annual Chesapeake College Career & Job Expo held at the Health Professions and Athletics Center, HPAC Multi-Purpose Room on the Chesapeake College, Wye Mills Campus. The primary goal of this is to bring students, Mid-Shore residents and business representatives together to exchange information on careers and employment opportunities. WCEI-FM and WINX-FM were there to attract candidates for the open Account Executive position and to educate potential job seekers on careers in radio broadcasting. We have found that this enables the stations to have access to a large number of job seekers in an efficient manner and to outreach to larger pool of job seekers who might otherwise be unaware of the opening at the station and careers in the radio broadcasting industry as a whole.

JUNIATA COLLEGE CAREER DAY

February 22, 2019 from 11a.m. to 3 p.m.: Participation in the 2019 Juniata College Career Day event at Juniata College in Huntingdon, PA in the Kennedy Sports and Recreation Center. This event was designed to bring students together with employers and alumni from 120+ business, industry and public service in one convenient location and time to discuss student career options, internships and full-time employment opportunities. In attendance representing Forever Media Inc. was Bethany Hildebrand, Sales Assistant.

JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF COMMUNICATIONS

March 15, 2019 from 9 a.m. to 2 p.m.: Participation in the 2019 PSU College of Communications JobExpo, located in the HUB Robeson Center Alumni Hall at University Park, Pennsylvania. The Pennsylvania State University's College of Communications is the largest ACEEJMC accredited undergraduate communications program in the country. This Job Expo is designed for Penn State's top-notch advertising, public relations, film/video, journalism, media studied and telecommunications students and alumni to meet with Radio Broadcasting Groups, public relations firms, newspapers, magazines, production companies and broadcast and cable organizations. We have found that participation in this Job Expo has provided us an opportunity to meet strong candidates with relevant experience in an extremely efficient manner. By participating in the 2019 JobExpo Comm, we had access to over 5,000 students in attendance from Penn State. Representing Forever Media, Inc. was Scott Cohagan, General Manager and Tom Schmidt, Sales Manager.

Forever Media, Inc. sponsored and partnered with the Careerlink Job Fair on April 5, 2018 at the Cranberry Mall, Cranberry PA. Our General Manager, Jim Shields, attended the fair and met with prospective employees and collected their resumes.

RADIO ANNOUNCEMENT – Since June 1, 2018, a radio announcement has aired once daily on each station asking for recruitment sources wishing to receive notice of the station(s) job openings be sent to the Business Manager.

JOB BANK

We have posted the Outside Sales Account Executive position opening on the job bank maintained by the State of Maryland Department of Labor, Licensing and Regulation. This is a state-wide system that disseminates information as to employment opportunities, specifically the job posted, to job candidates who might otherwise be unaware of such opportunities.

#2 FOREVER MEDIA, INC. HOSTED JOB FAIRS

Forever Media, Inc. hosted a Job Fair on Thursday, May 24, 2018 at the Park Inn by Radisson, Clarion PA. Our General Sales Manager, Cindy Grant, and Franklin sales staff attended the event to assist clients and accept resumes from potential job seekers.

Forever Media, Inc. hosted a Job Fair on Tuesday, April 24, 2018 at the Country Club, Meadville PA. Our General Sales Manager, Helen Powers, and Meadville sales staff attended the event to assist clients and accept resumes from potential job seekers.

Forever Media, Inc. hosted a Job Fair on Tuesday, September 18, 2018 at the Galleria Mall, Johnstown, PA 15904. The event featured over 30 local, regional and national companies offering information on employment opportunities in a variety of fields

including health care, manufacturing, marketing, media and much more. Over 200 people attended this event. Representing Forever Media, Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

Forever Media, Inc. hosted a Job Fair on Tuesday, February 12, 2019 at the Galleria Mall, Johnstown, PA 15904. The event featured more than 25 local, regional and national companies offering information on employment opportunities in a variety of fields including health care, manufacturing, marketing, media and much more. Over 200 people attended this event. Representing Forever Media, Inc. was Mike Stevens, Operations Manager and Shelly Lovenduski, Business Manager.

#5 FOREVER MEDIA INTERNSHIP PROGRAM:

Forever Media Radio helps prepare students to take their place in society as active, critical and engaged media professionals. We provide internship opportunities to students every year. We work to design a program that allows students to earn college credit for hands on experience at the radio station. The Internships are designed to meet the needs of the radio station and academic requirements of the college or university where the student is enrolled. Each internship is uniquely designed to help prepare students to take their place in society as active, critical and engaged media professionals. Students may work with the News Director, Program Director, Business Manager, Chief Engineer, Sales Manager or the General Manager to fulfill their Internship. For this period, we had internships as per the following:

No interns this period.

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 PATRICIPATION IN SCHOLARSHIP PROGRAM

Kerby Confer, Partner/Member of Forever Media, has devoted time and financially pledged to establish the Confer Radio Talent Institute at Bloomsburg University of Pennsylvania. The Institute ran from July 9th through July 18th, 2018. Commercials aired on WBUS(FM), WFGE(FM), WMAJ(FM), WQWK, WAPY(FM) and WRSC encouraging interested students to apply to attend the Institute. Digital Display ads promoting the Institute were also placed on www.forevermediainc.com.

#8 ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL:

The National Association of Broadcasters (NAB) held their Radio Show 2018 conference in Las Vegas, NV from April 7th through 12th, 2018. Forever's President, Lynn Deppen, representing all of the stations for Forever Media, Inc., was in attendance to learn more about radio's new strategies and new platforms. The conference brought radio broadcasters and industry colleagues together to share knowledge, discover the latest innovations, network with industry leaders and explore creative business strategies for the digital age.

May 6-7, 2018 Pennsylvania Association of Broadcasters held the 2018 Gold Metal Meeting in Hershey, PA. Presentations of broadcast innovations, programming and legal concerns. Honored guests were acknowledged and Awards for Excellence in Broadcasting were presented at the banquet. Vice President of Sales Mike Sherry and Altoona Market Manager Bobbi Castellucci, representing all of the stations for Forever Media, Inc., attended the event.

On August 19-21, 2018, Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Mackinac Island, Michigan. 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. Speakers representing all of the stations for Forever Media at the meeting: Lynn Deppen, Michael Sherry, and Scott Cohagan.

The Radio Show was held on September 25th – September 28, 2018 in Orlando, FL. Connect with radio power players, discover creative ideas and rock out to red-hot performances. It's the ultimate destination for the go-getters of radio. Whether you're a seasoned pro or a young professional, this is your chance to help shape the future of radio – and have some fun. From tailored development opportunities to non-stop networking and live entertainment, it's everything you need to send your career into overdrive. Attended by Mike Sherry, VP of Sales representing all the stations for Forever Media, Inc.

October 1-2, 2018 Pennsylvania Association of Broadcasters held the 2018 Board of Directors Meeting in Hershey, PA. Presentations of broadcast innovations, programming and legal concerns. Altoona Market Manager Bobbi Castellucci attended the event representing all the stations for Forever Media, Inc.

On December 14, 2018, Mike Sherry, VP of Sales at Forever Media, Inc. attended the PAB Board meeting held in Bedford Springs, PA with Dave Davies and Bobbi Castellucci (General Managers) who represented all the stations for Forever Media, Inc.

On February 24-26, 2019, Forever Media Managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Indian Wells, 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, Lynn Deppen, President and Jim Shields, GM who represented all the stations for Forever Media, Inc.

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.

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.

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.

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.

Forever Media incorporates an additional level of employee training with the ThinkZoom-P1Learning program. P1Learning provides on-line training and operations development solutions focused exclusively on the media industry. P1 provides selling techniques and concepts, tips, training, development leadership advice and legal compliance requirements to salespersons, human resources, supervisors and management. All Forever Media employees have access to hundreds of interactive courses, tests and written materials on a variety of topics relevant to the industry.

Forever Media General Managers schedule weekly, daily and individual meetings with Sales Account Executives to review, guide and train in order to help each succeed in their career. Additionally, every Tuesday morning, the Vice-President of Sales conducts a telephone-conferenced webinar to mentor all Forever Media station General Managers, General Sales Managers, Market Managers through a process of informal discussion of knowledge, education, coaching and support as it relates to work, career, or professional development.

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.

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).

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.

The General Sales Manager and Sales Account Executives are trained to input their established client advertising contracts directly into the Marketron system for approval by the General Sales Manager and the Business Manager. This enables the Account Executives to manage their time in outside sales more effectively, allowing them to book advertising contracts from wherever they may be while out of the office.

#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 July 9 – 18, 2018 on Bloomsburg University campus. On Tuesday, July 10, 2018, Bobbi Castellucci presented RAB Training Modules #7 “Understanding Competitive Media”. On July 12, 2018, Dave Davies presented RAB Training Module #12 & #13, “Addressing Objections and Closings” and “More Sales through Buyer Style Identification” and Lynn Deppen spoke about “Engineering: RF & IT”. On July 13th, 2018, Scott Cohagan presented RAB Training Module #17 “Goal Setting and Time Management.” On July 16, 2018, Mike Stevens spoke about “Basics of Doing a Great Music Radio Show”. On July 17, 2018, Matthew Bortner participated in a Q&A panel regarding “Adjusting from College to the Pros”. Digital Display ads promoting the Institute were also placed on www.forevermediainc.com.

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Weather Kid – Each Friday during the school year September 2018 – May 2019, WCEI brings in a local youth, aged 6 – 12 years, in to the studio during the “Morning Rush” to announce the official WCEI Mid-Shore Weather Forecast from 7 – 8am. The students get to see how the programming side of a radio station operates and participate in that operation.

RADIO STATION GROUP TOURS

We routinely open up the radio station to tours by organizations such as the Boy or Girl Scouts, the YMCA, school groups and other local groups to provide an introduction to the Radio Broadcasting Industry and are offered for free. A typical tour includes information on the history of Radio and the stations. We explain and demonstrate the broadcasting equipment used to transmit programming and how it operates, show them the traffic office and describe how a commercial is scheduled, a demonstration of how a commercial is produced, how a live broadcast is produced and the overall operation of the radio station. An explanation of positions and the responsibility of station personnel is also given. To request a tour, contact: Forever Media of MD, LLC, 306 Port Street, Easton, MD 21601, 410-822-3301 or send an e-mail to the Business Manager, lmoore@forevermediainc.com.