

EEO PUBLIC FILE REPORT FOR STATIONS

WCEI-FM - Easton and WINX-FM – St Michaels, MD

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

The information contained in this Report covers the time period beginning December 30, 2016 to and including May 31st 2017. Forever Media purchased the radio station on December 30, 2016.

During the five-month period ending on May 31, 2017, the stations filled the following full-time vacancies:

Sales Account Executive: 1

Activity to Report This Period

The station interviewed a total of ___3___ 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

ATTACHMENT A – JOB VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive

Date Vacancy Opened: December 30, 2016

Date Vacancy Filled: May 15, 2017

Total Persons Interviewed: 3

Total Hires: 1

Recruitment Source of Hires: On-Air Ad 1

Recruitment Source	Address	Contact Person	Telephone	Total # Interviewed	Requested Notification
Indeed	Online website. Indeed.com Indeed, Inc. 6433 Champion Grandview Way Building 1 Austin, TX 78750			0	No
On- Air Forever Media – Aired on WCEI and WINX	306 Port St Easton, MD 21601	Julie Fickes	410-822- 3301	1	No
Web Site Forever Media – Posted to main page forevermidshore.com and on WCEI and WINX pages	306 Port St Easton, MD 21601	Julie Fickes	410-822- 3301	1	No
Newspaper APG Media of Chesapeake, LLC	29088 Airpark Drive Easton, MD 21601	Iryna Varniaga	410-770- 4174	0	No
Personal Reference – Forever Employee	306 Port St Easton, MD 21601	Gerry Rue	410-822- 3301	1	No

Recruitment Source	Address	Contact	Telephone	Total # Interviewed	Requested Notification
Job Board - MD Dept of Labor, Licensing and Reg.	301 Bay Street, Suite 301 Easton, MD 21601	David Prossner	410-822-3030	0	No
Internal Job Fair Forever Media – WCEI/WINX	306 Port St Easton, MD 21601	Julie Fickes	410-822-3301	0	No
Internal Posting – Forever Media – WCEI/WINX Posted at front desk and on board in break room.	306 Port St Easton, MD 21601	Julie Fickes	410-822-3301	0	No
Job Fair – Chesapeake College Office of Job Development	PO Box 8 Wye Mills, MD 21679	Guido DeLuca	410-827-5804	1	No

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.

Station WCEI-FM and WINX-FM has engaged in the following outreach activities during the year covered by this report:

- **RADIO ANNOUNCEMENT** – Since January 2017, 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 General Manager.
- **JOB FAIRS** –
 - On April 11, 2017, WCEI-FM and WINX-FM participated in the 22nd 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.
 - On April 20, 2017, WCEI-FM and WINX-FM hosted a job fair at the radio station location at 306 Port Street to recruit for the open Account Executive position and give the opportunity for job seekers to stop by the station to meet other station employees.
- **INTERNSHIP PROGRAM**
 - Forever Media 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. Students may work with the Program Director, Business Manager, General Manager, General Sales Manager, Account Executives and Traffic Director to fulfill their Internship. For this period we had internships as per the following:

- Industry Tours – On March 13, 2017, WCEI-FM and WINX-FM participated in the Talbot County Public Schools Industry Tours in which student's were able to spend time at local businesses to give a glimpse of various jobs and explore career options. This enabled the station to be part of outreach to students about careers in radio broadcasting and allowed them to see first-hand how a radio station operates.
- Kerby Confer, Partner/Member of Forever Media, has endowed Bloomsburg University to establish the Confer Radio Talent Institute. It is a ten day program of speaker and training events in radio programming, sales, management production, promotion and ownership that is held annually. 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 5th – 15th, 2016 on Bloomsburg University campus with on day on location in Philadelphia. www.confer.nationalradiotalentsystem.com.
- ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL
 - The station's general manager and account executives have been routinely training on-line with the Radio Advertising Bureau. During this period, all account executives 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.
 - On April 2 – 4, 2017, Forever Media held a Leadership Retreat for all General Manager, General Sales Managers, Program Directors and other members of the Forever Media management team. It also included members of Forever Media ownership. Various topics were presented to educate management team members, including a presentation on FCC Guidelines and EEO.
 - Upon each new hire, every Forever Media employee is mandated to review policies and procedures for unlawful harassment, including sexual harassment. After attending training sessions, each employee signs off indicating their understanding of what encompasses harassment and the appropriate action to take in the event of an occurrence.
 - Forever Media incorporates an additional level of employee training with the ThinkZoom-P! Learning program. P1 Learning 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 subscribes to the Radio Advertising Bureau, which offers training for new Account Executives, as well as continued training classes for Account Executives and Management. Forever Media encourages all employees to take training classes to further their knowledge of the radio industry and to help each succeed in their career.
- 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.
- February 12 – 14, 2017 Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Naples, FL. The conference attendees discussed problems, concerns, and opportunities regarding the radio broadcast business during various daily sessions. Speakers representing Forever Media at the meeting: Lynn Deppen, Carol Logan.