

# **EEO PUBLIC FILE REPORT FOR STATIONS**

WCEI-FM, Easton, MD

WINX-FM, St. Michaels, MD

This EEO Public File Report For

June 1, 2017 – May 31, 2018

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, 2017 to and including May 31, 2018.

During the twelve-month period ending on May 31, 2018, the stations filled the following full-time vacancies:

Sales Account Executive: 3

### **Activity to Report This Period**

The station interviewed a total of 5 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 General Manager:

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

Or

Email: [careers@forevermediainc.com](mailto: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	Online website. Indeed.com Indeed, Inc. 6433 Champion Grandview Way, Building 1, Austin, TX 78750			2	No
On- Air Forever Media –Aired on WCEI and WINX	306 Port St., Easton, MD 21601	Patti Tibbitt	410-822-3301	1	No
Forever Media Website forevermidshore.com on WCEI and WINX pages	306 Port St., Easton, MD 21601	Patti Tibbitt	410-822-3301	1	No
Newspaper APG Media of Chesapeake, LLC	29088 Airpark Drive, Easton, MD 21601	Iryna Varniaga	410-770-4174	1	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	Patti Tibbitt	410-822-3301	0	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	Kiaia Cole	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 Fair – Chesapeake College Office of Job Development	PO Box 8 Wye Mills, MD 21679	Guido DeLuca	410-827-5804	0	No

Job Title of Vacancy: Account Executive

Date Vacancy Opened: June 1, 2017

Date Vacancy Filled: June 5, June 12, and July 17, 2017

Total Persons Interviewed: 5

Total Hired: 3

Recruitment Source of Hirees: On-Air: 1 Newspaper Ad: 1 Website/forevermediainc.com: 1  
**Recruitment Sources Used to Fill the Vacancy**

<b>Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone</b>	<b>Total # Interviewed</b>	<b>Requested Notification</b>
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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.

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

- **RADIO ANNOUNCEMENT** – Since June 1, 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 23<sup>rd</sup> 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.
  
- **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.

- 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 General Sales Manager, ptibbitt@ForeverMediaInc.com.

- PARTICIPATION IN EDUCATIONAL EVENTS

- Weather Kid – Each Friday during the school year September 2016 – June 2017, 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 Forecast from 7 – 8am. The students get to see how the programming side of a radio station operates and participate in that operation.
- 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. [www.confer.nationalradiotalentsystem.com](http://www.confer.nationalradiotalentsystem.com).

- ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL

- The station's general sales 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.
- 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-P1 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 General Sales Manager and Sales Account Executives are provided with continuous training on Matrix, a sales management software that allows AE's keep track of their sales activities, client information, and budget forecasting. Matrix also provides the General Sales Manager with the ability to track the sales activity of Account Executives, a daily update of booked revenue, and the

ability to construct monthly and annual revenue goals, as well as run reports in regards to a variety of sales activities.

- Forever Media also provides ongoing training for the Traffic person and Business Manager in Marketron. Marketron is the system which books inventory on both of our radio stations, schedules program logs, and provide the platform for accounts receivable. The training program provides both Traffic and our Business Manager with the ability to maximize the efficiency of the system and provide accurate details of advertising schedules and invoices to our clients.
- 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.
- 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 Sales Manager schedules 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 conference call 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.

- August 27-29, 2017, Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Toronto, Ontario Canada. 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 Forever Media at the meeting: Lynn Deppen, Bobbi Castellucci.
- The Radio Association of Broadcasters (RAB) and National Association of Broadcasters (NAB) held their Radio Show 2017 conference in Austin, Texas September 5<sup>th</sup> through 8<sup>th</sup>, 2017. Forever VP of Sales was 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. Forever Media VP of Sales Mike Sherry was in attendance.
- On Wednesday, October 18, 2017 at 1:00PM, the Pennsylvania Association of Broadcasters held a webinar titled "The Changing Face of the FCC's EEO Rule in 2017". This session provided information on the increased flexibility broadcasters have recently been given in meeting their EEO obligations, their latest enforcement actions, and the prospects for streamlining the EEO paperwork burdens. Lauren Lynch Flick, Senior Counsel, Pillsbury Winthrop Shaw Pittman, Washington DC was the speaker. Forever Managers viewed the webinar.
- On Tuesday, January 30, 2018 at 2:00PM, the Pennsylvania Association of Broadcasters held a webinar addressing the March 1<sup>st</sup> deadline to move Public Inspection Files online. The webinar focused on the technical challenges, what the FCC said it will do, how to accomplish the task efficiently and how to maintain the online file. Forever Managers viewed the webinar.
- February 18-20, 2018 Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Scottsdale, Arizona. 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.

- February 5-7, 2018 The Country Radio Seminar was held in Nashville, TN. The seminar is a three-day event of educational programming, panels of key business leaders in various fields, presentations on new technology, business practices, and personal career development topics, new music showcases, and professional networking. In attendance for Forever Media was Lynn Deppen, President and Mike Sherry, Vice-President of Sales.
- On Thursday, October 3rd, 2017, a job fair was held at California University of Pennsylvania Convocation Center from 11am-2 pm. The fair is open to Cal U students and alumni wishing to break away from the often-anonymous on-line application process and meet face-to-face with multiple companies in one convenient location. It attracts employers seeking to fill positions in finance, communications, science, non-profit, public service, technology and more! In attendance for Forever Media was Diane Fetty, CHRD.
- Sunday, March 25<sup>th</sup> – Tuesday, March 27<sup>th</sup>, 2018 Managers, Program Directors, Business and Traffic Departments, and Owners convened at the Toftrees Resort and Conference Center in State College, 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. Employees, managers and owners attended and several presenters/guests at this event offered much opportunity for education, career development and networking.