

ANNUAL EEO PUBLIC FILE REPORT

Facility ID	Date Report Covers: June 1, 2024- May 31, 2025	Employer: Forever Media of MD, LLC Licensee: FM Radio Licenses, LLC	Job Search to: careers@forevermediainc.com
11668 14774	Stations, City of License: WCEI-FM, Easton, MD WINX-FM, St. Michaels, MD	Employment Unit Address: 306 Port Street Easton, MD 21601 On-Line Public File location: www.Forevermidshore.com	Contact Person, Title, email, phone number: Patti Tibbitt General Sales Manager ptibbitt@forevermediainc.com 410-822-3301

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.

Full-Time Vacancies Filled:

Job Title	Hire Date	Persons Hired	Persons Interviewed	Recruitment Sources Used from Master List	Referring Source
On-Air Personality	7/1/24	1	3	1,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,41	3
	Total	1	3		

Full-Time Recruitment Sources Master List:

Recruitment Source Number		Source Requested Notification	Referrals from this source
1	Forever Media Website Patti Tibbitt 306 Port Street Easton, MD 21601 410-822-3301 Forevermidshore.com	No	0
2	Forever Media ON-AIR RADIO STATIONS WCEI-FM / WINX-FM 306 Port Street Easton, MD 21601 410-822-3301 www.careers@forevermediainc.com	No	0
3	Walk-Ins, Employee/ Client Referrals/Other Patti Tibbitt, General Sales Manager 306 Port Street Easton, MD 21601 410-822-3301 www.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	0
5	Linked In 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 301-722-6666 jmclaughlin@forevermediainc.com	No	0
8	Internal Job Posting – Milford 1666 Blairs Pond Road Milford, DE 19963 Nanci Black 302-422-7575 nblack@forevermediainc.com	No	0
9	Internal Job Posting – Havre de Grace 707 Revolution Street Havre de Grace, MD 21078 Joe Keane 410-939-1e100 jkean@forevermediainc.com	No	0

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10	Internal Job Posting – Wilmington 2727 Shipley Road Wilmington, DE 19810 Ken Scriven 302-478-2700 kscriven@forevermediainc.com	No	0
11	Internal Job Posting – Pittsburgh 2 Robinson Plaza, Suite 410 Pittsburgh, PA 15205 Joyce Nicholson 412-275-3393 jnicholson@forevermediainc.com	No	0
12	Internal Job Posting – York/Hanover 275 Radio Road Hanover, PA 17331 Tammy Signor 717-637-3831 tsignor@forevermediainc.com	No	0
13	Internal Job Posting- Easton 306 Port Street Easton, MD 21601 Patti Tibbitt 410-822-3301 ptibbitt@forevermediainc.com	No	0
14	Job Board – MD Dept of Labor 301 Bay St., Ste 301, Easton, MD 21601 410-822-3030 Rebecca Burrows Rebecca.burrows@maryland.gov	No	0
15	Davidson College 405 Main Street Davidson, NC 28035 704-894-2000 https://app.joinhandshake.com	No	0
16	Frostburg State University 101 Braddock Road Frostburg, MD 21532 https://app.joinhandshake.com	No	0
17	Goldey-Beacom College 47014 Limestone Rd. Wilmington, DE 19808 302-258-6256 https://app.handshake.com	No	0
18	Hampden-Sydney College PO Box 637 Hampden-Sydney, VA 23943 434-223-6106 https://app.handshake.com	No	0
19	Hood College 401 Rosemont Ave Frederick, MD 21701 301-696-3583 https://app.handshake.com	No	0

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20	James Madison University 800 South Street Harrisonburg, VA 22807 540-568-6555 https://app.handshake.com	No	0
21	Kutztown University of Pennsylvania 113 Stratton Administration Center Kutztown, PA 19530 610-683-4067 https://app.handshake.com	No	0
22	Lehigh University 27 Memorial Drive West Bethlehem, PA 18015 610-758-3710 https://app.handshake.com	No	0
23	Loyola University Maryland 4501 North Charles St. Baltimore, MD 21212 410-617-2232 https://app.handshake.com	No	0
24	Mary Baldwin University 101 E. Frederick St. Staunton, VA 24401 540-887-7019 https://app.handshake.com	No	0
25	Marywood University 2300 Adams Ave. Scranton, PA 18509 570-348-6211 https://app.handshake.com	No	0
26	McDaniel College 2 College Hill Westminster, MD 21157 410-871-3305 https://app.handshake.com	No	0
27	Millersville University of Pennsylvania 1 South George St. Millersville, PA 17551 717-871-7655 https://app.handshake.com	No	0
28	Notre Dame of Maryland University 4701 N Charles St. Baltimore, MD 21212 410-532-5387 https://app.handshake.com	No	0
29	Old Dominion University 5115 Hampton Blvd. Norfolk, VA 23508 757-683-4388 https://app.handshake.com	No	0
30	Peirce College 1420 Pine St. Philadelphia, PA 19102 215-545-6400 https://app.handshake.com	No	0

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31	Shepherd University 301 N. King St. Shepherdstown, WVA 25443 304-876-5814 https://app.handshake.com	No	0
32	The University of Scranton 800 Linden St. Scranton, PA 18510 570-941-7640 https://app.handshake.com	No	0
33	Towson University 7800 York Rd Towson, MD 21204 410-704-2233 https://app.handshake.com	No	0
34	University of Delaware 401 Academy St Newark, DE 19711 302-831-2392 https://app.handshake.com	No	0
35	University of Mary Washington 1301 College Ave Fredericksburg, VA 22401 540-654-5646 https://app.handshake.com	No	0
36	University of Maryland Eastern Shore 11868 College Backbone Road Princess Anne, MD 21853 410-651-6447 https://app.handshake.com	No	0
37	Wesley College 120 N State Street Dover, DE 19901 302-736-2300 https://app.handshake.com	No	0
38	Wilkes University 84 West South Street Wilkes-Barre, Pennsylvania 18766 https://app.handshake.com	No	0
39	Wilmington University 320 North Dupont Highway New Castle, Delaware 19720 https://app.handshake.com	No	0
40	MDCD info@mdcd.com	No	0
41	Radio Online www.radioonline.com (programming only)	No	0
TOTAL			3

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	1/30/25	#2 Hosted Job Fairs	Forever Midshore hosted an Open House and Career Day from 10-2pm at the station. The event was advertised on air and was open to the public.	Patti Tibbitt, GSM and Matt Spence, Programming Director
6	3/20/25	#2 Hosted Job Fairs	Forever Midshore hosted an Open House and Career Fair from 10-2pm at the station. The event was advertised on air and was open to the public	Patti Tibbit, GSM and Matt Spence, Programming Director
7	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 recap ways to market and promote the station group. They attend Live Action Broadcasts for the radio network and	None this period

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			help promote the event.	
8	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
9	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
10	6/18/24	#8 Establishment of Training Programs for Station Personnel	"RAB Radio Mercury Awards" Webinar	Mike Stevens, Corporate Program Director
11	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
12	8/1/24	#8 Establishment of Training Programs for Station Personnel	"News in the New Era of Communication" Webinar	Mike Stevens, Corporate Program Director
13	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
14	8/14/24	#8 Establishment of Training Programs for Station Personnel	"Navigating Legal Issues involving Sales contests" Webinar	Mike Stevens, Corporate Program Director
15	8/22/24	#8 Establishment of Training Programs for Station Personnel	"Nielsen Audio Diary Transformation – Part 1" Webinar	Mike Stevens, Corporate Program Director
16	8/27/24	#8 Establishment of Training Programs for Station Personnel	"Nielsen Audio Diary Transformation – Part 2" Webinar	Mike Stevens, Corporate Program Director
17	9/4/24	#8 Establishment of Training Programs for Station Personnel	"Results of the 2024 AQ6 study" Webinar	Mike Stevens, Corporate Program Director
18	10/15/24	#8 Establishment of Training Programs for Station Personnel	MDCD Board of Director's Meeting via zoom	Mark Schollenberger, Market Manager
19	10/29/24	#8 Establishment of Training Programs for Station Personnel	"Sports Audio Report" Webinar	Mike Stevens, Corporate Program Director
20	11/14/24	#8 Establishment of Training Programs for Station Personnel	"Office hours: Promotion Ideas to Kickstart 2025" Webinar	Mike Stevens, Corporate Program Director
21	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
22	11/20/24	#8 Establishment of Training Programs for Station Personnel	RAB Live presentation Radio Mercury Awards Webinar	Mike Stevens, Corporate Program Director
23	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
24	11/21/24	#8 Establishment of Training Programs for Station Personnel	P1 Plus Sales training with honors	Emily Holiday, Account Executive
25	12/5/24	#8 Establishment of Training Programs for Station Personnel	"Second Street Product Roundup – New Features" Webinar	Mike Stevens, Corporate Program Director
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	MDCD Board of Director's Meeting	Mark Schollenberger,

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		Training Programs for Station Personnel		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.	Patti Tibbitt, GSM
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
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	UU's In Vehicle Visual Reports 2025	Mike Stevens, Corporate Program Director
39	4/10 and 4/11/025	#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 Propheeter, GSM Lauren Kares-Yelk, LSM Joe Bleacher, Digital Strategist Eric Weiss, PD Joe Keane, GSM Patti Tibbitt, GSM
40	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	Maryland DC Delaware Board of	Mark Schollenberger,

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		Training Programs for Station Personnel	Director's Meeting via Zoom	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
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

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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 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
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	Forever Media makes available Marketron. Marketron offers a web-	Traffic Staff, Programming Staff, and

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		Station Personnel	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.	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
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	4/18/24	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	Penn Highlands Advisory Board Meeting. Mike Stevens Participated in the Penn Highlands Community College Advisory Board Meeting for the Communications Program at Penn Highlands Community College	Mike Stevens, Corporate Program Director
58	10/2/24	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	<i>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. Mike and David were two of the panelists answering questions and speaking to a group of 35-40 students and faculty.</i>	Mike Sherry, VP of Sales, David Pavlic, GSM
59	11/20/24	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	<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> <i>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.</i> 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.	Mike Sherry, VP of Sales, David Pavlic, GSM

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60	Upon Request	#16 Radio Station Group Tours	We routinely give group tours at our facility at 306 Port Street, Easton, MD 21601 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 Patti Tibbitt at 306 Port Street, Easton, MD 21601 410-822-3301	Patti Tibbit, GSM Matt Spence, PD
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