

ANNUAL EEO PUBLIC FILE REPORT

Facility ID:	Date Report Covers: June 1, 2019- May 31, 2020	Employer: Forever Media Inc.	Job Search to: careers@forevermediainc.com
53488	Stations, City of License: WXCY/ Havre de Grace	Employment Unit Address: 707 Revolution Street Havre de Grace, MD 21078 www.wxcyfm.com	Contact Person, Title, email, phone number: Stacie Monz, GM Stacie.monz@forevermediainc.com 410-941-7121

This EEO Public File Report is filed in each Station’s public inspection file.

Employer 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. This report reflects 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.

Employer periodically re-evaluates the recruitment sources list for wide dissemination of vacancies.

Full-Time Vacancies Filled:

Job Title	Hire Date	Persons Hired	Persons Interviewed	Recruitment Sources Used from Master List	Referring Source
GSM	7/15/19	1	7	1,3,4,5,6,7,8,9,11,12,13,14,16,17,19,21,24,25,26,27	3

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 707 Revolution Street Havre de Grace, MD 21078 Jason Tokarski	No	2
2	Forever Media ON-AIR RADIO STATIONS WXYC Stacie Monz 707 Revolution Street Havre de Grace, MD 21078 410-941-7121 careers@forevermediainc.com	No	
3	Walk-Ins, Employee/Client Referrals/Other Stacie Monz 707 Revolution Street Havre de Grace, MD 21078 410-941-7121	No	1
4	Indeed 177 Broad Street,6 th Floor, Stamford CT 06901 888-746-9333 Customer Support www.indeed.com	No	
5	Internal Posting-Bellaire 56325 High Ridge Road Bellaire, OH 43906 740-6765661 ahowell@forevermediainc.com	No	
6	Internal Job Posting-Cumberland 350 Byrd Avenue Cumberland, MD 21502 301-722-6666 jmclaughlin@forevermediainc.com	No	
7	Internal Job Posting- Easton 306 Port Street Easton, MD 21601 410-822-3301 lmoore@forevermediainc.com	No	
8	Internal Job Posting – Hollidaysburg 1 Forever Drive, Hollidaysburg, PA 1664 Jody Downing 814-941-9800 jdowning@forevermediainc.com	No	
9	Internal Job Posting – Johnstown 109 Plaza Drive, Johnstown, PA 15905 Shelly Lovenduski 814-255-4186 slovenduski@forevermediainc.com	No	
10	Internal Job Posting – Lebanon, PA 440 Rebecca Street Lebanon, PA 17046	No	

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	717-272-7651 bsmith@forevermediainc.com		
11	Internal Job Posting – Meadville/Franklin 900 Water St. Meadville, PA 16335 814-724-1111 jhamilton@forevermediainc.com	No	
12	Internal Job Posting – Milford 1666 Blairs Pond Road Milford, DE 19963 302-422-7575 sgay@forevermediainc.com	No	
13	Internal Job Posting – Pittsburgh 2 Robinson Plaza, Suite 410 Pittsburgh, PA 15205 412-275-3393 dmccartney@foreverpittsburgh.com	No	
14	Internal Job Posting – State College 2551 Park Center Blvd. State College, PA 16801 814-237-9800 slevine@forevermediainc.com	No	1
15	Internal Job Posting – Sharon 87 Stambaugh Ave., Suite 3 Sharon, PA 16146 724-308-7208 jhamilton@forevermediainc.com	No	
16	Internal Job Posting – York/Hanover 275 Radio Road Hanover, PA 17331 717-637-3831 tsignor@forevermediainc.com	No	
17	Internal Job Posting – Wilmington 2727 Shipley Road Wilmington, DE 19810 302-478-2700 jmarzan@forevermediainc.com	No	1
18	Simplyhired.com Sunnyvale, CA	No	
19	LinkedIn.com	No	2
20	All Access.com 24955 Pacific coast Highway C303 Malibu, CA 90265 310-457-6616	No	
21	University of Delaware 10210 South College Avenue Newark, De. 19716 302-831-279	No	
22	Delaware State University 120 N Dupont Highway Dover, De 19901 302-857-6060	No	
23	Goldey Beacom 4701 Limestone Rd Wilmington, DE 19801	No	

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	Beth Kirker 302-225-6256 career@gbc.edu		
24	Wesley College 120 N State Street Dover, DE 19901 Dawn Howard-Bailey 302-736-2333 Wesley.edu/employment	No	
25	Cecil College 1 Seahawk Drive Northeast, MD 21901 Amanda Pringle 410-287-1017 hr@cecil.edu	No	
26	Harford college/Towson University 401 Thomas Run Road BelAir, MD 21015 Anna Berglove-Lynch 443-412-2164 careers@harford.edu	No	
27	Lincoln University 1570 Baltimore Pike Lincoln University, PA. 19352 Jake Tanksley 484-365-7402 hr@lincoln.edu	No	
		Total	7

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	10/10/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	WXCY participated in the 31 st Annual Harford County Job Fair at Ripken Stadium.	JoAnne Callanta and Joe Bleacher represented the station
2	10/29/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	Forever Media participated in the Job and Networking Fair at the Community College of Allegheny County.	Diane Fetty, CHR D, represented all of the stations of Forever Media, Inc.
3	12/10/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	RING FACTORY ELEMENTARY CAREER DAY Participation in Ring Factory Elementary Schools career day. Went into the classroom and discuss roles in radio broadcasting.	Tyler Daniel represented the station
4	12/10/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	HAVRE DE GRACE HIGH SCHOOL Havre de Grace High School's Special Education students came into the station to receive a tour of the facility and learn about different jobs within broadcasting	Tyler Daniel and Tim Hartley represented the station.
5	1/31/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	BALTIMORE SCHOOL OF ARTS CAREER DAY Participation in the Balto. School of Arts Career Day. This event was designed to bring students together with employees to discuss potential career opportunities.	Tyler Daniel, PD participated
6	2/28/2020	#1 Conventions, Job Fairs, Career Days, Career Fairs	JUNIATA COLLEGE CAREER DAY Participation in the 2020 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.	Bethany Hildebrand represented all of the Forever Media stations.
7	3/12/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>Job Expo/Forever Media of DE-Wilmington</u> <u>Participated in the Job Fair/Open House at 2727 Shipley Road, Wilmington, DE</u>	Joe Bleacher Havre de Grace stations at the event.
8	3/20/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF COMMUNICATIONS</u> Participation in the 2020 PSU College of Communications Virtual JobExpo. The Pennsylvania State University's	All company stations participated, Diane Fetty CHR D

			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 covering the entire mid-Atlantic region. By participating in the 2020 Virtual JobExpo Comm, we had access to over 5,000 students from Penn State. Penn State University changed its job fair to a virtual event in light of the Covid-19 situation in the country at this time.	
9	4/15/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	Shippensburg University's Career, Mentoring and Professional Development Center offered the Career CUB Take Over 2020 Spring Career & Internship Fair. This virtual fair was held on April 15, 2020 from 10:30 a.m. to 2 p.m. through the Ship Career Connection Symplicity link.	Stacie Monz participated.
10	None this period.	#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 help promote the event.	
11	05/05/19 and 05/06/19	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2019 Board of Directors Meeting in Hershey, PA. Presentations of broadcast innovations,	Bobbi Castellucci, Market Mgr., Dave Davies,

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			programming and legal concerns.	Market Manager, Mike Sherry, VP of Sales
12	8/25/19 through 8/27/19	#8 Establishment of Training Programs for Station Personnel	Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in the Gaylord Opryland Hotel in Nashville, TN. 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.	Lynn Deppen, President, Mike Sherry, VP of Sales, William Vernon, Market Manager
13	09/12/19 And 09/13/19	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held a Board of Directors Meeting in Philadelphia, PA. Presentations of broadcast innovations, programming, and legal concerns.	Dave Davies, Market Manager
14	10/20/19 Through 10/22/19	#8 Establishment of Training Programs for Station Personnel	Managers and Owners convened at the Wyndham Garden in York, 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. Managers and Owners attended and several presenters/guests at this event offered much opportunity for education, career development and networking	Managers and Owners
15	12/12/19 and 12/13/19	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2019 Board of Directors Meeting in Bedford Springs, PA. Presentations of broadcast innovations, programming and legal concerns.	Mike Shery, VP Sales, Bobbi Castellucci, Market Mgr.
16	2/23/20-2/25/20	#8 Establishment of Training Programs for Station Personnel	Forever Media Manager/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in San Diego, 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.	Michael Sherry, VP of Sales, Donald Alt, Owner
17	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
18		#8 Establishment of	Forever Media Corporate Program	Program

		Training Programs for Station Personnel	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.	Directors and GMs
19		#8 Establishment of Training Programs for Station Personnel	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.	All Management
20	Annually	#8 Establishment of Training Programs for Station Personnel	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.	All Employees
21		#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
22		#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	VP of Sales, GM's, GSM's, Sales Staff, Market Managers

			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.	
23		#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
24		#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.	GM, GSM, Sales Staff
25		#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
26		#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
27		#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	Sales Staff

			of training sessions.	
28	7/8/19 through 7/17/19	#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 on Bloomsburg University campus. Digital Display ads promoting the Institute were also placed on our web site: www.forevermediainc.com .	Bobbi Castellucci, Lynn Deppen, Dave Davies, Dan Dzikowski, Alyssa Keith, Scott Cohagan, Mike Stevens
29	Upon Request	#16 Radio Station Group Tours	We routinely give group tours of our facility at 707 Revolution Street Havre de Grace, MD 21078, 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: Stacie Monz at 707 Revolution Street Havre de Grace, MD 21078 410-941-7121	