

ANNUAL EEO PUBLIC FILE REPORT

Facility ID	Date Report Covers: Feb. 1, 2024- Jan. 31, 2025	Employer: Forever Media of DE, LLC	Job Search to: careers@forevermediainc.com
16459	Stations, City of License: WSTW-FM, Wilmington, DE	Employment Unit: 2727 Shipley Road Wilmington, DE 19810 www.wdel.com	Contact Person, Title, email, phone number: Ken Scriven, Business Manager
16458	WDEL-AM Wilmington, DE	www.wstw.com	(302) 478-2700
51136	WDEL-FM Canton, NJ	www.wxcyfm.com	

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	Recruitment Source
Media Sales	02/08/24	1	2	1,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31	3
Graphic Designer	6/24/24	1	4	1,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,34	4
Digital Strategist	8/19/24	1	3	1,3,4,5,6,7,8,9,10,11,12,13, 4,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,34	4
Sales Asst.	8/19/24	1	2	1,3,4,5,6,7,8,9,10,11,12,13, 4,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,34	3
Total		4	11		

Full-Time Recruitment Sources Master List:

Recruitment Source Number	Recruitment Source Name, Address, Phone, Contact, email, URL	Source Requested Notification	Referrals Interviewed
1	Forever Media Website Ken Scriven, Business Manager 2727 Shipley Road Wilmington, DE 19810 www.wdel.com www.wstw.com	NO	0
2	Forever Media On-Air Radio Stations WSTW/WDEL/WXCY Ken Scriven, Business Manager 2727 Shipley Road Wilmington, DE 19810 www.careers@forevermediainc.com	NO	0
3	Walk-Ins, Employee/Client Referrals/Other Ken Scriven, Business Manager 2727 Shipley Road Wilmington, DE 19810 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	7
5	Linked In Sunnyvale, CA	NO	1
6	Internal Posting-Brownsville 123 Blaine Road Brownsville, PA 15417 Joyce Nicholson 724-938-2000 jnicolson@forevermediainc.com	NO	0
7	Internal Posting-Robinson 2 Robinson Plaza, Ste 410 Pittsburgh, PA 15205 Joyce Nicholson 412-275-3393 jnicholson@forevermediainc.com	NO	0
8	Internal Job Posting- York/Hanover 273 Radio Road Hanover, PA 17331 Tammy Signor tsignor@forevermediainc.com	NO	0
9	Internal Posting-Cumberland 350 Byrd Avenue Cumberland, MD 21502 Tim Martin 301-722-6666 tmartin@forevermediainc.com	NO	0
10	Internal Job Posting- Easton 306 Port Street Easton, MD 21601	NO	0

	Patti Tibbitt 410-822-3301 ptibbitt@forevermediainc.com		
11	Internal Job Posting- Havre de Grace 707 Revolution Street Havre de Grace, MD 21078 Joseph Keane 410-941-7121 jkeane@forevermediainc.com	NO	0
12	Internal Job Posting- Milford 166 Blairs Pond Rd Milford, DE 19963 Nanci Black 302-422-7575 nblack@forevermediainc.com	NO	0
13	Internal Job Posting – Wilmington 2727 Shipley Road Wilmington, DE 19810 Ken Scriven 302-478-2700 kscriven@forevermediainc.com	NO	0
14	Allegheny College 520 N Main Street Meadville, PA 16335 www.joinhandshake.com	NO	0
15	Bloomsburg University of Pennsylvania 400 E 2 nd Street Bloomsburg, PA 17815 www.joinhandshake.com	NO	0
16	Delaware State University 1200 N Dupont Hwy Dover, DE 19901 www.joinhandshake.com	NO	0
17	Dickinson College 280 N College Street Carlisle, PA 17013 717-243-5121 www.joinhandshake.com	NO	0
18	Drexel University 3141 Chestnut Street Philadelphia, PA 19104 215-895-2000 www.joinhandshake.com	NO	0
19	Frostburg State University 101 Braddock Rd. Frostburg, MD 21532 301-687-4000 www.joinhandshake.com	NO	0
20	Geneva College 3200 College Avenue Beaver Falls, PA 15010 www.joinhandshake.com	NO	0
21	George Mason University 4400 University Dr Fairfax, VA 703-993-1000 www.joinhandshake.com	NO	0
22	Georgetown University		0

	3700 O Street NW Washington, DC 20057 202-687-0100 www.joinhandshake.com	NO	
23	Goldey-Beacom College 4701 Limestone Road Wilmington, DE 19808 (302) 998-8814 www.joinhandshake.com	NO	0
24	Penn West (formerly) California University of Pennsylvania 250 University Ave., California, PA 15419 724-938-4000 www.joinhandshake.com	NO	0
25	Swarthmore College 500 College Ave. Swarthmore, PA 19081 www.joinhandshake.com	NO	0
26	The College of New Jersey 2000 Pennington Rd Ewing Township, NJ 08618 609-771-2141 www.joinhandshake.com	NO	0
27	University of Delaware 210 South College Avenue Newark, DE 19716 (302) 831-2792 www.joinhandshake.com	NO	0
28	West Chester University 700 S High Street West Chester, PA 19383 www.joinhandshake.com	NO	0
29	Widener University One University Pl Chester, PA 19013 www.joinhandshake.com	NO	0
30	Wilmington University 320 N DuPont Hwy New Castle, DE 19720 (877) 967-5464 www.joinhandshake.com	NO	0
31	All Access 24955 Pacific Coast Highway, C303 Malibu CA 90265	NO	0
32	Facebook Page/Ads Menlo Park, CA www.facebook.com	NO	0
33	TBC Holdings LLC tbcholdingsllc.com Cameron McDowell 724-513-6663	NO	0
34	MDCD infor@mdcd.com	NO	0
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Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	3/27/24	#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	11/6/24	#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.
3	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.
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	3/27/24	#2 Hosted Job Fairs	Forever Media-Wilmington, DE hosted an onsite job fair	GSMs, On Air Staff, Promotions, and station staff.
6	10/30/2024	#2 Hosted Job Fairs	Forever Media-Wilmington, DE hosted an onsite job fair	GSMs, On Air Staff, Promotions, and station staff.
7	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.	
8	2/15/24	#8 Establishment of Training Programs for Station Personnel	AI's Role, Impact and Future on Local Broadcasting: A Conversation with the NAB Sam Matheny Chief Technology Officer, NAB. With the meteoric rise in AI, what do broadcasters need to know about what's on the horizon. In this session, the NAB will define AI, what technologies are available to enhance local broadcasts, and tips to avoid	Mike Stevens, Corporate Program Director

			potential pitfalls.	
9	2/28/24, 2/29/24 & 3/1/24	#8 Establishment of Training Programs for Station Personnel	Country Radio Seminar (CRS), a three-day educational event held on February 28 – March 1, 2024, 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.	Mike Stevens, David Davies, Nancy Gleason, Jeremy Mulder and Scott Donato
10	2/29/24	#8 Establishment of Training Programs for Station Personnel	Maryland DC Delaware Board of Director's Meeting via Zoom	Mark Schollenberger, Market Manager
11	3/4/24 and 3/5/24	#8 Establishment of Training Programs for Station Personnel	NAB State Leadership Conference in Washington D.C.	Mark Schollenberger, Market Manager
12	4/3/24	#8 Establishment of Training Programs for Station Personnel	The Infinite Dial 2024 Webinar The Infinite Dial has become a critical resource for understanding consumer behavior and technology adoption across smart platforms. Marketers and media buyers turn to these insights for important media trends in key channels such as radio, streaming audio, podcasts, social media, and more.	Mike Stevens, Corporate Program Director
13	4/10/24	#8 Establishment of Training Programs for Station Personnel	Radio's Place in America's Top Selling New Vehicles Webinar	Mike Stevens, Corporate Program Director
14	4/11/24	#8 Establishment of Training Programs for Station Personnel	Up Close and Personal with Scott Shannon Webinar	Mike Stevens, Corporate Program Director
15	4/15/24	#8 Establishment of Training Programs for Station Personnel	QUU-Radio's Place in America's Top-Selling New Vehicles webinar. This first-of-its-kind study uncovers radio's strengths and areas for growth in vehicles, the #1 location for listening. Get the 2024 Dashboard Scoreboard, six key findings, and recommendations from Fred Jacobs, Paul Jacobs, Joe D'Angelo, and Mike McVay	Mike Stevens, Corporate Program Director
16	4/24/24	#8 Establishment of Training Programs for Station Personnel	"But They have a Great Personality" webinar	Mike Stevens, Corporate Program Director
17	4/25/24	#8 Establishment of Training Programs for Station Personnel	2024 Techsurvey-All Industry Webinar sponsored by InsideRadio.	Mike Steven, Corporate Program Director
18	4/30/24	#8 Establishment of Training Programs for Station Personnel	"Hear from the experts: Successful promotions that you can easily replicate in your market" Webinar	Mike Stevens, Corporate Program Director
19	5/15/24	#8 Establishment of Training Programs for Station Personnel	"What Women Want 2024" Webinar	Mike Stevens, Corporate Program Director
20	5/30/24	#8 Establishment of	"Analytics and Innovation Driving Radios	Mike Stevens, Corporate

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		Training Programs for Station Personnel	Future in Connected Cars” Webinar	Program Director
21	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
22	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
23	6/18/24	#8 Establishment of Training Programs for Station Personnel	“RAB Radio Mercury Awards” Webinar	Mike Stevens, Corporate Program Director
24	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
25	8/1/24	#8 Establishment of Training Programs for Station Personnel	“News in the New Era of Communication” Webinar	Mike Stevens, Corporate Program Director
26	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
27	8/14/24	#8 Establishment of Training Programs for Station Personnel	“Navigating Legal Issues involving Sales contests” Webinar	Mike Stevens, Corporate Program Director
28	8/22/24	#8 Establishment of Training Programs for Station Personnel	“Nielsen Audio Diary Transformation – Part 1” Webinar	Mike Stevens, Corporate Program Director
29	8/27/24	#8 Establishment of Training Programs for Station Personnel	“Nielsen Audio Diary Transformation – Part 2” Webinar	Mike Stevens, Corporate Program Director
30	9/4/24	#8 Establishment of Training Programs for Station Personnel	“Results of the 2024 AQ6 study” Webinar	Mike Stevens, Corporate Program Director
31	10/15/24	#8 Establishment of Training Programs for Station Personnel	Maryland DC Delaware Board of Director’s Meeting via Zoom	Mark Schollenberger, Market Manager
32	10/29/24	#8 Establishment of Training Programs for Station Personnel	“Sports Audio Report” Webinar	Mike Stevens, Corporate Program Director
33	11/14/24	#8 Establishment of Training Programs for Station Personnel	“Office hours: Promotion Ideas to Kickstart 2025” Webinar	Mike Stevens, Corporate Program Director
34	11/20/24	#8 Establishment of Training Programs for Station	RAB Live presentation Radio Mercury Awards Webinar	Mike Stevens, Corporate Program Director

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		Personnel		
35	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
36	12/5/24	#8 Establishment of Training Programs for Station Personnel	"Second Street Product Roundup – New Features" Webinar	Mike Stevens, Corporate Program Director
37	12/10/24	#8 Establishment of Training Programs for Station Personnel	"Top 10 Findings of 2024" Webinar	Mike Stevens, Corporate Program Director
38	12/11/24	#8 Establishment of Training Programs for Station Personnel	Maryland DC Delaware Board of Director's Meeting via Zoom	Mark Schollenberger, Market Manager
39	1/15/25	#8 Establishment of Training Programs for Station Personnel	"RAB Live – Key Takeaways from CES" Webinar	Mike Stevens, Corporate Program Director
40	1/15/25	#8 Establishment of Training Programs for Station Personnel	"Transform your morning show Audience into Communities" Webinar	Mike Stevens, Corporate Program Director
41	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
42	Weekly	#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
43	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
44	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 me.	Production Directors and Copywriters with Mike Stevens
45	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
46	Bi-Monthly	#8 Establishment of	Forever Media Corporate Program Director,	Program Directors and

		Training Programs for Station Personnel	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 and Radio Consultant Joel Raab.	GMs with Mike Stevens
47	Ongoing	#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
48	Annually and upon hire	#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
49	Weekly	#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
50	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 other 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
51	Ongoing	#8 Establishment of Training Programs	The station's General Manager, General Sales Manager and Account Executives routinely	Sales Staff

		for Station Personnel	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.	
52	Ongoing	#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
53	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
54	4/17/24	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	<i>Point Park University Buyer's Challenge @ Point Park University Rowland School of Business; Sales Center from 4:00pm-6:00pm</i> <i>We were invited by Dorene Ciletti MBA, PhD (Associate Professor and Program Director, Marketing and Sales) to participate in the Rowland School of Business Broadcast Sales Challenge- Spring 2024 at the Michael P. Pitterich Sales & Innovation Center at 1215 West Penn Hall, Pittsburgh, PA 15222. Mike and I played the role of media buyer's prospects for the broadcast sales challenge for their Professional Selling class. We each met with a different student every 15 minutes from 4pm-6pm.</i>	<i>Mike Sherry and David Pavlic, representing Forever Media Inc.</i>
55	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
56	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.</i> <i>Mike and I 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

57	11/20/24	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	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 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. Mike and I 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
58	Upon Request	#16 Radio Station Group Tours	We routinely give group tours of our facility, 2727 Shipley Road, Wilmington, DE 19810 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: Forever Media of DE, LLC 2727 Shipley Road Wilmington, DE 19810. Attention: Ken Scriven or call (302) 478-2700	