

ANNUAL EEO PUBLIC FILE REPORT

Facility ID	Date Report Covers: June 1, 2023- May 31, 2024	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
Account Executive	11/20/23	1	2	1, 2, 3, 4, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45	3
	Total	1	2		

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	2
4	Indeed 177 Broad Street,6 th Floor, Stamford CT 06901 888-746-9333 Customer Support www.indeed.com	No	0
5	Simply Hired 177 Broad Street,6 th Floor, Stamford CT 06901 888-746-9333 Customer Support www.simplyhired.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

Forever Media of MD, LLC Easton, MD 06.01.23 through 05.31.24 FINAL

9	Internal Job Posting – Havre de Grace 707 Revolution Street Havre de Grace, MD 21078 Nick Brino 410-939-1100 Doug Hall dhall@forevermediainc.com (as of Feb. 1, 2022)	No	0
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	No	0
15	Quality Staffing Services 8662 Alicia Drive Easton, MD 21601 410-690-7791	No	0
16	Davidson College 405 Main Street Davidson, NC 28035 704-894-2000 https://app.joinhandshake.co	No	0
17	Delaware State University 1200 N Dupont Hwy Dover, DE 19901 302-857-6120 https://app.joinhandshake.co	No	0
18	Frostburg State University 101 Braddock Road Frostburg, MD 21532 https://app.joinhandshake.co	No	0

Forever Media of MD, LLC Easton, MD 06.01.23 through 05.31.24 FINAL

19	Goldey-Beacom College 47014 Limestone Rd. Wilmington, DE 19808 302-258-6256 https://app.handshake.com	No	0
20	Hampden-Sydney College PO Box 637 Hampden-Sydney, VA 23943 434-223-6106 https://app.handshake.com	No	0
21	Hood College 401 Rosemont Ave Frederick, MD 21701 301-696-3583 https://app.handshake.com	No	0
22	James Madison University 800 South Street Harrisonburg, VA 22807 540-568-6555 https://app.handshake.com	No	0
23	Kutztown University of Pennsylvania 113 Stratton Administration Center Kutztown, PA 19530	No	0
24	Lehigh University 27 Memorial Drive West Bethlehem, PA 18015 610-758-3710 https://app.handshake.com	No	0
25	Loyola University Maryland 4501 North Charles St. Baltimore, MD 21212 410-617-2232 https://app.handshake.com	No	0
26	Mary Baldwin University 101 E. Frederick St. Staunton, VA 24401 540-887-7019 https://app.handshake.com	No	0
27	Marywood University 2300 Adams Ave. Scranton, PA 18509 570-348-6211 https://app.handshake.com	No	0
28	McDaniel College 2 College Hill Westminster, MD 21157 410-871-3305 https://app.handshake.com	No	0
29	Millersville University of Pennsylvania 1 South George St. Millersville, PA 17551 717-871-7655 https://app.handshake.com	No	0

Forever Media of MD, LLC Easton, MD 06.01.23 through 05.31.24 FINAL

30	Notre Dame of Maryland University 4701 N Charles St. Baltimore, MD 21212 410-532-5387 https://app.handshake.com	No	0
31	Old Dominion University 5115 Hampton Blvd. Norfolk, VA 23508 757-683-4388 https://app.handshake.com	No	0
32	Peirce College 1420 Pine St. Philadelphia, PA 19102 215-545-6400 https://app.handshake.com	No	0
33	Shepherd University 301 N. King St. Shepherdstown, WVA 25443 304-876-5814 https://app.handshake.com	No	0
34	The University of Scranton 800 Linden St. Scranton, PA 18510 570-941-7640 https://app.handshake.com	No	0
35	Towson University 7800 York Rd Towson, MD 21204 410-704-2233 https://app.handshake.com	No	0
36	University of Delaware 401 Academy St Newark, DE 19711 302-831-2392 https://app.handshake.com	No	0
37	University of Mary Washington 1301 College Ave Fredericksburg, VA 22401 540-654-5646 https://app.handshake.com	No	0
38	University of Maryland Eastern Shore 11868 College Backbone Road Princess Anne, MD 21853 410-651-6447 https://app.handshake.com	No	0
39	Wesley College 120 N State Street Dover, DE 19901 302-736-2300	No	0
		Total	2

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	10/25/23	#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	11/2/23	#1 Conventions, Job Fairs, Career Days, Career Fairs	University of Delaware’s 2023 Communications, Marketing and Media Career Meetup. Engaged with students and alumni seeking full-time, part-time and seasonal career opportunities and career advice relating to advertising, branding, communications, graphic design, public relations and media.	Diane Fetty represented all of the Forever Media stations.
3	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.
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	5/7/24	#2 Hosted Job Fairs	Forever Midshore hosted an Open House and Career Day from 10-1pm at the station. The event was advertised on air and was open to the public.	Patti Tibbitt, GSM and Matt Spence, Programming Director
6	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 help promote the event.	None this period
7	4/12/23	#8 Establishment of Training Programs for	Webinar: Jacobs Media Techsurvey 2023	Mike Stevens, Corporate Program Director

Forever Media of MD, LLC Easton, MD 06.01.23 through 05.31.24 FINAL

		Station Personnel		
8	4/13/23	#8 Establishment of Training Programs for Station Personnel	Ally or Enemy Ally or Enemy? How RadioGPT™ will Transform Radio. Description: Daniel Anstandig, founder and CEO of Futuri, discusses AI and RadioGPT™ with Andreas Sannemann of Benztown and Ken Benson of P1 Media Group. Host(s): Global Radio Ideas, Ken Benson, Andreas Sannemann, Daniel Anstandig.	Mike Stevens, Corporate Program Director
9	4/20/23	#8 Establishment of Training Programs for Station Personnel	CRS 360 Webinar- The Lifecycle of a Song	Mike Stevens, Corporate Program Director
10	5/4-5/5/23	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held an in-person annual Board of Directors meeting at the Harrisburg Hilton.	Mike Sherry, VP of Sales; Dave Davies, General Manager
11	5/10/23	#8 Establishment of Training Programs for Station Personnel	Ask Me Anything In our third Ask Me Anything (AMA) Webinar , consultants Jay Nachlis and Meghan Campbell will discuss music testing. In this fast-paced 15-minute webinar moderated by Client Services Director Kimberly Bryant, Jay and Meghan will answer your questions about music testing for radio stations, including: <ul style="list-style-type: none"> • Why conducting perceptual research before a music test is so valuable • How to select which songs to test • What are Fit and Compatibility and why do they matter? Why accurate sound coding is essential for a successful music test	Mike Stevens, Corporate Program Director
12	5/11/23	#8 Establishment of Training Programs for Station Personnel	Edison Research Moms and Media Webinar	Mike Stevens, Corporate Program Director
13	5/18/23	#8 Establishment of Training Programs for Station Personnel	How you replace Scott Shannon, Lessons from an iconic New York PD. Description: Global Radio Ideas with Jim Ryan. Host(s): Global Radio Ideas, Ken Benson, Andreas Sannemann, Jim Ryan	Mike Stevens, Corporate Program Director
14	6/7/23	#8 Establishment of Training Programs for Station Personnel	Ask Me anything Episode 4 – Qualitative Research In this fast-paced 15-minute webinar moderated by Client Services Director Kimberly Bryant, Jay and Meghan will answer your questions about qualitative research, including: What’s the difference between qualitative and quantitative research? When should I use qualitative research and when should I use quantitative research? What are the benefits of pairing qualitative and quantitative and what order they should be in? What are the benefits of an online discussion group vs. a traditional focus group and vice versa? What is an IDI? What are some themes we’ve seen from qualitative research in the past year?	Mike Stevens, Corporate Program Director
15	6/8/23	#8 Establishment of Training Programs for Station Personnel	Westwood One Advisory Board Call	Lynn Deppen, President Mike Stevens, Corporate Program Director

Forever Media of MD, LLC Easton, MD 06.01.23 through 05.31.24 FINAL

16	6/21/23	#8 Establishment of Training Programs for Station Personnel	Ok Boomer A Conversation with Gen Z Description: Gen-Z personalities and programmers compare notes with experienced industry veterans, to better understand how to connect and appeal to the next generation of audio consumers, employees, and co-workers in 2023 and beyond.	Mike Stevens, Corporate Program Director
17	6/27/23	#8 Establishment of Training Programs for Station Personnel	Copywriting Webinar A free 30-minute webinar on Wednesday, June 7 at 1p ET on <i>Radio Ink's</i> Facebook page about copywriting	Mike Stevens, Corporate Program Director
18	7/12/23	#8 Establishment of Training Programs for Station Personnel	Ask Me Anything - Episode 5: Personality/Show Research In our fourth Ask Me Anything (AMA) Webinar, consultants Jay Nachlis and Meghan Campbell answered questions related to qualitative research. In our next fast-paced 15-minute webinar moderated by Client Services Director Kimberly Bryant, Jay and Meghan will answer your questions about personality/show research, including: What are some of the best ways to measure the appeal of personalities and shows? How long should you wait before including a personality or show in a study? What are some of the most important things you can learn from personality research? Are there any personalities you shouldn't include in research?	Mike Stevens, Corporate Program Director
19	8/16/23	#8 Establishment of Training Programs for Station Personnel	Ask Me Anything - Episode 6: The Image Pyramid The Coleman Insights Image Pyramid is the foundation of the insights we provide to our clients. The Image Pyramid states that a radio station's ratings performance is largely based on the relatively simple images that listeners possess of that station. In our sixth Ask Me Anything webinar moderated by Client Services Director Kimberly Bryant, consultants Jay Nachlis and Meghan Campbell will answer your questions about the Image Pyramid and the layers that comprise it, such as: Why is a station's Base Music or Talk position the most important layer of the Image Pyramid? Why isn't Personality the most important layer? What are some challenges you see with some stations' Image Pyramids? What's an example of a great radio station's Image Pyramid? Does the Image Pyramid only apply to radio, or can it apply to other media?	Mike Stevens, Corporate Program Director
20	9/13/23	#8 Establishment of Training Programs for Station Personnel	AQ5: Radio Talent in the AI Era	Mike Stevens, Corporate Program Director

Forever Media of MD, LLC Easton, MD 06.01.23 through 05.31.24 FINAL

21	9/28/23 & 9/29/23	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held an in-person annual Board of Directors meeting at the Omni Hotel in Pittsburgh, PA.	Mike Sherry, VP of Sales
22	10/12/23	#8 Establishment of Training Programs for Station Personnel	Checking in on the World's First AI presenter – Is this Radio's future. Description: How Dylan Salisbury created the world's first AI radio presenter and what it means for broadcasters. Host(s): Global Radio Ideas, Ken Benson, Andreas Sannemann, Dylan Salisbury.	Mike Stevens, Corporate Program Director
23	10/18/23	#8 Establishment of Training Programs for Station Personnel	AM Mike Stevens held a webinar with Program Directors from Westwood One and the Program Directors using Westwood One products.	Mike Stevens, Corporate Program Director
24	10/25/23	#8 Establishment of Training Programs for Station Personnel	Scary Research Stories - Description: Just in time for Halloween, our next Coleman Insights Ask Me Anything will delve into some of the things that haunt our dreams...err..nightmares. While you can be sure we'll offer valuable treats in this AMA, pay attention to the tricks...as we share some of the scariest things, we see in research that you'll want to avoid. If the ratings ghosts keep you up at night and it feels like you're just spinning your wheels, don't worry pumpkin! Just ask us "witch" way to use research to escape the dungeon. It's not magic. It's a Coleman Insights Ask Me Anything event.	Mike Stevens, Corporate Program Director
25	11/8/23	#8 Establishment of Training Programs for Station Personnel	MDCD Board of Director's Meeting via Zoom	Mark Schollenberger, Market Manager
26	11/9/23	#8 Establishment of Training Programs for Station Personnel	The Spoken Word Audio Report from NPR and Edison Research	Mike Stevens, Corporate Program Director
27	11/27/23	#8 Establishment of Training Programs for Station Personnel	New AE Emily Holiday was enrolled in RAB, Monarch, and P1 Training.	Emily Holiday, Account Executive
28	11/29/23	#8 Establishment of Training Programs for Station Personnel	Political Advertising Compliance Webinar for Broadcasters.	Patti Tibbitt, GSM
29	11/29/23	#8 Establishment of Training Programs for Station Personnel	Political Advertising Compliance Refresher Webinar – PAB and Michigan State Broadcasters	Mike Stevens, Corporate Program Director
30	11/29/23	#8 Establishment of Training Programs for Station Personnel	FCC Political Broadcasting Requirements – Getting Ready for 2024 Webinar highlighting the issues in political broadcasting.	Managers and GSMS
31	12/11/23	#8 Establishment of Training Programs for Station Personnel	Westwood One Advisory Board	Lynn Deppen, President Mike Stevens, Corporate Program Director
32	12/13/23	#8 Establishment of Training Programs for Station Personnel	Top 10 Findings from 2023 from Edison Research Description: It's here at last! Throughout the year, we contemplate numerous findings from our custom studies as well as our syndicated datasets, carefully selecting those deemed list-worthy. This 30-minute webinar will showcase top findings on audio, podcasts, radio, exit polls, and	Lynn Deppen, President Mike Stevens, Corporate Program Director

Forever Media of MD, LLC Easton, MD 06.01.23 through 05.31.24 FINAL

			more, presented by the researchers who worked on the projects.	
33	12/23/23	#8 Establishment of Training Programs for Station Personnel	Top 10 Findings from 2023 from Edison Research Description: It's here at last! Throughout the year, we contemplate numerous findings from our custom studies as well as our syndicated datasets, carefully selecting those deemed list-worthy. This 30-minute webinar will showcase top findings on audio, podcasts, radio, exit polls, and more, presented by the researchers who worked on the projects.	Mike Stevens, Corporate Program Director
34	1/10/24	#8 Establishment of Training Programs for Station Personnel	Luminate: Year End Music Webinar Description: 2023 Year-End Music Webinar where members of our expert insights team will talk through Luminate's 2023 Year-End Music Report, giving context to the data that highlights some of the industry's biggest trends over the past year.	Mike Stevens, Corporate Program Director
35	1/17/24	#8 Establishment of Training Programs for Station Personnel	RAB Live Presentation - Key Takeaways from CES 2024, the Consumer Electronics Show	Mike Stevens, Corporate Program Director
36	1/25/24	#8 Establishment of Training Programs for Station Personnel	Ten Minute Trainer-Rising Above 5	Patti Tibbit, GSM
37	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 potential pitfalls.	Mike Stevens, Corporate Program Director
38	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
39	2/29/24	#8 Establishment of Training Programs for Station Personnel	MDCD Board of Director's Meeting via Zoom	Mark Schollenberger, Market Manager
40	3/8/24	#8 Establishment of Training Programs for Station Personnel	Patti Tibbitt attended Part 1 of the Ten - Minute Trainer Women in Leadership series.	Patti Tibbitt
41	Weekly	#8 Establishment of Training Programs for Station Personnel	The sales staff in the Brownsville and Robinson locations take part in weekly training through P-1 Learning's 10 Minute Trainer Course	David Pavlic, GSM Robinson and Brownsville Sales Staff
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	Program Directors and GMs with Mike Stevens

Forever Media of MD, LLC Easton, MD 06.01.23 through 05.31.24 FINAL

			Forever Media President Lynn Deppen.	
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	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
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
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,	All Employees

Forever Media of MD, LLC Easton, MD 06.01.23 through 05.31.24 FINAL

			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.	
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 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
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

Forever Media of MD, LLC Easton, MD 06.01.23 through 05.31.24 FINAL

57	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 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>	Mike Sherry and David Pavlic, representing Forever Media Inc.
58	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 0-822-3301	
59	7/18/23	#16 Radio Station Group Tours	Program Director and WCEI Morning Show host Matt Spence welcomed a summer camp group from Critchlow Adkins Children's Center for a 30-minute station tour and talk about the different careers in radio broadcasting.	Matt Spence, Programming Director