

## **ANNUAL EEO PUBLIC FILE REPORT**

<b>Facility ID</b>	<b>Date Report Covers:</b> April 1, 2019 – March 31, 2020	<b>Employer:</b> Forever Media of Altoona, LLC.	<b>Job Search to:</b> careers@forevermediainc.com
<b>38265</b>	<b>Stations, City of License:</b> WFGY-FM - Altoona, PA	<b>Employment Unit Address:</b> One Forever Drive Hollidaysburg, PA 16648	<b>Contact Person, Title, email, phone number:</b> Bobbi Castellucci General Mgr./Market Mgr. bcastellucci@forevermediainc.com 814-941-9800
<b>58312</b>	WALY(FM) - Bellwood, PA		
<b>38269</b>	WFBG - Altoona, PA		
<b>72316</b>	WRKY-FM - Hollidaysburg, PA		
<b>47090</b>	WWOT(FM) - Altoona, PA		
<b>47089</b>	WTNA – Altoona, PA		

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:**

<b>Job Title</b>	<b>Hire Date</b>	<b>Persons Hired</b>	<b>Persons Interviewed</b>	<b>Recruitment Sources Used from Master List</b>	<b>Recruitment Source</b>
Account Executive	9/26/19, 9/26/19	2	10	1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31	2, 2
Assistant Traffic Manager	6/11/19, 6/26/19	2	7	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31	1, 3
Assistant Traffic Manager	10/17/19	1	4	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32	3

**Full-Time Recruitment Sources Master List:**

<b>Recruitment Source Number</b>	<b>Recruitment Source Name, Address, Phone, Contact, email, URL</b>	<b>Source Requested Notification</b>	<b>Referrals Interviewed</b>
<b>1</b>	Forever Media Website Bethany Hildebrand One Forever Drive, Hollidaysburg, PA 16648 814-941-9800 ForeverAltoona.com		<b>3</b>
<b>2</b>	Forever Media ON-AIR Radio Stations WFGY-FM/WALY(FM)/WFBG/WRKY-FM/WWOT(FM)/WTNA One Forever Drive, Hollidaysburg, PA 16648 814-941-9800 careers@forevermediainc.com		<b>13</b>
<b>3</b>	Walk-Ins, Employee Referrals, Other Courtney Paul-Wessner, General Sales Manager One Forever Drive, Hollidaysburg, PA 16648 814-941-9800 careers@forevermediainc.com		<b>1</b>
<b>4</b>	Internal Posting – Altoona One Forever Drive, Hollidaysburg, PA 16648 Jody Downing 814-941-9800 jdowning@forevermediainc.com		
<b>5</b>	Internal Posting – Robinson 123 Blaine Road, Brownsville, PA 15417 Joyce Nicholson 724-938-2000 jnicholson@forevermediainc.com		
<b>6</b>	Internal Job Posting – Cumberland 350 Byrd Avenue, Cumberland, MD 21502 301-722-6666 jmclaughlin@forevermediainc.com		
<b>7</b>	Internal Job Posting – Johnstown 109 Plaza Drive, Johnstown, PA 15905 Shelly Lovenduski 814-255-4186 slovenduski@forevermediainc.com		
<b>8</b>	Internal Job Posting – State College 2551 Park Center Blvd, State College, PA 16801 814-237-9800 mdecker@forevermediainc.com, slevine@forevermediainc.com		
<b>9</b>	Internal Job Posting – Meadville/Franklin 900 Water Street, Meadville, PA 16335 814-724-1111 jhamilton@forevermediainc.com		
<b>10</b>	Internal Job Posting – Sharon/New Castle 87 Stambaugh Avenue, Suite 3, Sharon, PA 16146 724-308-7208 jhamilton@forevermediainc.com		
<b>11</b>	Internal Job Posting – Pittsburgh 2 Robinson Plaza, Suite 410, Pittsburgh, PA 15205 412-275-3393 dmmccartney@forevermediainc.com		
<b>12</b>	Internal Job Posting – York/Hanover 275 Radio Road, Hanover, PA 17331 717-637-3831 tsignor@forevermediainc.com		
<b>13</b>	Internal Job Posting – Easton 306 Port Street, Easton, MD 21601 410-822-3301 lmoore@forevermediainc.com		

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<b>14</b>	Internal Job Posting – Delmarva 227 Shipley Road, Wilmington, DE 19801 302-478-2700 sdatalio@forevermediainc.com		
<b>15</b>	Internal Job Posting – Havre De Grace 707 Revolution Street, Havre De Grace, MD 21078 866-664-1037 smelucci@forevermediainc.com		
<b>16</b>	Internal Job Posting – Milford 1666 Blairs Pond Rd, Milford, DE 19963 410-822-3301 sgay@forevermediainc.com		
<b>17</b>	African American Heritage Project 3000 Ivyside Drive, Altoona, PA 16602 Harriet Gaston 814-949-5281 Hlg5@psu.edu		
<b>18</b>	Blair County Community Action Agency 1420 4 <sup>th</sup> Street, Altoona, PA 16601 April Hileman 814-946-3651 april.hileman@blaircap.org		
<b>19</b>	College of Communication-PSU 208D Carnegie Building, University Park, PA 16802 Robert P Martin 814-863-4674 rpm163@psu.edu		<b>1</b>
<b>20</b>	GACTC - New Choices-New Options, Altoona 1500 4 <sup>th</sup> Avenue, Altoona, PA 16602 Kim Ciccarella 814-946-8562 kim.ciccarella@gactc.edu		
<b>21</b>	Business & Professional Women of PA Marilyn Tallant, PA President 724-523-2505 tallantmj@aol.com		
<b>22</b>	Allegheny College of Maryland, Bedford Campus 18 North River Lane, Everett, PA 15537 Maryann Clark 814-652-9528 mclark@allegany.edu		
<b>23</b>	Juniata College 1700 Moore Street, Huntingdon, PA 16652 Tammy Stuber 814-641-3350 stuber@juniata.edu		
<b>24</b>	GFWC Hollidaysburg Area Women’s Club PO Box 662, Hollidaysburg, PA 16648 Megan James gfwchawc@gmail.com		
<b>25</b>	NAACP, Blair County 2100 6 <sup>th</sup> Avenue, Altoona, PA 16602 Donald Witherspoon 814-942-1126 dew2312@yahoo.com		
<b>26</b>	St. Francis University 117 Evergreen Drive, PO Box 600, Loretto, PA 15940 Rebecca Cacciatti rcacciotti@francis.edu		
<b>27</b>	South Hills School of Business 508 58 <sup>th</sup> Street, Altoona, PA 16602 Lora Beamenderfer 814-944-6134 lbeamenderfer@southhills.edu		
<b>28</b>	PA Highland Community College		

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	Blair Center, Logan Valley Mall 5580 Goods Lane, Altoona, PA 16602 814-201-2700 careerservices@pennhighlands.edu		
<b>29</b>	Vocational Rehabilitation & Employment Ken Wise 814-650-1416 kwise@pa.gov	YES (2017)	
<b>30</b>	PA Association of Broadcasters 2018 North 3 <sup>rd</sup> Street, Suite 105, Harrisburg, PA 17101 Gail Ponti 717-482-4820 gponti@pab.org		
<b>31</b>	American Women in Radio & TV 8405 Greensboro Drive, Suite 800, McLean, VA 22102 703-506-3290 <i>(Address was updated 3/1/19-Last posting was returned to sender)</i>		
<b>32</b>	Indeed 177 Broad Street, 6 <sup>th</sup> Floor, Stamford, CT 06901 888-746-9333 Customer Support www.indeed.com		<b>3</b>
<b>33</b>	Internal Job Posting – Lebanon, PA 440 Rebecca Street, Lebanon, PA 17046 717-272-7651 bsmith@forevermediainc.com		
		<b>Total</b>	<b>21</b>

**Outreach Activities List:**

<b>Outreach Number</b>	<b>Date</b>	<b>Recruitment Initiative</b>	<b>Description</b>	<b>Participants</b>
<b>1</b>	5/16/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	Forever Media-Brownsville participated in a Job Fair presented by the Greater Connellsville Chamber of Commerce. The event featured 20 local and regional companies offering information on employment opportunities in a variety of fields. Information on all current employment opportunities with Forever Media, Inc. was offered to attendees.	David Pavlic represented all of the stations of Forever Media.
<b>2</b>	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, represented all of the stations of Forever Media.
<b>3</b>	2/28/20	#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.
<b>4</b>	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 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.	All company stations participated, Diane Fetty CHR.
<b>5</b>	4/1/19-3/31/20	#2 Host Job Fair	Beginning August 2017, Forever Media, Altoona began hosting an Online Job Fair. Upon visiting <a href="http://foreveraltoona.com">foreveraltoona.com</a> , each visitor	N/A

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			is invited to view career opportunities within our market as well as clients who are also looking to recruit.	
<b>6</b>	On-going	#8 Establishment of Training Programs for Station Personnel	Forever Media makes available Matrix 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.	Sales Staff
<b>7</b>	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, programming and legal concerns.	Bobbi Castellucci, Dave Davis, and Mike Sherry.
<b>8</b>	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
<b>9</b>	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
<b>10</b>	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
<b>11</b>	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.
<b>12</b>	April 11, 2019	#10 Participation in Educational Events	Hollidaysburg Area Senior High School held mock interviews on April 11, 2019. Courtney Wessner interviewed several students and educated them about a career in Radio Sales/Broadcasting.	Courtney Wessner
<b>13</b>	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	Bobbi Castellucci, Lynn Deppen, Dave Davies, Dan Dzikowski, Alyssa Keith, Scott Cohagan, Mike Stevens

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			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: <a href="http://www.forevermediainc.com">www.forevermediainc.com</a> .	
<b>14</b>	July 9, 2019	#10 Participation in Educational Events	Bobbi Castellucci presented "Knowing Your Competition" to the students at Confer Radio Talent Institute at Bloomsburg University.	Bobbi Castellucci
<b>15</b>	August 2019-May 2020	#10 Participation in Educational Events	Bobbi Castellucci began mentoring Dillion Perino, Senior at the Sheetz Fellows Program at Penn State Altoona. The program runs August 2019-May 2020. Dillion meets with Bobbi for one-hour each month, where he learns about management and career opportunities in broadcasting.	Bobbi Castellucci
<b>16</b>	October 23, 2019	#10 Participation in Educational Events	Hayley Jenkins, from Claysburg Kimmel High School, interviewed JoJo and Leapin' Lily of FROGGY 98.1 about a career in Radio as well as observe the job as a Radio Host. Hayley wrote a paper for her English class about what she learned/observed.	Alyssa Sansone Dan Dzikowski
<b>17</b>	January 22, 2020	#10 Participation in Educational Events	Bill Kurtis (Donnelly) spoke with the 4 <sup>th</sup> Grade students (75+) at Foot of Ten Elementary about a career in Radio Broadcasting/Sales.	Bill Donnelly
<b>18</b>	September 17, 2019	#11 Community Events/Educating the Public	On September 17, we hosted an Open House to offer open interviews, tours of the station as well as educate participants about careers in media.	Bobbi Castellucci, Courtney Wessner, Bill Donnelly
<b>19</b>	July 25, 2019	#16 Station Tours	Madison Santori ( <i>Michigan State University</i> ), Kelsey Rook ( <i>West Chester University</i> ), Tyra Burton ( <i>Arizona State University</i> ), toured our facility, learning about career opportunities in radio broadcasting and sales. They spoke briefly with someone from each department.	Bobbi Castellucci
<b>20</b>	February 20, 2020	#16 Station Tours	Forever Media, Altoona, hosted the members of the CARESs Day Program. Members toured the facility and learned about Job Positions in Sales and Broadcasting as well as experience the day to day activities that are needed to make the magic happen. Bill Donnelly ended the tour with a Q&A session.	Bill Donnelly