

## **ANNUAL EEO PUBLIC FILE REPORT**

<b>Facility ID</b>	<b>Date Report Covers:</b> April 1, 2020 – March 31, 2021	<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	Online public file location: www.foreveraltoona.com	
<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>Referring Source</b>
SALES ASSIST	10/19/20	1	3	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,33, 35,36,37,38,39	33
Total		1	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	No	1
<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	No	0
<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	No	0
<b>4</b>	Internal Posting – Altoona One Forever Drive, Hollidaysburg, PA 16648 Jody Downing 814-941-9800 jdowning@forevermediainc.com	No	0
<b>5</b>	Internal Posting –Brownsville 123 Blaine Road, Brownsville, PA 15417 Joyce Nicholson 724-938-2000 jnicholson@forevermediainc.com	No	0
<b>6</b>	Internal Job Posting – Cumberland 350 Byrd Avenue, Cumberland, MD 21502 Jeanie McLaughlin 301-722-6666 jmclaughlin@forevermediainc.com	No	0
<b>7</b>	Internal Job Posting – Johnstown 109 Plaza Drive, Johnstown, PA 15905 Shelly Lovenduski 814-255-4186 slovenduski@forevermediainc.com	No	0
<b>8</b>	Internal Job Posting – State College 2551 Park Center Blvd, State College, PA 16801 Andy Kreiser 814-237-9800 akreiser@forevermediainc.com	No	0
<b>9</b>	Internal Job Posting – Meadville/Franklin 900 Water Street, Meadville, PA 16335 Jill Hamilton 814-724-1111 jhamilton@forevermediainc.com	No	0
<b>10</b>	Internal Job Posting – Sharon/New Castle 87 Stambaugh Avenue, Suite 3, Sharon, PA 16146 Jill Hamilton 724-308-7208 jhamilton@forevermedainc.com	No	0

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<b>11</b>	Internal Job Posting – Pittsburgh 2 Robinson Plaza, Suite 410, Pittsburgh, PA 15205 Dottie McCartney 412-275-3393 dmmccartney@forevermediainc.com	No	0
<b>12</b>	Internal Job Posting – York/Hanover 275 Radio Road, Hanover, PA 17331 Tammy Signor 717-637-3831 tsignor@forevermediainc.com	No	0
<b>13</b>	Internal Job Posting – Easton 306 Port Street, Easton, MD 21601 Lynn Moore 410-822-3301 lmoore@forevermediainc.com	No	0
<b>14</b>	Internal Job Posting – Delmarva 227 Shipley Road, Wilmington, DE 19801 302-478-2700 Bobbi Jo Clifford bclifford@forevermediainc.com	No	0
<b>15</b>	Internal Job Posting – Havre De Grace 707 Revolution Street, Havre De Grace, MD 21078 Nick Brino 866-664-1037 nbrino@forevermediainc.com	No	0
<b>16</b>	Internal Job Posting – Milford 1666 Blairs Pond Rd, Milford, DE 19963 Sandra Gay 410-822-3301 sgay@forevermediainc.com	No	0
<b>17</b>	Internal Job Posting – Lebanon, PA 440 Rebecca Street, Lebanon, PA 17046 Tim Ritchie 717-272-7651 tritchie@forevermediainc.com	No	0
<b>18</b>	African American Heritage Project 3000 Ivyside Drive, Altoona, PA 16602 Harriet Gaston 814-949-5281 Hlg5@psu.edu	No	0
<b>19</b>	Blair County Community Action Agency 1420 4 <sup>th</sup> Street, Altoona, PA 16601 April Hileman 814-946-3651 april.hileman@blaircap.org	No	0
<b>20</b>	College of Communication-PSU 208D Carnegie Building, University Park, PA 16802 Robert P Martin 814-863-4674 rpm163@psu.edu	No	0
<b>21</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	No	0
<b>22</b>	Business & Professional Women of PA Marilyn Tallant, PA President 724-523-2505	No	0

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	tallantmj@aol.com		
<b>23</b>	Allegheny College of Maryland, Bedford Campus 18 North River Lane, Everett, PA 15537 Maryann Clark 814-652-9528 mclark@allegany.edu	No	0
<b>24</b>	Juniata College 1700 Moore Street, Huntingdon, PA 16652 Tammy Stuber 814-641-3350 stubert@juniata.edu	No	0
<b>25</b>	GFWC Hollidaysburg Area Women's Club PO Box 662, Hollidaysburg, PA 16648 Megan James gfwchawc@gmail.com	No	0
<b>26</b>	NAACP, Blair County 2100 6 <sup>th</sup> Avenue, Altoona, PA 16602 Donald Witherspoon 814-942-1126 dew2312@yahoo.com	No	0
<b>27</b>	St. Francis University 117 Evergreen Drive, PO Box 600, Loretto, PA 15940 Rebecca Cacciatti rcacciotti@francis.edu	No	0
<b>28</b>	South Hills School of Business 508 58 <sup>th</sup> Street, Altoona, PA 16602 Lora Beamenderfer 814-944-6134 lbeamenderfer@southhills.edu	No	0
<b>29</b>	PA Highland Community College Blair Center, Logan Valley Mall 5580 Goods Lane, Altoona, PA 16602 814-201-2700 careerservices@pennhighlands.edu	No	0
<b>30</b>	Vocational Rehabilitation & Employment Ken Wise 814-650-1416 kwise@pa.gov	YES (2017)	0
<b>31</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	No	0
<b>32</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>	No	0
<b>33</b>	Indeed 177 Broad Street, 6 <sup>th</sup> Floor, Stamford, CT 06901 888-746-9333 Customer Support www.indeed.com	No	2
<b>34</b>	PAID (Hiram G Andrews Center) Bob Grassi 727 Goucher Street Johnstown, PA 15905 rgrassi@pa.gov	No	0

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<b>35</b>	Goodwill Industries Harry Weigel 540 Central Ave Johnstown, PA 15902 814 536-3536	No	0
<b>36</b>	Cambria County Domestic Relations, Ebensburg Erin Au 499 Manor Drive Ebensburg, PA 15931	No	0
<b>37</b>	PA Career Link Job Gateway 445 School House Road Johnstown, PA 15904 814 533-2493 deoleary@state.pa.us	No	0
<b>38</b>	PA Highlands Community College – Johnstown Cara Moyer 101 Community Way Johnstown, PA 15904 814 262-6400 cmoyer@pennhighlands.edu	No	0
<b>39</b>	Veterans Community Initiatives Amber Wilson 727 Goucher Street Johnstown, PA 15905 814 255-0355 wilsona@atlanticbb.net	No	0
		<b>Total</b>	<b>3</b>



**Outreach Activities List:**

<b>Outreach Number</b>	<b>Date</b>	<b>Recruitment Initiative</b>	<b>Description</b>	<b>Participants</b>
1	04/15/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<b>Shippensburg University's Career, Mentoring and Professional Development Center</b> 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.	Courtney Paul-Wessner, Jill Hamilton, Judy Vavrek, Andy Kreiser, David Pavlic, Bethany Hildebrand, Mark Schollenberger, Don Dalesio, Michael Vennare, Tammy Signor who represented all Forever Media Stations.
2	05/21/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<b>Shippensburg University's Career, Mentoring and Professional Development Center</b> held the Raider Graduate Virtual Job Fair on May 21, 2020, 2020 from 3 p.m. to 5 p.m. through the Ship Career Connection Symplicity link.	Diane Fetty, CHRD represented all of the Forever Media stations
3	10/14/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<b>All Majors: Fall 2020 Virtual Job &amp; Internship Fair.</b> As college students and employers both face uncertainty with the economy and job market, Dickinson College, Gettysburg College, and Mount St. Mary's University are partnering to bring you two unique opportunities to virtually connect with 7,000+ students across three schools this fall.	Diane Fetty, CHRD represented all of the Forever Media stations
4	11/12/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<b>Keystone Virtual Fall 2020 Grad, Internship &amp; Career Fair.</b> Meet and network with Keystone Students and Alumni.	Diane Fetty, CHRD represented all of the Forever Media stations
5	11/18/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<b>Career Link and Fayette Chamber Virtual Career Expo.</b> The Fayette Business Education Partnership, PA CareerLink Fayette and the Fayette Chamber of Commerce are partnering together to present WORK! Fayette County - Virtual Career Expo!	Diane Fetty, CHRD represented all of the Forever Media stations
6	12/2/20	#1 Conventions, Job Fairs, Career Days, Career Fairs	<b>Virtual Fall Career Fair-Colleges of Business, Technology, Arts and Sciences.</b> Meet and network with WilmU Student and Alumni.	Diane Fetty, CHRD represented all of the Forever Media stations
7	2/17/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	<b>Robert Morris University 2021 Spring Career and Student Engagement Fair-</b> Meet and network with <b>RMU</b> students and Alumni.	Diane Fetty, CHRD represented all of the Forever Media stations
8	2/19/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>22<sup>nd</sup> ANNUAL JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF</u>	Diane Fetty, CHRD represented all of the Forever Media stations

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			<p><u>COMMUNICATIONS</u> Participation in the 2021 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.</p>	
9	2/24/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	<p><b>Maryland and Pennsylvania Liberal Arts Career Fair</b> -Institutions include Gettysburg College, Goucher College, Hood College, McDaniel College, Mount St. Mary's University, Muhlenberg College, Notre Dame of Maryland University, St. John's College, Ursinus College, and Washington College. Employers had an opportunity to meet and talk with 19,300+ students from 10 liberal arts institutions!</p>	Diane Fetty, CHRD represented all of the Forever Media stations
10	2/25/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	<p><b>The University of Maryland Eastern Shore Career and Professional Development Center</b> - Spring 2021 Virtual Career Fair. Employers had the advantage of this unique opportunity to meet virtually with motivated and talented individuals. Many students are seeking employment opportunities and internships.</p>	Diane Fetty, CHRD represented all of the Forever Media stations
11	2/26/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	<p><b>Juniata College Career Day 2021</b> Participation in the 2021 Juniata College Career Day virtual event. This event was designed to bring students together with employers and alumni from 120+ business, industry and public service to discuss student career options, internships and full-time employment opportunities.</p>	Diane Fetty, CHRD represented all of the Forever Media stations



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12	05/20/20 and ongoing	#2 Hosted Job Fairs	<b>FOREVER MEDIA</b> hosts an on-going job fair on its website <a href="http://www.forevermediainc.com">www.forevermediainc.com</a> where applicants have an opportunity to view open positions, by market, and submit a resume.	Diane Fetty, CHRD represented all of the Forever Media stations
13	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.	
14	06/22/2020	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held a virtual meeting. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of Sales
15	09/23/20	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held a Board of Directors Meeting virtually. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of Sales
16	09/28/20 through 09/29/20	#8 Establishment of Training Programs for Station Personnel	Forever Media manager/owner attended the AIMS (Association of Independent Metropolitan Stations) conference virtually. This two-day conference presented discussions regarding the radio business and new opportunities and problem solving.	Lynn Deppen, President and Mike Sherry, VP of Sales
17	12/10/2020	#8 Establishment of Training Programs for Station Personnel	Pennsylvania Association of Broadcasters held the 2020 Board of Directors Meeting virtually. Presentations of broadcast innovations, programming and legal concerns.	Bobbi Castellucci, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of Sales
18	2/22/21 and 2/23/21	#8 Establishment of Training	Forever Media Manager/owner attended the AIMS (Association of Independent Metropolitan Stations)	Lynn Deppen, President and Mike Sherry, VP of Sales

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		Programs for Station Personnel	virtually. This two-day conference presented discussions regarding the radio business and new opportunities and problem solving.	
19	3/9/21 through 3/11/21	#8 Establishment of Training Programs for Station Personnel	RSC Sound Software conducted training for Program Directors on the music selector product called GSelector.	Program Directors Altoona, Johnstown, Meadville, Pittsburgh, Brownsville, State College, York, PA; Wilmington, DE; and Cumberland, MD
20	3/24/21	#8 Establishment of Training Programs for Station Personnel	<b>Staying on Top of Your Broadcast FCC EEO Obligations webinar.</b> FCC has continued to enforce its EEO rules, reviewing a station's compliance both in connection with its license renewal and through periodic audits. Stations still need to engage in wide dissemination of information about job openings and engage in specified outreach activities designed to educate their communities about broadcast employment and to train employees for advancement in their broadcast careers, even if they have no job openings. This webinar gave a review of the FCC's obligations and how we can meet those obligations even while social distancing.	Diane Fetty, CHRD
21	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
22	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 and Radio Consultant Joel Raab.	Program Directors and GMs with Mike Stevens
23	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	Production Directors and Copywriters with Mike Stevens

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			as share ideas and talk about trends in copy writing and production. These calls include coaching and support from me.	
24	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
25	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
26	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
27	Ongoing	#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 and sales staff
28	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
29	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

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30	Ongoing	#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
31	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
32	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
33	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
34	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
35	Upon Request	#16 Radio Station Group Tours	We routinely give group tours of our facility, One Forever Drive, Hollidaysburg, PA 16648 to organizations such as the Boy and Girl	

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			<p>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, Inc. One Forever Drive                  Hollidaysburg, PA 16648 GM or call:                  814-941-9800</p>	
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