

# EEO Public File Report

WFGY-FM – Altoona, PA  
WALY(FM) – Bellwood, PA  
WFBG – Altoona, PA  
WRKY-FM – Hollidaysburg, PA  
WWOT(FM) – Altoona, PA  
WVAM – Altoona, PA

**This EEO Public File Report Covers April 1, 2017 – March 31, 2018**

This EEO Public File Report is filed in Stations WFGY-FM, WALY(FM), WFBG, WRKY-FM, WWOT(FM), WVAM public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on April 1, 2018, the station filled the following full-time vacancies:

Business Manager - 1  
Account Executive - 1  
Account Executive - 1  
Account Executive - 1

The station interviewed a total of 28 people for all full-time vacancies during the period covered in this report.

Attachment A contains the following information for the full-time vacancies:

The recruitment source(s) used to fill each vacancy;

The recruitment source that referred the hiree for each full-time vacancy;

The total number of persons interviewed for each full-time vacancy; and

The total number of interviewees referred by each recruitment source used in connection with the vacancies.

Attachment B contains a list and brief description of menu options activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

If your organization would like to be contacted regarding future vacancies, please contact Bethany Hildebrand:

Forever Media, Inc.

One Forever Drive

Hollidaysburg, PA 16648

or

Phone: (814)941-9800 x136

## ATTACHMENT A FULL-TIME VACANCY EEO INFORMATION

Forever of PA, Inc, 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. The attachment exemplifies 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.

Name of Recruitment Source	Contact Person	Address/Email	Phone	Did the Source Request Notification?	# of Referrals
Internal Job Posting – Hollidaysburg, PA	Bethany Hildebrand	bhildebrand@forevermediainc.com	814-941-9800	No	
Internal Job Posting – Johnstown, PA	Shelly Lovenduski	slovenduski@forevermediainc.com	814-255-4186	No	
Internal Job Posting – State College, PA	Kiaia Cole	kcole@forevermediainc.com	814-237-9800	No	
Internal Job Posting – Meadville/Franklin, PA	Jill Hamilton	jhamilton@forevermediainc.com	814-724-1111/814-432-2188	No	
Internal Job Posting – New Castle, PA	Jill Hamilton	jhamilton@forevermediainc.com	724-654-5502	No	
Internal Job Posting – Pittsburgh, PA	Joyce Nicholson	jnicholson@forevermediainc.com	412-275-3393	No	
Internal Job Posting – York/Hanover, PA	Tammy Signor	tsignor@forevermediainc.com	717-637-3831	No	
Internal Job Posting – Cumberland, MD	Rich Cornwell	rcornwell@forevermediainc.com	301-722-6666	No	
Forever Media, Hollidaysburg – Web Posting/On-Air www.forevermediainc.com www.foreveraltoona.com WFGY(FM) WALY(FM) WRKY(FM) WWOT(FM) WVAM(AM) WFBG(AM)	Bobbi Castellucci	One Forever Drive, Hollidaysburg, PA 16648	814-941-9800	No	20
NAACP	Donald Witherspoon	2004 11 <sup>th</sup> Street, Altoona, PA 16601	814-942-1126	No	
American Women in Radio & TV Career Services		1760 Old Meadow Road, Suite 500, McLean, VA 22102	703-506-3290	No	

Hollidaysburg Women's Club	Kerrie Hayton	423 Aggie Street, Hollidaysburg, PA 16648	n/a	No	
African American Heritage Project	Harriet Gaston	hlq5@psu.edu	814-949-5281	No	
College of Communications Penn State University	Robert P Martin, Dir of Placement	rpm163@psu.edu	814-863-4674	No	
South Hills School of Business & Technology	Ellen Spinelli, H. Ray	espinelli@southhills.edu, hray@southhills.edu	814-944-6134	No	
Confer Radio Institute (Did Not Recruit To This Source)		Bloomsburg University		No	1
Other - Referral				No	7

### FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** Business Manager– POSTION #1

**Recruitment Source That Referred the Hire:** WFGY-FM

**Date Vacancy Opened:** 6/16/17

**Number Hired:** 1

**Date Vacancy Filled:** 7/20/17

**Total Number of Persons Interviewed for the Vacancy:** 8

#### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Contact Person	Address/Email	Phone	Did the Source Request Notification?	# of Referrals
Internal Job Posting – Hollidaysburg, PA	Bethany Hildebrand	bhildebrand@forevermediainc.com	814-941-9800	No	
Internal Job Posting – Johnstown, PA	Shelly Lovenduski	slovenduski@forevermediainc.com	814-255-4186	No	
Internal Job Posting – State College, PA	Kiaia Cole	kcole@forevermediainc.com	814-237-9800	No	
Internal Job Posting –Meadville/Franklin, PA	Jill Hamilton	jhamilton@forevermediainc.com	814-724-1111/814-432-2188	No	
Internal Job Posting – New Castle, PA	Jill Hamilton	jhamilton@forevermediainc.com	724-654-5502	No	
Internal Job Posting – Pittsburgh, PA	Joyce Nicholson	jnicholson@forevermediainc.com	412-275-3393	No	
Internal Job Posting – York/Hanover, PA	Tammy Signor	tsignor@forevermediainc.com	717-637-3831	No	
Internal Job Posting – Cumberland, MD	Rich Cornwell	rcornwell@forevermediainc.com	301-722-6666	No	

Forever Media, Hollidaysburg – Web Posting/On-Air www.forevermediainc.com www.foreveraltoona.com WFGY(FM) WALY(FM) WRKY(FM) WWOT(FM) WVAM(AM) WFBG(AM)	Bobbi Castellucci	One Forever Drive, Hollidaysburg, PA 16648	814-941-9800	No	6
NAACP	Donald Witherspoon	2004 11 <sup>th</sup> Street, Altoona, PA 16601	814-942-1126	No	
American Women in Radio & TV Career Services		1760 Old Meadow Road, Suite 500, McLean, VA 22102	703-506-3290	No	
Hollidaysburg Women's Club	Kerrie Hayton	423 Aggie Street, Hollidaysburg, PA 16648	n/a	No	
African American Heritage Project	Harriet Gaston	hlq5@psu.edu	814-949-5281	No	
College of Communications Penn State University	Robert P Martin, Dir of Placement	rpm163@psu.edu	814-863-4674	No	
South Hills School of Business & Technology	Ellen Spinelli, H. Ray	espinelli@southhills.edu, hray@southhills.edu	814-944-6134	No	
Other - Referral				No	2

### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive – POSTION #2

Recruitment Source That Referred the Hire: Referral

Date Vacancy Opened: 5/29/17

Number Hired: 1

Date Vacancy Filled: 6/19/17

Total Number of Persons Interviewed for the Vacancy: 8

#### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Contact Person	Address/Email	Phone	Did the Source Request Notification?	# of Referrals
Internal Job Posting – Hollidaysburg, PA	Bethany Hildebrand	bhildebrand@forevermediainc.com	814-941-9800	No	
Internal Job Posting – Johnstown, PA	Shelly Lovenduski	slovenduski@forevermediainc.com	814-255-4186	No	
Internal Job Posting – State College, PA	Kiaia Cole	kcole@forevermediainc.com	814-237-9800	No	
Internal Job Posting –Meadville/Franklin, PA	Jill Hamilton	jhamilton@forevermediainc.com	814-724-1111/814-432-2188	No	
Internal Job Posting – New Castle, PA	Jill Hamilton	jhamilton@forevermediainc.com	724-654-5502	No	
Internal Job Posting – Pittsburgh, PA	Joyce Nicholson	jnicholson@forevermediainc.com	412-275-3393	No	
Internal Job Posting – York/Hanover, PA	Tammy Signor	tsignor@forevermediainc.com	717-637-3831	No	
Internal Job Posting – Cumberland, MD	Rich Cornwell	rcornwell@forevermediainc.com	301-722-6666	No	

Forever Media, Hollidaysburg – Web Posting/ On-Air www.forevermediainc.com www.foreveraltoona.com WFGY(FM) WALY(FM) WRKY(FM) WWOT(FM) WVAM(AM) WFBG(AM)	Bobbi Castellucci	One Forever Drive, Hollidaysburg, PA 16648	814-941-9800	No	4
NAACP	Donald Witherspoon	2004 11 <sup>th</sup> Street, Altoona, PA 16601	814-942-1126	No	
American Women in Radio & TV Career Services		1760 Old Meadow Road, Suite 500, McLean, VA 22102	703-506-3290	No	
Hollidaysburg Women's Club	Kerrie Hayton	423 Aggie Street, Hollidaysburg, PA 16648	n/a	No	
African American Heritage Project	Harriet Gaston	hlq5@psu.edu	814-949-5281	No	
College of Communications Penn State University	Robert P Martin, Dir of Placement	rpm163@psu.edu	814-863-4674	No	
South Hills School of Business & Technology	Ellen Spinelli, H. Ray	espinelli@southhills.edu, hray@southhills.edu	814-944-6134	No	
Other - Referral				No	4



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive – POSTION #3

Recruitment Source That Referred the Hire: ForeverAltoona.com

Date Vacancy Opened: 7/11/17

Total Number Hired: 1

Date Vacancy Filled: 9/5/17

Total Number of Persons Interviewed for the Vacancy: 8

#### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Contact Person	Address/Email	Phone	Did the Source Request Notification?	# of Referrals
Internal Job Posting – Hollidaysburg, PA	Bethany Hildebrand	bhildebrand@forevermediainc.com	814-941-9800	No	
Internal Job Posting – Johnstown, PA	Shelly Lovenduski	slovenduski@forevermediainc.com	814-255-4186	No	
Internal Job Posting – State College, PA	Kiaia Cole	kcole@forevermediainc.com	814-237-9800	No	
Internal Job Posting – Meadville/Franklin, PA	Jill Hamilton	jhamilton@forevermediainc.com	814-724-1111/814-432-2188	No	
Internal Job Posting – New Castle, PA	Jill Hamilton	jhamilton@forevermediainc.com	724-654-5502	No	
Internal Job Posting – Pittsburgh, PA	Joyce Nicholson	jnicholson@forevermediainc.com	412-275-3393	No	
Internal Job Posting – York/Hanover, PA	Tammy Signor	tsignor@forevermediainc.com	717-637-3831	No	
Internal Job Posting – Cumberland, MD	Rich Cornwell	rcornwell@forevermediainc.com	301-722-6666	No	

Forever Media, Hollidaysburg – Web Posting/On-Air www.forevermediainc.com www.foreveraltoona.com WFGY(FM) WALY(FM) WRKY(FM) WWOT(FM) WVAM(AM) WFBG(AM)	Bobbi Castellucci	One Forever Drive, Hollidaysburg, PA 16648	814-941-9800	No	8
NAACP	Donald Witherspoon	2004 11 <sup>th</sup> Street, Altoona, PA 16601	814-942-1126	No	
American Women in Radio & TV Career Services		1760 Old Meadow Road, Suite 500, McLean, VA 22102	703-506-3290	No	
Hollidaysburg Women's Club	Kerrie Hayton	423 Aggie Street, Hollidaysburg, PA 16648	n/a	No	
African American Heritage Project	Harriet Gaston	hlq5@psu.edu	814-949-5281	No	
College of Communications Penn State University	Robert P Martin, Dir of Placement	rpm163@psu.edu	814-863-4674	No	
South Hills School of Business & Technology	Ellen Spinelli, H. Ray	espinelli@southhills.edu, hray@southhills.edu	814-944-6134	No	
Other - Referral				No	

### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive- POSTION #4

Recruitment Source That Referred the Hire: foreveraltoona.com

Date Vacancy Opened: 10/23/17

Total Number Hired: 1

Date Vacancy Filled: 1/29/18

Total Number of Persons Interviewed for the Vacancy: 4

#### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Contact Person	Address/Email	Phone	Did the Source Request Notification?	# of Referrals
Internal Job Posting – Hollidaysburg, PA	Bethany Hildebrand	bhildebrand@forevermediainc.com	814-941-9800	No	
Internal Job Posting – Johnstown, PA	Shelly Lovenduski	slovenduski@forevermediainc.com	814-255-4186	No	
Internal Job Posting – State College, PA	Kiaia Cole	kcole@forevermediainc.com	814-237-9800	No	
Internal Job Posting – Meadville/Franklin, PA	Jill Hamilton	jhamilton@forevermediainc.com	814-724-1111/814-432-2188	No	
Internal Job Posting – New Castle, PA	Jill Hamilton	jhamilton@forevermediainc.com	724-654-5502	No	
Internal Job Posting – Pittsburgh, PA	Joyce Nicholson	jnicholson@forevermediainc.com	412-275-3393	No	
Internal Job Posting – York/Hanover, PA	Tammy Signor	tsignor@forevermediainc.com	717-637-3831	No	
Internal Job Posting – Cumberland, MD	Rich Cornwell	rcornwell@forevermediainc.com	301-722-6666	No	

Forever Media, Hollidaysburg – Web Posting/On-Air www.forevermediainc.com www.foreveraltoona.com WFGY(FM) WALY(FM) WRKY(FM) WWOT(FM) WVAM(AM) WFBG(AM)	Bobbi Castellucci	One Forever Drive, Hollidaysburg, PA 16648	814-941-9800	No	2
NAACP	Donald Witherspoon	2004 11 <sup>th</sup> Street, Altoona, PA 16601	814-942-1126	No	
American Women in Radio & TV Career Services		1760 Old Meadow Road, Suite 500, McLean, VA 22102	703-506-3290	No	
Hollidaysburg Women's Club	Kerrie Hayton	423 Aggie Street, Hollidaysburg, PA 16648	n/a	No	
African American Heritage Project	Harriet Gaston	hlq5@psu.edu	814-949-5281	No	
College of Communications Penn State University	Robert P Martin, Dir of Placement	rpm163@psu.edu	814-863-4674	No	
South Hills School of Business & Technology	Ellen Spinelli, H. Ray	espinelli@southhills.edu, hray@southhills.edu	814-944-6134	No	
Confer Radio Institute (Did Not Recruit To This Source)		Bloomsburg University		No	1
Other - Referral				No	1

## - ATTACHMENT B - OUTREACH ACTIVITIES

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report. The stations have engaged in the following outreach activities during the year covered by this report:

### **#1 CAREER FAIR**

#### **California University of Pennsylvania:**

On Thursday, October 3<sup>rd</sup>, 2017, 11am-2pm a job fair was held at California University of Pennsylvania Convocation Center. The fair is open to Cal U students and alumni wishing to break away from the often-anonymous on-line application process and meet face-to-face with multiple companies in one convenient location. It attracts employers seeking to fill positions in finance, communications, science, non-profit, public service, technology and more! In attendance for Forever Media was Diane Fetty, CHR.D.

#### **Juniata College Career Day:**

JUNIATA COLLEGE CAREER DAY February 23, 2018 11AM to 3PM: Participation in the 2018 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. In attendance from Forever Media was Bethany Hildebrand, Sales Dept Asst.

#### **JobExpo.COMM 2018:**

March 16, 2018 9AM to 2PM: Participation in the 2018 PSU College of Communications JobExpo, located in the HUB Robeson Center Alumni Hall at University Park, Pennsylvania. 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. By participating in the 2018 JobExpo Comm, we had access to over 5,000 students in attendance from Penn State. Representing Forever Media was Scott Cohagan, General Manager and Tom Schmidt, Sales Manager.

## **#2 HOST A JOB FAIR**

Beginning August 2017, Forever Media, Inc./Altoona, began hosting an on-going online job fair. Upon visiting foreveraltoona.com, each visitor is invited to view career opportunities within our market as well as clients who are also looking to recruit.

## **#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. For this period, we had internships as per the following:

No interns this period.

- 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.

## **#7 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 speaker and training events that range from on-air performance to programming to sales, management, production, promotions, social media, digital, engineering, ownership and practically all aspects of radio. The program places emphasis on entry-level position preparation to help each student get his/her career started. The Radio Talent Institute System is an incubator of well-rounded, well-educated college talent with a passion for radio and a determination to get into the business. Scholarships for the institute are available. The event was held July 10<sup>th</sup> – 19<sup>th</sup>, 2017 on Bloomsburg University campus with one day on location in Philadelphia. Speakers from Forever Media included Lynn Deppen, Bobbi Castellucci, Scott Cohagan, Andy Berkowitz and Dave Davies. [www.confer.nationalradiotalentsystem.com](http://www.confer.nationalradiotalentsystem.com)

## #8 ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL:

- Sunday, April 2<sup>nd</sup> – Tuesday, April 4<sup>th</sup>, 2017 Managers, Program Directors, Business Department, and Owners convened at the Tofrees Resort and Conference Center in State College, PA for a three-day **FOREVER MEDIA LEADERSHIP RETREAT**. The scheduled seminar events covered Matrix Solutions CRM Sales & Intelligence Platform demonstration, Collective Contesting & Rules presented by Nick Galli, President Gene Barr of the PA Chamber of Commerce discussing the Chamber's role in radio, PA State Senator Jake Corman speaking on impending laws affecting radio and broadcasters, PA Association of Broadcasters President Joe Conti talked about upcoming events and tools that will benefit PAB members, Attorney Allan Moskowitz spoke on FCC Guidelines in conjunction with Equal Employment Opportunity annual reports, the Forever Creative websites and radio apps, Triton Digital discussion, Radio Advertising Bureau member benefits with Dolores Nolon, Radio Station Imaging with Joel Raab, and a presentation by 321 Blink Digital. There were approximately 42 employees/owners/managers present and 19 presenters/guests at this event that offered much opportunity for education.
- The station's general manager and account executives have been routinely training on-line with the Radio Advertising Bureau. During this period, all account executives 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.
- August 27-29, 2017, Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Toronto, Ontario Canada. 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. Speakers representing Forever Media at the meeting: Lynn Deppen, Carol Logan.
- The Radio Association of Broadcasters (RAB) and National Association of Broadcasters (NAB) held their Radio Show 2017 conference in Austin, Texas September 5<sup>th</sup> through 8<sup>th</sup>, 2017. Forever VP of Sales was attendance to learn more about radio's new strategies and new platforms. The conference brought radio broadcasters and industry colleagues together to share knowledge, discover the latest innovations, network with industry leaders and explore creative business strategies for the digital age. Forever Media VP of Sales Mike Sherry was in attendance.
- February 18-20, 2018 Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in Scottsdale, Arizona. The conference attendees discussed problems, concerns, and opportunities regarding the radio broadcast business during various daily sessions. Speakers representing Forever Media at the meeting: Lynn Deppen, Bobbi Castellucci.
- 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.

- Upon each new hire and annually, every Forever Media employee is mandated to review policies and procedures for unlawful harassment including sexual harassment. After attending training sessions, each employee signs-off indicating their understanding of what encompasses harassment and the appropriate action to take in the event of an occurrence. Diane Fetty, CHRD.
- 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.
- 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.
- On Wednesday, October 18, 2017 at 1:00PM, the Pennsylvania Association of Broadcasters held a webinar titled "The Changing Face of the FCC's EEO Rule in 2017". This session provided information on the increased flexibility broadcasters have recently been given in meeting their EEO obligations, their latest enforcement actions, and the prospects for streamlining the EEO paperwork burdens. Lauren Lynch Flick, Senior Counsel, Pillsbury Winthrop Shaw Pittman, Washington DC was the speaker. Forever Managers viewed the webinar.
- On Thursday, November 30, 2017 at 1:00PM, the Pennsylvania Association of Broadcasters held a webinar regarding "Preparing for the 2018 Elections". Presented by Bobby Baker, FCC's Office of Political Broadcasting and David Oxenford, Wilkinson Barker Knauer, LLP. The webinar addressed how to navigate the election year with regard to rates and paperwork in response to political advertising issues. Forever Managers viewed the webinar.
- On Tuesday, January 30, 2018 at 2:00PM, the Pennsylvania Association of Broadcasters held a webinar addressing the March 1<sup>st</sup> deadline to move Public Inspection Files online. The webinar focused on the technical challenges, what the FCC said it will do, how to accomplish the task efficiently and how to maintain the online file. Forever Managers viewed the webinar.
- May 7-8, 2017 Pennsylvania Association of Broadcasters held the 2017 Annual Convention in Hershey, PA. Presentations of broadcast innovations, programming, legal concerns and ratings were contributed by SoCast Digital, comScore, David Oxenford ESQ, and Nielsen. Honored guests were acknowledged and Awards for Excellence in Broadcasting were presented at the banquet. Vice President of Sales Mike Sherry attended the event.



- February 5-7, 2018 The Country Radio Seminar was held in Nashville, TN. The seminar is a three-day event of educational programming, panels of key business leaders in various fields, presentations on new technology, business practices, and personal career development topics, new music showcases, and professional networking. In attendance for Forever Media was Lynn Deppen, President and Mike Sherry, Vice-President of Sales.
- Sunday, March 25<sup>th</sup> – Tuesday, March 27<sup>th</sup>, 2018 Managers, Program Directors, Business and Traffic Departments, and Owners convened at the Tofrees Resort and Conference Center in State College, 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. Employees, managers and owners attended and several presenters/guests at this event offered much opportunity for education, career development and networking.

#### **#10 PROGRAMS SPONSORED BY EDUCATIONAL INSTITUTIONS RELATING TO CAREER OPPORTUNITIES IN BROADCASTING**

##### **Confer Radio Talent Institute/Bloomsburg University**

Tuesday, July 11, 2017, Bobbi Castellucci, General Manager/Market Manager did a presentation on RAB Training Modules; “Getting First Call Appointments” and “How to Conduct a Great Client Needs Analysis” to the students at the Confer Radio Talent Institute.

##### **Young Entrepreneur Academy (YEA!)/Blair County Chamber**

Bobbi Castellucci, General Manager/Market Manager facilitated a 1.5-hour presentation to (15) fifteen students, ages 13-18, about careers in radio as well as advertising/marketing information. Article was also written by Joe Hurd for the Blair Business Mirror.

## **#16 RADIO STATION GROUP TOURS:**

### **Radio Station Group Tours**

We give group tours of our facility, One Forever Drive, Hollidaysburg, PA 16648, 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 stations' formats, audience and coverage area. The tours are tailored to meet the goals of the specific groups.

- October 18, 2017, Aaron Saylor, 9<sup>th</sup> Grade, Altoona Area High School, toured our Radio Station to learn more about Radio. Bill Kurtis assisted Aaron in completing a questionnaire to submit for an Eagle Scouts Merit Badge.
- October 18, 2017, Natalie Saylor, 12<sup>th</sup> Grade, Altoona Area High School, toured our Radio Station to learn more about a career in Radio.
- October 23, 2017, Lauren Smith, Broadcast Journalism Student at Penn State, spent time with Bobbi Castellucci, Courtney Wessner, Jim Wisor, Tommy Edwards, Dave Troxell and KC O'Day to learn more about a career in radio as well as station programming and formatting.
- November 15, 2017, (3) three 11<sup>th</sup> Grade Students from Hollidaysburg High School, Olivia Johnson, Savanna Chamberlin and Kendrick Imler, spent the morning with Tommy Edwards and Danice Bell. They discussed career opportunities as well as spent time in the studio for a hands-on experience.
- December 7, 2017, (10) ten students from Portage Area Life Skills, toured our facility to get a better understanding of careers in radio.

To request a tour contact:

Forever Media, Inc.  
Attn: Bill Kurtis  
One Forever Drive  
Hollidaysburg, PA 16648  
814-941-9800