

ANNUAL EEO PUBLIC FILE REPORT

Facility ID	Date Report Covers: April 1, 2021 – March 31, 2022	Employer: Forever Media, Inc.	Job Search to: careers@forevermediainc.com
38265 58312 38269 72316 47090 47089	Stations, City of License: WFGY-FM - Altoona, PA WALY(FM) - Bellwood, PA WFBG - Altoona, PA WRKY-FM - Hollidaysburg, PA WWOT(FM) - Altoona, PA WTNA – Altoona, PA	Employment Unit Address: One Forever Drive Hollidaysburg, PA 16648	Contact Person, Title, email, phone number: Bobbi Castellucci General Mgr./Market Mgr. bcastellucci@forevermediainc.com 814-941-9800

This EEO Public File Report is filed in each Station’s public inspection file.

Employer is an equal opportunity employer and does not discriminate in the hiring, training or promotion of employees by reason of race, color, religion, sex, or national origin. We engage in a continuing effort to seek out prospective applicants for employment. We contacted agencies in the area of the station to solicit for full-time open positions of employment. This report reflects those agencies contacted. Those, which requested to be contacted, are so noted. We have found these agencies to be suppliers of possible employment candidates in our continuing outreach program to achieve dissemination of information to a broad section of the community.

Employer periodically re-evaluates the recruitment sources list for wide dissemination of vacancies.

Full-Time Vacancies Filled:

Job Title	Hire Date	Persons Hired	Persons Interviewed	Recruitment Sources Used from Master List	Referring Source
Local Media & Digital Marketing Sales	5/24/21, 11/1/21, 11/19/21	3	5	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,34,35,36,46	2,2,32
Total		3	5		

Full-Time Recruitment Sources Master List:

Recruitment Source Number	Recruitment Source Name, Address, Phone, Contact, email, URL	Source Requested Notification	Referrals Interviewed
1	Forever Media Website Bethany Hildebrand One Forever Drive, Hollidaysburg, PA 16648 814-941-9800 ForeverAltoona.com	No	0
2	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	3
3	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
4	Internal Posting – Altoona One Forever Drive, Hollidaysburg, PA 16648 Jody Downing 814-941-9800 jdowning@forevermediainc.com	No	0
5	Internal Posting –Brownsville 123 Blaine Road, Brownsville, PA 15417 Joyce Nicholson 724-938-2000 jnicholson@forevermediainc.com	No	0
6	Internal Job Posting – Cumberland 350 Byrd Avenue, Cumberland, MD 21502 Jeanie McLaughlin 301-722-6666 jmclaughlin@forevermediainc.com	No	0
7	Internal Job Posting – Johnstown 109 Plaza Drive, Johnstown, PA 15905 Shelly Lovenduski 814-255-4186 slovenduski@forevermediainc.com	No	0
8	Internal Job Posting – State College 2551 Park Center Blvd, State College, PA 16801 Andy Kreiser 814-237-9800 akreiser@forevermediainc.com	No	0
9	Internal Job Posting – Meadville/Franklin 900 Water Street, Meadville, PA 16335 Jill Hamilton 814-724-1111 jhamilton@forevermediainc.com	No	0
10	Internal Job Posting – Sharon/New Castle 87 Stambaugh Avenue, Suite 3, Sharon, PA 16146 Jill Hamilton 724-308-7208 jhamilton@forevermediainc.com	No	0
11	Internal Job Posting – Pittsburgh 2 Robinson Plaza, Suite 410, Pittsburgh, PA 15205	No	0

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	Dottie McCartney 412-275-3393 dmmccartney@forevermediainc.com		
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	Internal Job Posting – Delmarva 227 Shipley Road, Wilmington, DE 19801 302-478-2700 Bobbi Jo Clifford bclifford@forevermediainc.com	No	0
15	Internal Job Posting – Havre De Grace 707 Revolution Street, Havre De Grace, MD 21078 Nick Brino 866-664-1037 nbrino@forevermediainc.com	No	0
16	Internal Job Posting – Milford 1666 Blairs Pond Rd, Milford, DE 19963 Sandra Gay 410-822-3301 sgay@forevermediainc.com	No	0
17	Internal Job Posting – Lebanon, PA 440 Rebecca Street, Lebanon, PA 17046 Tim Ritchie 717-272-7651 tsignor@forevermediainc.com	No	0
18	African American Heritage Project 3000 Ivyside Drive, Altoona, PA 16602 Harriet Gaston 814-949-5281 Hlg5@psu.edu	No	0
19	Blair County Community Action Agency 1420 4 th Street, Altoona, PA 16601 April Hileman 814-946-3651 april.hileman@blaircap.org	No	0
20	College of Communication-PSU 208D Carnegie Building, University Park, PA 16802 Robert P Martin 814-863-4674 rpm163@psu.edu	No	0
21	GACTC - New Choices-New Options, Altoona 1500 4 th Avenue, Altoona, PA 16602 Kim Ciccarella 814-946-8562 kim.ciccarella@gactc.edu	No	0
22	Business & Professional Women of PA Marilyn Tallant, PA President 724-523-2505 tallantmj@aol.com	No	0

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23	Allegheny College of Maryland, Bedford Campus 18 North River Lane, Everett, PA 15537 Maryann Clark 814-652-9528 mclark@allegany.edu	No	0
24	Juniata College 1700 Moore Street, Huntingdon, PA 16652 Tammy Stuber 814-641-3350 stubert@juniata.edu	No	0
25	GFWC Hollidaysburg Area Women's Club PO Box 662, Hollidaysburg, PA 16648 Megan James gfwchawc@gmail.com	No	0
26	NAACP, Blair County 2100 6 th Avenue, Altoona, PA 16602 Donald Witherspoon 814-942-1126 dew2312@yahoo.com	No	0
27	St. Francis University 117 Evergreen Drive, PO Box 600, Loretto, PA 15940 Rebecca Cacciatti rcacciotti@francis.edu	No	0
28	South Hills School of Business 508 58 th Street, Altoona, PA 16602 Lora Beamenderfer 814-944-6134 lbeamenderfer@southhills.edu	No	0
29	PA Highland Community College Blair Center, Logan Valley Mall 5580 Goods Lane, Altoona, PA 16602 814-201-2700 careerservices@pennhighlands.edu	No	0
30	Vocational Rehabilitation & Employment Ken Wise 814-650-1416 kwise@pa.gov	YES (2017)	0
31	PA Association of Broadcasters 2018 North 3 rd Street, Suite 105, Harrisburg, PA 17101 Gail Ponti 717-482-4820 gponti@pab.org	No	0
32	Indeed 177 Broad Street, 6 th Floor, Stamford, CT 06901 888-746-9333 Customer Support www.indeed.com	No	2
33	PAID (Hiram G Andrews Center) Bob Grassi 727 Goucher Street Johnstown, PA 15905 rgrassi@pa.gov	No	0
34	PA Career Link Job Gateway 445 School House Road Johnstown, PA 15904 814 533-2493 deoleary@state.pa.us	No	0

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35	PA Highlands Community College – Johnstown Cara Moyer 101 Community Way Johnstown, PA 15904 814 262-6400 cmoyer@pennhighlands.edu	No	0
36	Veterans Community Initiatives Amber Wilson 727 Goucher Street Johnstown, PA 15905 814 255-0355 wilsona@atlanticbb.net	No	0
37	Allaccess.com (programming only) 1222 16 th Avenue South, Suite 25 Nashville, TN 37212 615-252-6400	No	0
38	Radioonline.com (programming only)	No	0
39	LinkedIn www.linkedin.com	No	0
40	TBC Holdings, LLC Tbcholdingsllc.com Cameron McDowell 724 513-6663	No	0
41	Media Recruiter Art Scott Mediarecruiter.com art@mediarecruiter.com 303-400-5150	No	0
42	Joel Rabb 668 Woodbourne Road Suite 202 Langhorne, PA 19047 215-750-6868 www.joeraab.com	No	0
43	Inside Radio PO Box 742263 Atlanta, GA 30374 1-800-248-4242 www.insideradio.com	No	0
44	Radio Ink 331 SE Mizner Blvd. Boca Raton, FL 33432	No	0
45	Marketron / The Pitch 5/1/21-7/31/21	No	0
46	Forever Media-Internal Posting Bellaire 56325 High Ridge Road Bellaire, OH 43906 Judy Vavrek 740-676-5661 jvavrek@forevermediainc.com *Sold 10/31/21		
		Total	5

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Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	4/21/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Wilmington University - Participated in the 2021 Virtual Spring Career Fair- Colleges of Business, Technology, Art & Sciences. This event was designed to bring students together with employers and alumni from hundreds of businesses, industry and public service to discuss student career options, internships and full-time employment opportunities.	Diane Fetty, CHRD represented all of the Forever Media stations
2	8/12/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Pennsylvania CareerLink Day -The event featured open interviews and information on employment and career opportunities. Information on all current employment opportunities with Forever Media Inc. was offered to attendees. In addition, the information was left with Pennsylvania CareerLink of Greene County to be used with future candidates looking for employment.	Jennifer Martin represented all of the Forever Media stations.
3	8/17 and 8/18/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	APG Chesapeake Virtual Job Fair -open to all employers to connect with job seekers.	Diane Fetty, CHRD represented all of the Forever Media stations
4	9/29/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	MD-PA College Center Alliance - Opportunity to Connect with thousands of students at the Fall 2021 Virtual Career Fair for the MD-PA College Career Center Alliance: Dickinson College, Gettysburg College, Goucher College, Hood College, McDaniel College, Mount St. Mary's University, Muhlenberg College, Notre Dame of Maryland University, St. John's College, and Washington College	Diane Fetty, CHRD represented all of the Forever Media stations
5	9/30/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Point Park University -connected with students of Roland School of Business to discuss career opportunities, internships and full-time employment.	Diane Fetty, CHRD represented all of the Forever Media stations
6	9/30/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Thomas Jefferson University -Jefferson Falls East-connected with students to discuss career opportunities, internships and full-time employment.	Diane Fetty, CHRD represented all of the Forever Media stations
7	10/20/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Frostburg State University Virtual Career and Internship Fair - opportunity to discuss career opportunities, internships and full-time employment.	Diane Fetty, CHRD represented all of the Forever Media stations
8	10/20/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Seton Hill University - opportunity to discuss career opportunities, internships and full-time employment.	David Pavlic represented all of the Forever Media stations.
9	10/27/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	DOL JF at Chase Center- opportunity to discuss career opportunities and full-time employment with the attendees.	Don Dalesio and Steve Viehmeyer represented all of the Forever Media stations.
10	11/11/21	#1 Conventions, Job Fairs, Career Days, Career Fairs	Point Park University- opportunity to discuss career opportunities, internships and full-time employment.	David Pavlic represented all of the Forever Media stations.

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11	2/16/22	#1 Conventions, Job Fairs, Career Days, Career Fairs	Spring 2022 NE Ohio Regional Career Exploration Fair (school attendees: The University of Akron Baldwin Wallace, Walsh University, Youngstown State University, Mount Union, Cleveland State University, Ursuline, Hiram College, Lake Erie College, Cuyahoga Community College, Stark State). Opportunity to discuss career opportunities, internships and full-time employment.	Diane Fetty, CHRD represented all of the Forever Media stations
12	2/25/22	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>Juniata Career Day</u> - Participation in the virtual 2 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.	Bethany Hildebrand, LSM. represented all of the Forever Media stations
13	2/28/2022	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF COMMUNICATIONS</u> Virtual participation in the 2022 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.	Diane Fetty, CHRD represented all of the Forever Media stations
14	3/1/22	#1 Conventions, Job Fairs, Career Days, Career Fairs	Spring 2022 McDaniel College Virtual Job & Internship Fair. Opportunity to discuss career opportunities, internships and full-time employment.	Diane Fetty, CHRD represented all of the Forever Media stations
15	3/8/22	#1 Conventions, Job Fairs, Career Days, Career Fairs	University of Delaware's 2022 Communications, Marketing & Media Career Meetup. Opportunity to discuss career opportunities, internships and full-time employment.	Diane Fetty, CHRD represented all of the Forever Media stations
16	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
17	11/18/21	#2 Host Job Fair	November 18, 2021 Johnstown Market hosted an Open House Job Fair designed	Courtney Paul Wessner, Local Sales Manager

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			to offer local job seekers an opportunity explore multiple job openings with in Forever Media, Johnstown MKT.	
18	4/6/21	#4 College Mock interview, training	Penn State Altoona – Took part in conducting Mock interviews for the Business Management & Marketing Students. Providing students with interview experience and input from employers.	Courtney Paul Wessner, General Sales Manager
19	2/17/22	#4 College Mock interview, training	Penn State Altoona – Took part in conducting Mock interviews for the Business Management & Marketing Students. Providing students with interview experience and input from employers.	Courtney Paul Wessner, General Sales Manager
20	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.	
21	4/21/21 & 4/22/21	#8 Establishment of Training Programs for Station Personnel	All Access Radio Summit Webinar. 2 days of Programming, Promotions, production, and research topics presented by industry professionals. The information was shared with Forever Media’s Program Directors during their bi-monthly telephone conference calls	Mike Stevens, Corporate Program Director
22	5/20/21	#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 Manger, Dave Davies, Market Manager, Mike Sherry, VP of Sales
23	12/9/21	#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 Manger, Dave Davies, Market Manager, Mike Sherry, VP of Sales
24	Bi-Monthly	#8 Establishment of Training Programs	Forever Media Corporate Program Director, Mike Stevens, conducts a bi-monthly telephone conference call with	Program Directors and GMs with Mike Stevens

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		for Station Personnel	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.	
25	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
26	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
27	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
28	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
29	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
30	Ongoing	#8 Establishment of Training Programs for Station Personnel	Forever Media makes available Monarch (previously 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
31	Annually and upon hire	#8 Establishment of Training Programs	Forever Media supports and has a commitment to the principals of equal	All Employees

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		for Station Personnel	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.	
32	Weekly	#8 Establishment of Training Programs for Station Personnel	Forever Media incorporates an additional level of employee training with the ThinkZoom-P1 Learning program. P1 Learning 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
33	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
34	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
35	Ongoing	#8 Establishment of Training Programs for Station Personnel	The General Manager and General Sales Manager have routinely trained on-line with the Pennsylvania Association of Broadcasters (The Local Broadcast Sales Team & P1 Selling).	GM's, GSM's
36	Ongoing	#8 – Establishment of Training Programs	Forever Media makes available Marketron. Marketron offers a web-	Traffic Staff, Programming Staff, and Business Managers

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		for Station Personnel	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.	
37	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
38	10/27/21	#10 Participation of programs relating to career opportunities in broadcasting sponsored by educational institutions	Point Park University-Future of Broadcast Day-program for broadcast students. Panelists from the PAB's Board of Directors gave their valuable input to the students to help prepare and encourage them for a career in broadcasting.	Mike Sherry, VP of Sales
39	Upon request	#16 Radio Station Tours	We routinely give group tours of our facility, 109 Plaza Drive, Johnstown, PA 15905 to organizations such as the Boy and Girl Scouts, elementary and high school groups, church groups and other similar groups. The tours provide an introduction to the Radio Broadcasting Industry and are offered for free. A typical tour includes information on the history of Radio and our stations. We explain and demonstrate the broadcasting equipment used to transmit programming from the studio to the transmitter site, we explain the studio equipment and how it functions. An introduction and hands-on recording of commercial production is demonstrated. An explanation of all positions and responsibility of station personnel is also given. We discuss our station formats, audience and coverage area. The tours are tailored to meet the goals of the specific groups. To request a tour contact: Forever Media, Inc., 109 Plaza Drive, Johnstown, PA 15905. Attention: Operation Manager or call 814-255-4186.	