

Political inquiry received via phone with an initial voicemail at 11:00am on Friday, September 17<sup>th</sup>. The inquiry was made by Missy Sullivan on behalf of Jennifer Castanza for Hollidaysburg Area School District School Board.

## Courtney Paul-Wessner

---

**From:** Courtney Paul-Wessner <cpaul@forevermediainc.com>  
**Sent:** Friday, September 17, 2021 3:34 PM  
**To:** 'missyjosullivan@gmail.com'  
**Subject:** Political Candidate Inquiry for Jennifer Castanza - Forever Media Altoona  
**Attachments:** POLITICAL RATE CARD WFGY WFBG 2021 3-17-21.pdf; POLITICAL RATE CARD WWOT  
WTNA 2021 3-17-21.pdf; POLITICAL RATE CARD WRKY WALY 2020 2-1-20.pdf

Good Afternoon, Missy!

Per your inquiry on September 17, 2021, I am attaching our political rates for the Altoona, PA Market. In addition, you will find coverage maps and station information for our six properties in the Altoona marketplace at <https://online.anyflip.com/dxedq/mvuc/mobile/index.html>.

A general overview of each of these stations is as follows:

WFGY-FM (FROGGY 98/Country Format): A heritage station that has been serving our community for the last 30 years, covering 11+ counties in Central Pennsylvania, FROGGY 98 targets individuals across all demographics with a focus on individuals between the age of 25 and 54

WALY-FM (WALY 103.9/Variety Format): A station catering largely to the female, 35+ audience and our area's "at work" listening choice

WRKY-FM (ROCKY 104.9/Classic Rock): Our classic rock powerhouse with a primary listenership of males between the age of 25 and 54

WWOT-FM (HOT 100.1/Top 40): From teenagers to young moms, HOT 100 targets those individuals making first time purchasing decisions

WFBG 1290 AM: WFBG is our conservative talk offering with a primary focus on a more mature demographic of managerial/white collar workers

TOONA 1430 AM: TOONA 1430 AM is "Good Times and Great Oldies," highlighting the golden era of Pop, Rock and Soul with Hit Music from the '60s and '70s. TOONA 1430 AM is your connection to BABY BOOMERS...target individuals born between 1946 and 1964.

If I can be of any further assistance, please do not hesitate to reach out. Please confirm receipt when you have the opportunity.

Have a great weekend!

Courtney

**Courtney Paul-Wessner**  
*General Sales Manager*  
**Forever Media Altoona**  
One Forever Drive  
Hollidaysburg, PA 16648  
Office: 814-941-9800 Ext. 139  
Mobile: 814-934-2770

Fax: 814-943-2754  
cpaul@forevermediainc.com

**Forever Media, Inc. and Affiliates ("Forever") Email Disclaimers:**

**Content/Confidentiality/Intellectual Property Disclaimer:** This email (including any attachments, images, audio, video, data, documents, files, or previous emails within the body) ("Email") may contain confidential, and/or proprietary, and/or intellectually proprietary information and/or property that is protected by copyright and/or the Health Insurance Portability and Accountability Act (HIPAA) and/or as otherwise protected by law. As the recipient of this Email, you are hereby notified that any unauthorized reading, disseminating, disclosure, copying, or reproduction of this Email is strictly prohibited. If you are not the intended recipient of this Email, you should delete this Email immediately.

**Advertising Practices Disclaimer:** Forever and its Radio Station(s) do not and shall not discriminate, in any manner on the basis of race or gender, respecting their employment of advertising practices.

**Email:** If you forward this email, please delete the forwarding history, which includes my email address. This prevents spammers from obtaining our email address as well as minimizing the dispersion of viruses.

Copyright © 2021 Forever Media, Inc.