

## **ANNUAL EEO PUBLIC FILE REPORT**

<b>Facility ID</b>	<b>Date Report Covers:</b> April 1, 2019 – March 31, 2020	<b>Employer:</b> <b>Forever Media Inc.</b>	<b>Job Search to:</b> careers@forevermediainc.com
<b>72965</b> <b>15328</b> <b>64845</b> <b>49026</b> <b>15327</b> <b>56364</b> <b>56363</b> <b>64848</b>	<b>Stations, City of License:</b> WFGI-FM, Johnstown, PA WKYE (FM), Johnstown, PA WRKW (FM), Ebensburg, PA WCCL (FM), Central City, PA WNTJ (AM), Johnstown, PA WNTI (AM), Somerset, PA WLKH (FM), Somerset, PA WJHT (FM) Johnstown, PA	<b>Employment Unit Address:</b> 109 Plaza Drive Johnstown, PA  <b>Online Public File Location:</b> www.foreverjohnstown.com	<b>Contact Person, Title, email, phone number:</b> Bobbie Castellucci, GM bcastellucci@forevermediainc.com 814-255-4186

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>
Acct. Exec.	2-24-2020	1	1	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	1

**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 109 Plaza Drive Johnstown, PA 15905 814-255-4186 lmosby@forevermediainc.com www.foreverjohnstown.com	No	1
<b>2</b>	Forever Media Radio Stations – On-Air WFGI/WKYE/WRKW/WCCL/WJHT/WNTJ/WNTI 109 Plaza Drive Johnstown, PA 15905 814-255-4186	No	0
<b>3</b>	Forever Media Radio Stations –Online Streaming WFGI/WKYE/WRKW/WCCL/WJHT/WNTJ/WNTI 109 Plaza Drive Johnstown, PA 15905 814-255-4186 www.foreverjohnstown.com	No	0
<b>4</b>	Walk-ins, Employee/Client Referrals Bobbi Castellucci, General Manager 109 Plaza Drive Johnstown, PA 15905 814-255-4186	No	0
<b>5</b>	Indeed 177 Broad Street, 6 <sup>th</sup> Floor Stamford, CT 06901 888-746-9333 www.indeed.com	No	0
<b>6</b>	Internal Posting – Brownsville 123 Blaine Road, Brownsville PA 15417 Joyce Nicholson 724-938-2000 jnicholson@forevermediainc.com	No	0
<b>7</b>	Internal Job Posting – Cumberland 350 Byrd Avenue Cumberland, MD 21502 Jeanie McLaughlin 301-722-6666	No	0

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	jmclaughlin@forevermediainc.com		
<b>8</b>	Internal Job Posting – Hollidaysburg 1 Forever Drive, Hollidaysburg, PA 1664 Jody Downing 814-941-9800 jdowning@forevermediainc.com	No	0
<b>9</b>	Internal Job Posting – Johnstown 109 Plaza Drive, Johnstown, PA 15905 Shelly Lovenduski 814-255-4186 slovenduski@forevermediainc.com	No	0
<b>10</b>	Internal Job Posting – State College 2551 Park Center Blvd. State College, PA 16801 814-237-9800 kcole@forevermediainc.com	No	0
<b>11</b>	Internal Job Posting – Meadville/Franklin 900 Water St Meadville, PA 16335 Jill Hamilton 814-724-1111 jhamilton@forevermediainc.com	No	0
<b>12</b>	Internal Job Posting – Sharon 87 Stambaugh Ave., Suite 3 Sharon, PA 16146 Jill Hamilton 724-308-7208 jhamilton@forevermediainc.com	No	0
<b>13</b>	Internal Job Posting – Pittsburgh 2 Robinson Plaza, Suite 410 Pittsburgh, PA 15205 Dottie McCartney 412-275-3393 dmccartney@foreverpittsburgh.com	No	0
<b>14</b>	Internal Job Posting – York/Hanover 275 Radio Road Hanover, PA 17331 Tammy Signor 717-637-3831 tsignor@forevermediainc.com	No	0
<b>15</b>	Internal Job Posting – Easton 306 Port Street Easton, MD 21601 410-822-3301 Lynn Moore lmoore@forevermediainc.com	No	0

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<b>16</b>	Internal Job Posting – Lebanon 440 Rebecca Street Lebanon, PA 17046 Bryan Smith bsmith@forevermediainc.com 717-272-7651	No	0
<b>17</b>	Internal Job Posting-Havre de Grace 707 Revolution Street Havre de Grace, MD 21078 Stacie Monz 866-664-1037 Stacie.monz@forevermediainc.com	No	0
<b>18</b>	Internal Job Posting – Milford 1666 Blairs Pond Road Milford, DE 19963 Sandra Gay 302-422-7575 sgay@forevermediainc.com	No	0
<b>19</b>	Internal Job Posting – Wilmington 2727 Shipley Road Wilmington, DE 19810 Jade Marzan 302-478-2700 jmarzan@forevermediainc.com	No	0
<b>20</b>	Saint Francis University Julie Barris 117 Evergreen Drive PO Box 866 Loretto, PA 15940 814-472-3000	Yes	0
<b>21</b>	PAID (Hiram G. Andrews Center) Bob Grassi 727 Goucher Street Johnstown, PA 15905	Yes	0
<b>22</b>	Goodwill Industries Harry Weigel 540 Central Avenue Johnstown, PA 15902 814-536-3536	Yes	0
<b>23</b>	Cambria County Domestic Relations, Ebensburg Erin Au 499 Manor Drive Ebensburg, PA 15931	Yes	0

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<b>24</b>	PA Career Link Job Gateway 445 School house Road Johnstown, PA 15904 814-533-2493 deoleary@state.pa.us	No	0
<b>25</b>	PA Highlands Community College Larry Brugh 101 Community Way Johnstown, PA 15904 814-262-6400	No	0
<b>26</b>	Syracuse University Newhouse Job Ops Bridget Lichtinger Newhouse Career Development Center 215 University Place Syracuse, NY 13244 315-443-3270 belichti@syr.edu	No	0
<b>27</b>	Veterans Community Initiatives Amber Wilson 727 Goucher Street Johnstown, PA 15905 814-255-0355 wilsona@atlanticbb.net	Yes	0
<b>28</b>	Indiana University of Pennsylvania Career and Professional Development Center Pratt Hall, Suite 302 201 Pratt Drive Indiana, PA 15705 724-357-2235 career-development@iup.edu	No	0
		<b>Total</b>	<b>1</b>

**Outreach Activities List:**

<b>Outreach Number</b>	<b>Date</b>	<b>Recruitment Initiative</b>	<b>Description</b>	<b>Participants</b>
1	4/4/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>INDIANA COUNTY EMPLOYMENT EXPO</u> Participation at the Indiana County Employment Expo at the Kovalchick Convention and Athletic Complex, Indiana. The event was designed to offer job seekers the opportunity to get employment assistance from PA CareerLink and meet area employers with current and future job vacancies.	Forever Media Inc. – Mike Stevens, Corporate Program Director
2	5/15/19	#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.
3	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, CHRD, represented all of the stations of Forever Media
4	2/28/2020	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>JUNIATA COLLEGE CAREER DAY</u> 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.
5	Cancelled	#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	Diane Fetty, CHRD, represented all of the stations of Forever Media

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			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.	
<b>6</b>	Cancelled	#1 Conventions, Job Fairs, Career Days, Career Fairs	<u>JOB AND INTERNSHIP FAIR</u> Participation at the Job and Internship Fair at University of Pittsburgh at Johnstown. The event was designed for students to meet with potential employers and/or find internship opportunities. Pitt-Johnstown RealWorld Career Services -	Shelly Lovenduski, Business Manager
<b>7</b>	Ongoing	#2 Hosting a Job Fair	Beginning in 2017, Forever Media, Johnstown began hosting an Online Job Fair. Visitors to foreverjohnstown.com are invited to view career opportunities within our market as well as clients who are also recruiting.	Ongoing
<b>8</b>	9/19/2019	#2 Hosting a Job Fair	<u>FOREVER MEDIA SALES OPEN HOUSE</u> Forever Media Johnstown hosted an open house and in-house job fair designed to offer local job seekers an opportunity to explore radio sales as a career path.	Bobbi Castellucci, General Manager
<b>9</b>		#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.	
<b>10</b>	Ongoing	#8 Establishment of Training Programs for Station Personnel	Forever Media Corporate Program Director Mike Stevens conducts a bi-weekly telephone conference call with Programs Directors and General Managers to review guide and train in order to help them succeed in their careers and in 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
<b>11</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, Market Mgr., Dave Davies, Market Manager, Mike Sherry, VP of

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				Sales
<b>12</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>13</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>14</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>15</b>	12/12/19-12/13/19	#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>16</b>	2/23/20-2/25/20	#8 Establishment of Training Programs for Station Personnel	Forever Media Manager/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in San Diego, CA. 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. Attended by Mike Sherry, VP of Sales.	Michael Sherry, VP of Sales, Donald Alt, Owner
<b>17</b>	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
<b>18</b>		#8 Establishment of Training Programs for Station Personnel	Forever Media Corporate Program Director, Mike Stevens, conducts a bi-weekly 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



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19		#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.	Sales Staff
20	Annually	#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
21		#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
22		#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
23		#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
24		#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	GM's, GSM's

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			Local Broadcast Sales Team & P1 Selling).	
<b>25</b>		#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
<b>26</b>				
<b>27</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 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> .	Bobbi Castellucci, Lynn Deppen, Dave Davies, Dan Dzikowski, Alyssa Keith, Scott Cohagan, Mike Stevens
<b>28</b>	Aug 2019-May 2020	#10 Mentoring	Bobbi Castellucci mentored Dillion Perino, a senior at the Sheetz Fellows Program at Penn State Altoona. The program ran August 2019 through May 2020. Dillion met with Bobbi for one hour each month, when he learned about management and career opportunities in broadcasting.	Bobbi Castellucci, General Manager
<b>29</b>	4/1/2019	#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:	Mike Stevens, Corporate Program Director, ran a tour for a group of 17 students and 3 faculty members from Indiana University of Pennsylvania.

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			Forever Media, Inc., 109 Plaza Drive, Johnstown, PA 15905. Attention: Operation Manager or call 814-255-4186.	
<b>30</b>	Cancelled	#16 Radio Station Tours	Radio station tour (see above).	
<b>31</b>	11/06/2019	#16 Radio Station Tour	Radio station tour (see above).	Lara Mosby, Asst. Operations Manager and George Lucas, Program Director, ran a tour for 6 students from PA Highlands Community College and their instructor.