

ANNUAL EEO PUBLIC FILE REPORT

Facility ID	Date Report Covers: January 1 – March 31, 2023*	Employer: Seven Mountains Media, Inc.	Job Search to: bcastellucci@7mountiansmedia.com cpaul@7mountiansmedia.com
38265 58312 38269 72316 47090 47089	Stations, City of License: WFGY-FM - Altoona, PA WOWY(FM) - Bellwood, PA WFBG - Altoona, PA WRKY-FM - Hollidaysburg, PA WALY(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@7mountiansmedia.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.

** The stations on this report were acquired by Seven Mountains Media on 1/1/23.*

Full-Time Vacancies Filled:

Job Title	Hire Date	Persons Hired	Persons Interviewed	Recruitment Sources Used from Master List	Referring Source
None					
Total					

Full-Time Recruitment Sources Master List:

Recruitment Source Number	Recruitment Source Name, Address, Phone, Contact, email, URL	Source Requested Notification	Referrals Interviewed
1	Seven Mountains Media Website Kara Hull One Forever Drive, Hollidaysburg, PA 16648 814-941-9800 7MMAltoona.com	No	0
2	Seven Mountains Media ON-AIR Radio Stations WFGY-FM/WALY(FM)/WFBG/WRKY-FM/WWOT(FM)/WTNA One Forever Drive, Hollidaysburg, PA 16648 814-941-9800 bcastellucci@7mountainsmedia.com, cpaul@7mountainsmedia.com	No	0
3	Walk-Ins, Employee Referrals, Other Courtney Paul-Wessner, General Sales Manager One Forever Drive, Hollidaysburg, PA 16648 814-941-9800 cpaul@7mountainsmedia.com	No	0
4	Internal Posting – Altoona One Forever Drive, Hollidaysburg, PA 16648 Jody Downing 814-941-9800 jdowning@7mountainsmedia.com	No	0
5	Internal Job Posting – Johnstown 109 Plaza Drive, Johnstown, PA 15905 Jody Downing 814-255-4186 jdowning@7mountainsmedia.com	No	0
6	Internal Job Posting – State College 2551 Park Center Blvd, State College, PA 16801 Joe Wowk 814-237-9800 jwowk@7mountainsmedia.com	No	0
7	Internal Job Posting – Meadville/Franklin 900 Water Street, Meadville, PA 16335 Jill Hamilton 814-724-1111 jhamilton@7mountainsmedia.com	No	0
8	Internal Job Posting – Sharon/New Castle 87 Stambaugh Avenue, Suite 3, Sharon, PA 16146 Jill Hamilton 724-308-7208 jhamilton@7mountainsmedia.com	No	0
9	Internal Job Posting – Lebanon, PA 440 Rebecca Street, Lebanon, PA 17046 Tim Ritchie 717-272-7651 tritchie@7mountainsmedia.com	No	0
10	African American Heritage Project 3000 Ivyside Drive, Altoona, PA 16602 Harriet Gaston 814-949-5281 Hlg5@psu.edu	No	0

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11	Blair County Community Action Agency 1420 4 th Street, Altoona, PA 16601 April Hileman 814-946-3651 april.hileman@blaircap.org	No	0
12	College of Communication-PSU 208D Carnegie Building, University Park, PA 16802 Robert P Martin 814-863-4674 rpm163@psu.edu	No	0
13	GACTC - New Choices-New Options, Altoona 1500 4 th Avenue, Altoona, PA 16602 Kim Ciccarella 814-946-8562 kim.ciccarella@gactc.edu	No	0
14	Business & Professional Women of PA Marilyn Tallant, PA President 724-523-2505 tallantmj@aol.com	No	0
15	Juniata College 1700 Moore Street, Huntingdon, PA 16652 Tammy Stuber 814-641-3350 stubert@juniata.edu	No	0
16	GFWC Hollidaysburg Area Women's Club PO Box 662, Hollidaysburg, PA 16648 Megan James gfwchawc@gmail.com	No	0
17	NAACP, Blair County 2100 6 th Avenue, Altoona, PA 16602 Donald Witherspoon 814-942-1126 dew2312@yahoo.com	No	0
18	St. Francis University 117 Evergreen Drive, PO Box 600, Loretto, PA 15940 Rebecca Cacciatti rcacciotti@francis.edu	No	0
19	PA Highland Community College Blair Center, Logan Valley Mall 5580 Goods Lane, Altoona, PA 16602 814-201-2700 careerservices@pennhighlands.edu	No	0
20	Vocational Rehabilitation & Employment 814-650-1416 acamuso@pa.gov	YES (2017)	0
21	PA Association of Broadcasters 2018 North 3 rd Street, Suite 105, Harrisburg, PA 17101 Gail Ponti 717-482-4820 gponti@pab.org	No	0
22	Indeed 177 Broad Street, 6 th Floor, Stamford, CT 06901 888-746-9333 Customer Support www.indeed.com	No	0
23	PA Career Link Job Gateway 445 School House Road Johnstown, PA 15904	No	0

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	814 533-2493 deoleary@state.pa.us & jgrandas@pa.gov		
24	PA Highlands Community College – Johnstown Cara Moyer 101 Community Way Johnstown, PA 15904 814 262-6400 cmoyer@pennhighlands.edu	No	0
25	Veterans Community Initiatives Amber Wilson 727 Goucher Street Johnstown, PA 15905 814 255-0355 wilsona@atlanticbb.net	No	0
26	Allaccess.com (<i>programming only</i>) 1222 16 th Avenue South, Suite 25 Nashville, TN 37212 615-252-6400	No	0
27	Radioonline.com (<i>programming only</i>)	No	0
28	LinkedIn www.linkedin.com	No	0
29	Radio Ink 331 SE Mizner Blvd. Boca Raton, FL 33432	No	0
		Total	0

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
	3/10/23	#4 Participation in Events Sponsored by Organizations	Russ Noel and Lori Eamigh represented both Johnstown and Altoona at the Careerfest on 3/10/23 at Penn Highlands Community College. They spoke to groups of students throughout the event about the many career opportunities available in media, specifically radio.	Russ Noel, Lori Eamigh
	None this period.	#5 Seven Mountains Media Internship Program	Seven Mountains Media 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.	

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			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.	
	On-going	#8 Establishment of Training Programs for Station Personnel	Seven Mountains Media has conducted intense training for all employees on the use of Google Drive, vPPO Creative, Trello, and NextGen systems. This has allowed all parties to become more efficient in day-to-day business.	Management, Programming, Creative Dept, Sales & Support Staff
	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 GM, GSM. When individual training is required, the Account Executives are assisted by the General Sales Manager and/or the General Manager.	Sales Staff
	Ongoing	#8 Establishment of Training Programs for Station Personnel	Seven Mountains Media makes available Rumble (previously Matrix Solutions) to the Sales Department. Rumble 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.	GM, GSM, LSM and Sales Staff
	Ongoing	#8 Establishment of Training Programs for Station Personnel	Seven Mountains 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 Seven Mountains Media employees have access to hundreds of interactive courses, tests and written materials on a variety of topics relevant to the industry.	All Employees
		#8 Establishment of Training Programs for Station Personnel	Bobbi Castellucci, Market Manager for Altoona/Johnstown attended CRS 2023 in Nashville Tennessee 3/13/23-3/15/23. CRS is a 3 day educational event connecting key business leaders with various radio and music industry fields.	Bobbi Castellucci
	Upon request	#16 Radio Station Tours	We routinely 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	

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			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: Seven Mountains Media, One Forever Drive, Hollidaysburg, PA 16648.	
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