

Forever Broadcasting

ANNUAL EEO PUBLIC FILE REPORT FOR:

WFGY (FM), WALY (FM), WRKY (FM), WFBG (AM), WWOT (FM), WVAM (AM)

The purpose of this EEO Public File Report is to comply with Section 73.2080(c) (6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the Following Station(s): **WFGY(FM), Altoona, PA, WALY (FM), Altoona, PA, WFBG (FM) Altoona PA, WRKY (FM), Altoona, PA, WWOT (FM), Altoona, PA and WVAM (AM), Altoona, PA**, and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning **March 16, 2010 and including March 15, 2011.**

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080 (c) (1) (ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080 (c) (2) of the FCC rules.

Appendices 1, 2 and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time positions for Which This Source Was utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1

ANNUAL EEO PUBLIC FILE REPORT

COVERING THE PERIOD FROM 3/16/10-3/15/11

Station (s) Comprising Station Employment Unit:

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Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total number of Interviewees from All Sources for This Position
1	Account Executive	Radio-WVAM-AM	7
2	Account Executive	Radio, Friend	1
3	Webmaster	Radio-WWOT FM	6
4	Account Executive	Relative-Walk-in	1
5	Account Executive	Hired from within – transferred from Johnstown Market.	1

Total Number of Persons Interviewed During Applicable Period: 16

Appendix 2

ANNUAL EEO PUBLIC FILE REPORT

COVERING THE PERIOD FROM 3/16/10 – 3/15/11

Station(s) Comprising Station Employment Unit:

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Section 2: Recruitment Source Information

	<u>Recruitment Source</u> (Contact Name, Address, Telephone Number(s), Email of Contact Person)	Total Number of Interviewees This Source Has Provided During This Period	Full-time Positions for Which This Source Was Utilized:
1	<u>African American Heritage Project</u> , Harriet Gaston, 3000 Ivyside Drive, Altoona, PA 16602 (814) 949-5281 (PSU Altoona), (814) 949-5011, hlg5@psu.edu	0	Positions 1-5
2	<u>Altoona Area School District Community Education Center</u> Jim Parlier, SPOC Job Developer, Stevens Building, 200 E. Crawford Avenue, Altoona, PA 16602, (814) 946-8567, (814) 946-8332, dpwjob@aadcat.com	0	Positions 1-5
3	<u>Altoona Mirror</u> , 301 Cayuga Ave., Altoona, PA 16602, (814) 946-7480	0	Position 1-5
4	<u>American Women in Radio & TV Career Services</u> 1760 Old Meadow Rd. Suite 500 McLean, VA 22102	0	Position 1-5
5	<u>Blair County Community Action Agency</u> , Wendy 1420 4th Street, Altoona, PA 16601, 942-9913, 942-9915, bccap@blaircap.org	0	Position 1-5
6	<u>Center For Independent Living</u> , Susan Estep, 1513 9th Ave. Altoona, PA 16602, 949-1905	0	Position 1-5
7	<u>College of Communications</u> , Penn State University, Robert P. Martin, Director of Career Placements, 208D Carnegie Building, University Park, PA 16802 (814) 863-4674, (814) 863-8044, rpm163@psu.edu	0	Position 1-5

8	<u>Forever of PA/Altoona</u> , Dave Davies, One Forever Drive, Hollidaysburg, PA 16648, 814-941 9800, www.foreverradio.com	8	Position 1-5
9	<u>GACTC</u> , New Choices - New Options – Altoona, Cathy Kauffman-Nearhoof, 1500 4th Avenue, Altoona, PA 16602, (814) 946-8562 Ext. 236	0	Position 1-5
10	<u>Hollidaysburg Women’s Club</u> , Kerrie Hayton, 423 Aggie Street, Hollidaysburg, PA 16648, (814) 695-4964	0	Position 1-5
11	<u>Indiana University of PA Career Services</u> – Maggie Babco mmbabco@iup.edu	0	Position 1-5
	<u>Juniata College Career Services</u> – Dr. Darwin Kysor 1700 Moore St., Huntingdon, PA 16652 (814) 641-3000 careers@juniata.edu	0	Position 1-5
12	<u>Lifestyle Support Services, Inc.</u> - Dale Gray 1109 Deveaux Street, Elmora, PA 15737 (814) 948-6708 dale@lifestylesupport.net	0	Position 1-5
13	<u>Mount Aloysius College</u> , Career Services Department, Larry Brugh, 7373 Admiral Peary Highway, Cresson, PA 16630, (814) 886-4131, (814) 886-2978, lbrugh@mtalov.edu Barb Nagy – careerservices@mtalov.edu	0	Position 1-5
14	<u>NAACP</u> , Donald Witherspoon, 2004 11th Street, Altoona, PA 16601, (814) 944-5390, (814) 946-5451	0	Position 1-5
15	<u>New Choices- New Options</u> , Janet Leyo, Job Coordinator, Mount Aloysius College, 7373 Admiral Peary Highway, Cresson, PA 16630, (814) 886-6351, (814) 886-2978, jlavo@mtalov.edu	0	Position 1-5
16	<u>New Choices – New Options</u> , Stacy Fracier, Program Director, 322 S. Julianna Common Prof. Ctr., Ste 7, Bedford, PA 15522, (814) 623-8322, (800) 890-1136 – phone, 623- 6843 – fax, jbarnes111@hotmail.com	0	Position 1-5
17	<u>PA CareerLink Center</u> , www.cwds.state.pa.us Ken Rickard (814) 940-6219	0	Position 1-5
18	<u>Penn State, Altoona</u> , Career Services Office, Linda 3000 Ivyside Park, Altoona, PA 16601, (814) 949-5059, (814) 949-5805, lsk6@psu.edu www.psu-consortia-csm.symplicity.com/employers	0	Position 1-5

19	<u>Saint Francis Career Development, Julie Barris, Director,</u> PO Box 600, Loretto, PA 15940, (814) 472-3019, (814) 472-3889, careerservices@francis.edu www.collegecentral.com/stfrancis Beth McGregor – bmcgregor@francis.edu Brent Ottaway – bottawa@francis.edu	0	Position 1-5
20	<u>South Hills School of Business & Technology, Ellen Spinelli,</u> 508 58th Street, Altoona, PA 16602, 944-6134 or 944-4684 espinelli@southhills.edu	0	Position 1-5
21	<u>University of Pitt at Johnstown – Angela Boyd</u> alb212@pitt.edu Victoria Biter – vlb11@pitt.edu	0	Position 1-5
22	<u>YTI Technical School – Carol Hanna</u> 2900 Fairway Drive, Altoona, PA 16602, (814) 944-5643 carole.hanna@vti.edu	0	Position 1-5
23	<u>AllAccess.com</u>	0	0
24	<u>Friend – Other</u>	6	0
25	<u>Mediarecruiter.com</u>	0	0
26	<u>Walk-in</u>	1	0
27	<u>Tribune Democrat</u>	1	Position 3

Appendix 3

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COVERING THE PERIOD FROM 3/16/10 – 3/15/11

Station(s) Comprising Station Employment Unit:

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities undertaken by:

WFGY (FM), WALY (FM), WFBG (AM), WRKY (FM), WWOT (FM),
WVAM (AM):

- March 19, 2010, Dave Davies, Market Manager, Altoona participated in the JobExpo.COMM 2010 from 9am to 2pm. The Job Expo was hosted by Penn State University, College of Communications at the HUB Alumni Hall, University Park. Dave was there to talk to students about the many career opportunities in Radio.
- On July 27, 2010, a group of 15 toured our facility from the Hollidaysburg YMCA Teen Camp to learn about radio and broadcasting, as well as how it all works.
- Braden McDannell from the Indiana University of Pennsylvania signed on as an Intern from 6/11/10 until 8/1/10. During his Internship, Braden worked mainly in the copywriting and production departments, where he produced, voiced, and wrote approximately 40 scripts and commercials.
- On October 7, 2010, Carol Mills and Patty Fye spoke to all upper level management at the Annual Managers Meeting about all Forever Broadcasting policies including EEO and discrimination. Lynn Deppen also spoke to necessary parties on FCC rules and regulations.
- On January 20, 2011, a group of 30 from Leadership of Blair County toured our facility. They learned about the career opportunities in Radio and broadcasting and got a first hand look at how the radio business works.
- Ben Hecht from Penn State Altoona signed on as an Intern from 2/1/10 until 5/16/10. During his Internship, Ben worked with both the sales and production departments. He worked with the Sales Assistants preparing needed materials for the sales staff. He also assisted the Production Department in writing commercial copy.

Report filed by:

Keri Condron

EEO Officer for

Forever Broadcasting of PA, Altoona, PA stations

WFGY (FM), WALY (FM), WFBG (AM), WRKY (FM), WWOT (FM), WVAM (AM)