

**Southern Belle, LLC
FOR Seven Mountains Media, LLC RADIO STATIONS**

This report covers the following employment unit:

WFGI-FM (facility ID 72965) Johnstown, PA
WKYE-FM (facility ID 15328)- Johnstown, PA
WRKW-FM (facility ID 64845) - Ebensburg, PA
WNTI-AM (facility ID 56364) - Somerset, PA
WOWQ-FM (facility ID) - , PA
WNTJ-FM (facility ID 15327) - Johnstown, PA

109 Plaza Drive, Johnstown, PA 15905

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in the stations public inspection file pursuant to Section 73.2080(c) (6) of the Federal Communications Commission's ("FCC") rules. During the period ending on March 31, 2024, the stations filled the following full-time vacancies:

Branding Specialist -2 positions
Admin Assistant/Receptionist - 1 position

The station interviewed a total of 6 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by:

Full-Time Recruitment Sources Master List:

Recruitment Source	Address	Contact Person	Phone Number	# of Referred by Source	Request Notification
ON-AIR Recruitment	One Forever Drive, Hollidaysburg, PA 16648	Bobbi Castellucci Garrett Bowden	814-255-4186	5	
Websites: 7MMJohnstown.com FROGGY95Johnstown.com ROCKY99.com 96KEY.com MyPopRadio.com WOWYonline.com	One Forever Drive, Hollidaysburg, PA 16648	Kara Hull	814-941-9800		
Corporate Website 7mountainsmedia.com		Kara Hull	814-941-9800		
AllAccess.com					
Inside Radio	PO Box 742263 Atlanta, GA 30374		800-248-4242		
Indeed.com	177 Broad Street 6th Floor Stamford, CT 06901				
LinkedIn.com	2029 Stierlin Court Mountain View, CA 94043				
Internal Posting– Seven Mountains/Altoona, PA	One Forever Drive, Hollidaysburg, PA 16648	Jody Downing Rob Haberstrah	814-255-4186		
Employee Referral	One Forever Drive, Hollidaysburg, PA 16648	Bobbi Castellucci Garrett Bowden	814-255-4186	1	
Referral/Other					
African American Heritage Project	3000 Ivyside Drive, Altoona, PA 16602	Harriet Gaston	814-949-5281		
Blair County Community Action Agency	1420 4 th Street, Altoona, PA 16601	April Hileman	814-946-3651		
College of Communication-PSU	208D Carnegie Building, University Park, PA 16802	Robert P Martin	814-863-4674		
GACTC - New Choices-New Options, Altoona	1500 4 th Avenue, Altoona, PA 16602	Kim Ciccarella	814-946-8562		
Business & Professional Women of PA		Marilyn Tallant	724-523-2505		
Juniata College	1700 Moore Street, Huntingdon, PA 16652	Tammy Stuber	814-641-3350		
GFWC Hollidaysburg Area Women's Club	PO Box 662, Hollidaysburg, PA 16648	Megan James			

St. Francis University	117 Evergreen Drive, PO Box 600, Loretto, PA 15940	Rebecca Cacciatti			
PA Highland Community College	5580 Goods Lane, Altoona, PA 16602		814-201-2700		
Vocational Rehabilitation & Employment	acamuso@pa.gov				YES (2017)
PA Association of Broadcasters	2018 North 3 rd Street, Suite 105, Harrisburg, PA 17101	Gail Ponti	717-482-4820		
PA Career Link Job Gateway 445 School House Road Johnstown, PA 15904	445 School House Rd Johnstown, PA 15904		814-533-2493		
PA Highlands Community College – Johnstown	101 Community Way Johnstown, PA 15904	Cara Moyer	814-262-6400		
Veterans Community Initiatives	727 Goucher Street Johnstown, PA 15905	Amber Wilson	814 255-0355		
			Total	6	

Attachment A

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu options activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

If your organization would like to be contacted regarding future vacancies, please contact:

Bobbi Castellucci, Market Manager/ General Manager
Seven Mountains Media, LLC
Johnstown, PA 15905

Attachment A:

Full- Time Vacancy EEO Information

Job Title of Vacancy: Branding Specialist

Date of Opening: 4/20/23

Date Vacancy Filled: 4/24/23

Recruitment Source that Referred Hire: On-Air

Total Persons Interviewed for Vacancy: 2

Attachment A:

Full- Time Vacancy EEO Information

Job Title of Vacancy: Admin Assistant/Receptionist

Date of Opening: 5/22/23

Date Vacancy Filled: 8/25/23

Recruitment Source that Referred Hire: On-Air

Total Persons Interviewed for Vacancy: 3

Attachment A:

Full- Time Vacancy EEO Information

Job Title of Vacancy: Branding Specialist

Date of Opening: 4/20/23

Date Vacancy Filled: 7/24/23

Recruitment Source that Referred Hire: Referral

Total Persons Interviewed for Vacancy: 1

B: RECRUITMENT INITIATIVES

During the previous 12 months, the station employment unit engaged in the following (menu options):

1. Career Fairs:

(73.2080(c)(2)(i) Initiatives)

- a. Point Park University: The SAEM Career Fair was held on April 12, 2023. Garrett Bowden, General Sales Manager (Johnstown), attended the event on behalf of both Johnstown and Altoona markets.
- b. Juniata College: Friday, February 23, 2024, in the Kennedy Sports & Recreation Center on campus. The doors will be open for students from 11:00 a.m. - 3:00 p.m. Local Sales Manager, Bethany Hildebrand attended the event on behalf of both Johnstown and Altoona markets.
- c. Penn Highlands Community College Job/Internship Fair: Wednesday, March 20, 2024 at the Richland Campus. Bethany Hildebrand, Local Sales Manager and Garrett Bowden, General Sales Manager attended the event on behalf of both Johnstown and Altoona markets.

2. Co-Hosting Job Fair

(73.2080(c)(2)(iii) Initiatives)

- a. Cambria County Job Fair (JARI): Seven Mountains Media was a top tier co-sponsor for the 2023 Job Fair, held at the 1st Summit Arena in Johnstown, on May 2, 2023. Bethany Hildebrand (Local Sales Manager) and Garrett Bowden (General Sales Manager) attended the event on behalf of both Johnstown and Altoona markets.

3. Participation/Non-Direct

(73.2080(c)(2)(vi) Initiatives)

- a. Blair Regional YMCA: Bill Kurtis hosted a Lunch & Learn on October 16, 2023 at the Blair Regional YMCA. His presentation explained the use of the Amazon Alexa. Touched on helpful hints, using it to find your favorite station, shopping, entertainment and more. Presentation was followed by a Q&A session.

4. Training and Professional Development:

(73.2080(c)(2)(viii) Initiatives)

- a. Our Sales Representatives are provided with weekly group sales meetings with the Leadership Team. These meetings provide training, guidance, sales tips, understanding of goals, support, and coaching.

- b. Our Sales Representatives are provided with weekly individual meetings with the Leadership Team. These meetings continue to provide selling techniques, training, guidance, sales tips, understanding of goals, support and coaching on a one-on-one basis.
- c. We also provide additional sales training using RUMPLE, a media driven sales tool. Rumble training tools help our Sales Representatives to connect today's social world in a way that helps them stay a step ahead of the competition. This is an online tool that has various training sessions that all sales representatives are required to complete.
- d. We offer RAB Professional Development Foundations Courses to our Marketing Consultants, but any department (promotions, production) can participate. There are 17 online classes with the final exam, resulting in certification as a Radio Marketing Professional.
- These 17 Classes are:
 - Role of a Radio Marketing Consultant
 - Prospecting- Finding and Evaluating Prospects
 - Getting First Call Appointments
 - How to COnduct a Great Client Needs Analysis
 - Elements of a Good Written Proposal
 - The Difference between Features and Benefits
 - Understand Competitive Media
 - The Power of Radio
 - Scheduling for Success
 - The Role of Creative
 - The Best Presentations
 - Addressing Objections And Closing
 - More Sales through Buyer Style Identification
 - Making Money with RAB Resources
 - The Fundamentals of CoOc Advertising
 - How to Find Non-Traditional Revenue
 - Goal Setting and Time Management
- e. Pennsylvania Association of Broadcasters: Bobbi Castellucci (Market Manager) holds the position of Secretary with the PAB. *She attended the following events in the past year:*
- i. Virtual Quarterly Committee Meeting: 1/30/23, 4/24/23, 7/31/23 & 10/30/23
 - ii. In Person Board of Directors Meeting/Awards Luncheon held at the Hilton in Harrisburg, PA from 4/25/23-4/26/23
 - iii. In Person Board Meeting at The William Penn in Pittsburgh, PA on 9/28/23-9/29/23.
 - iv. In Person Board of Directors Meeting at Omni Bedford Springs in Bedford, PA on 12/14/23-12/15/23.
- f. Management attended a 3 day Leadership Seminar in State College, PA September 18, 2023 to September 20, 2023. This seminar was provided by RAB with Jeff Schmidt as the presenter of the training information.

- g. CRS Nashville: Bobbi Castellucci (Market Manager) and Bethany Hildebrand (Local Sales Manager) attended CRS in Nashville, TN from Feb 27, 2024- March 1, 2024. CRS is a 3-day educational event connecting key business leaders with various radio and music industry fields.

5. Events/Programs sponsored by Educational Institutions:

(73.2080(c)(2)(x) Initiatives)

- a. Bloomsburg University/National Radio Institute: May 22-27, 2023, Bobbi Castellucci (Market Manager) participated in seminars with students interested in the media industry. Bobbi as well as other in the industry spoke with students on multiple topics and cover specific modules of the RAB Radio Marketing Professional courses.
- b. Penn State Altoona/Sheetz Fellows Mentoring Program: August 23-May 24, local business leaders are paired up with a student to help them gain advice, experience, confidence and support. Bobbi Castellucci (Market Manager) was included as a mentor during this time.
- c. PSU Readiness Institute: June 27, 2023 (Altoona) and June 28, 2023 (Johnstown) hosted a group of high school juniors whom are part of a six-week program to learn essential skills and to create a personalized road-map for their careers. Various members of the Johnstown/Altoona staff spent time with the group - educating them on the many career paths within Radio/Broadcasting.
- d. Bellwood -Antis High School: Matthew Berkowitz, 11th Grade, shadowed Andy Berkowitz on November 17, 2023. The time was spent learning how broadcast sales works, and how local radio commercials production operates. Job Shadowing is a requirement of the Districts programming to expose students to careers and fields of interest.
- e. Penn Highlands Community College: Communication students worked with Seven Mountains Media to video and live stream the City of Altoona, Spirit of Christmas Parade on 12/2/23. Students were under the guidance of Rick Shepard.
- f. Hollidaysburg High School/Young Entrepreneur Association: Leah Petrunak, 11th Grade, shadowed the Johnstown office on December 28, 2023. She spent time with Bethany Hildebrand (Local Sales Manager), Brian Tercek (Programming/Operations) and Lori Emigh (Programming/Promotions).
- g. Penn Highlands Community College: February, 12, 2024 a group of 11 students from the communications department toured our facility and witnessed the day-to-day operations of Broadcasting and Sales. Various members of the staff spoke to the students on behalf of the Johnstown and Altoona markets.