

# **Southern Belle, LLC**

## **Seven Mountains Media, LLC FOR RADIO STATIONS**

**WOGA (FM), Mansfield, PA  
WNBT (FM), Wellsboro, PA  
WZBF (FM) Sayre, Pa  
WNDA (AM), Wellsboro, PA**

**17671 Route 6, Mansfield, PA 16933**

### **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, 2020, the stations filled the following full-time vacancies:

**WOGA-FM/WNBT-FM/WNDA-AM**

**2 Outside Sales/Marketing Consultants**

The station interviewed a total of 2 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 each:

Recruitment Source	Address	Contact Person	Phone Number	# Referred by Source	Request Notification
On Air Recruitment WNBT-FM WOGA-FM Wnda-AM	17671 Route 6 Mansfield, PA 16933	Michele Ensminger	570-724-1490  michele@ 7mountains media.com	0	No
Websites  mybigfootcountry.com WNBT-FM wogaintioga.com WOGA-FM wogaintioga.com Wnda-AM	17671 Route 6 Mansfield, PA 16933	Michele Ensminger	570-724-1490  michele@ 7mountains media.com	0	No
Corporate Website 7mountainsmedia.com		Michele Ensminger	570-724-1490  michele@ 7mountains media.com	0	No
All Access	28955 Pacific Coast Hwy, Suite 210 Malibu, CA 90265		310-457-6616	0	No
Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820	0	No
National Association of Broadcasters	1771 North Street North West Washington, DC	nab@nab.org		0	No

	20036				
Radio Talent Institute/Bloomsburg University of PA			704-246-8185	0	No
Indeed.com	177 Broad Street 6th Floor Stamford, CT 06901		203-328-2691	0	No
LinkedIn.com	2029 Stierlin Court Mountain View, CA 94043	linkedin.com	650-687-3600	0	No
Internal Posting Seven Mountains/Mansfield	17671 Route 6 Mansfield, PA 16933	Michele Ensminger	570-724-1490	0	No
Employee Referral	17671 Route 6 Mansfield, PA 16933	Michele Ensminger	570-724-1490	2	No

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:

Michele Ensminger, Market Manager  
Seven Mountains Media, LLC  
17671 Route 6  
Mansfield, PA 16933  
570-724-1490

## **Attachment A**

### **Full-Time Vacancy EEO Information**

Job Title of Vacancy: Outside Sales

Recruitment Source That Referred The Hiree: Referral

Date Vacancy Opened: 4/01/2019

Date Vacancy Filled: 5/16/2019

Total persons interviewed for the vacancy: 1

## **Attachment A**

### **Full-Time Vacancy EEO Information**

Job Title of Vacancy: Outside Sales

Recruitment Source That Referred The Hiree: Client referral

Date Vacancy Opened: 04/01/2019

Date Vacancy Filled: 04/22/2019

Total persons interviewed for the vacancy: 1

Attachment B      EEO Outreach/Training    4/1/19 - 3/31/20

**1. Career Fairs:**

- a. Mansfield/Liberty High School Career Day March 5, 2020.  
Attended by Marketing Rep. Lynn Grinnell.

**2. Training and Professional Development:**

- a. July 8 – 17, 2019 Confer Radio Talent Institute, Bloomsburg University of Pennsylvania. This is an intense educational opportunity for those who enroll and have a desire to succeed in the radio business. Seven Mountains Media CEO, Kristin Cantrell, COO, Jim Loftus, MM, Sean O'Mealy, and Creative Director, Rob Frazier, all presented the many different aspects and roles of radio to students of this program
- b. 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.
- c. 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.

- d. 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. An online tool that has various video training sessions that all sales representatives are required to complete.
- e. The Owner and all full time staff participated in a one day seminar on October 22nd, 2019. Yearly achievements were discussed as well as future endeavors.
- f. The Owner and all Managers participated in a one day seminar on January 10th, 2020 designed to help us all focus on growing our company for 2020 and beyond! Topics discussed were radio, digital, creative, sales, traffic, programming and human resources.
- g. 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.