

Southern Belle, 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, 2019, the stations filled the following full-time vacancies:

WOGA-FM/WNBT-FM/WNDA-AM

Programming Director

WOGA-FM/WNBT-FM/WNDA-AM

3 Marketing Consultants

The station interviewed a total of 4 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 Monks	570-724-1490	0	No
Websites WNBT-FM WOGA-FM WNDA-AM	17671 Route 6 Mansfield, PA 16933	Michele Monks	570-724-1490	1	No
Corporate Website 7mountainsmedia.com		Michele Monks	570-724-1490	0	No
All Access	28955 Pacific Coast Hwy, Suite 210 Malibu, CA 90265		310-457-6616	1	No
Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820	1	No
National Association of Broadcasters	1771 North Street North West Washington, DC 20036	nab@nab.org		0	No
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	1	No
Internal Posting Seven Mountains/Dubois	801 East Dubois Avenue Dubois, PA 15801	Francis "Moose" Rosana	814-371-6100	0	No
Internal Posting Seven Mountains/Lewistown	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757	0	No
Internal Posting Seven Mountains/Selinsgrove	450 Route 204 Selinsgrove, PA 17870	Sean O'Mealy	570-374-889	0	No
Internal Posting Seven Mountains/Mansfield	17671 Route 6 Mansfield, PA 16933	Michele Monks	570-724-1490	0	No
Internal Posting Seven Mountains/Huntingdon	10773 William Penn Highway Huntingdon, PA 16652	Kathy Craig	717-248-6757	0	No
Internal Posting Seven Mountains/State College	160 W Clearview Avenue State College, PA 16803	Don Bedell	814-238-5085	0	No
Employee Referral	17671 Route 6 Mansfield, PA 16933	Michele Monks	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 Monks, 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: Program Director

Recruitment Source That Referred The Hiree: Referral

Date Vacancy Opened: 04/01/18

Date Vacancy Filled: 9/04/18

Total persons interviewed for the vacancy: 3

Attachment A



Full-Time Vacancy EEO Information

Job Title of Vacancy: (3) Marketing Consultant

Recruitment Source That Referred The Hire: Referrals 2, Website 1

Date Vacancy Opened: 06/01/18

Date Vacancy Filled: 7/16/18, 7/16/18, 10/15/18

Total persons interviewed for the vacancy: 3

Attachment B EEO Outreach/Training 4/1/18 - 3/31/19

1. Career Fairs:

- a. Vehicular Career Day October 23, 2018. Attended by Marketing Rep Lynn Grinnell
- b. Mansfield/Liberty High School Career Day March 7, 2019. Attended by Marketing Rep. Lynn Grinnell.
- c. Building Your Legacy Southern Tioga School District Wednesday March 20, 2019. Attended by Michael Neff

2. Training and Professional Development:

- a. VP of HR/Operations, Stacy Snyder, participates in HR Insights webinars presented by Keystone Payroll throughout the year.
- 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 16th, 2018. Yearly achievements were discussed as well as future endeavors.
- f. The Owner and all Managers participated in a one day seminar on January 10th, 2019 designed to help us all focus on growing our company for 2019 and beyond! Topics discussed were radio, digital, creative, sales, traffic, programming and human resources.

- g. A New Marketing Consultant training was held on February 15th, 2019. New sales reps were educated on all resources available to help them further enhance their careers/goals with Seven Mountains Media/Digital/Creative.
- h. 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.