

Southern Belle, LLC

FOR Seven Mountains Media, LLC RADIO STATIONS

EEO Public File Report

WDBF (FM), Mount Union, PA (Facility ID: 28132)

WIBF (FM), Mexico, PA (Facility ID: 62367)

WJUN (AM), Mexico, PA (Facility ID: 62369)

WLUI (AM), Lewistown, PA (Facility ID: 42134)

WMRF (FM), Lewistown, PA (Facility ID: 42131)

12 East Market Street, Lewistown, PA 17044

This EEO Public File Report is filed in the station's 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:

1 Traffic/Business Manager

1 Sales/Marketing Consultant

The station interviewed a total of 2 people for all full-time vacancies during the period covered in this report.

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

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number.
- 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:

Joe Wowk, Market Manager
Seven Mountains Media, LLC
12 East Market Street
Lewistown, PA 17044
joewowk@7mountainsmedia.com

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
<p>On Air Recruitment</p> <p>WLUI-AM-FM</p> <p>WDBF-FM/ WIBF-FM</p> <p>WMRF-FM</p>	<p>12 East Market Street</p> <p>Lewistown, PA 17044</p>	<p>Joe Wowk</p>	<p>717-248-6757</p> <p>joewowk@7mountainsmedia.com</p>		<p>No</p>
<p>Websites</p> <p>biglewie.com</p> <p>WLUI-AM-FM</p> <p>radiobigfoot.com</p> <p>WIBF-FM/WDBF-FM</p> <p>merfradio.com</p> <p>WMRF-FM</p>	<p>12 East Market Street</p> <p>Lewistown, PA 17044</p>	<p>Joe Wowk</p>	<p>717-248-6757</p> <p>joewowk@7mountainsmedia.com</p>		<p>No</p>

Corporate Website 7mountainsmedia.com	12 East Market Street Lewistown, PA 17044	Joe Wowk	717-248-6757 joewowk@7mountainsmedia.com		No
All Access	28955 Pacific Coast Hgwy, Suite 210 Malibu, CA 90265		310-457-6616		No
Radio Ink	331 SE Mizner Blvd. Boca Raton, FL 33432		561-655-8778 radioink.com		No
National Association of Broadcasters	1771 North Street NorthWest Washington, DC 20036	nab@nab.org			No
Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820 gponti@pab.org		No
Indeed.com	177 Broad Street 6th Floor Stamford, CT 06901	Online posting	203-328-2691		No
LinkedIn.com	2029 Stierlin Court Mountain View, CA 94043	linkedin.com	650-687-3600		No

Internal Posting Seven Mts Lewistown	12 East Market Street Lewistown, PA 17044	Joe Wowk	717-248-6757 joewowk@7mountainsmedia.com		No
Juniata Valley Chamber of Commerce	1 W Market Street Lewistown, PA 17044		717-248-6713 juniatarivervalley.org		No
Referral	12 East Market Street Lewistown, PA 17044	Joe Wowk	717-248-6757 joewowk@7mountainsmedia.com	2	No
Inside Radio	P.O. Box 567925 Atlanta, GA 31156		800-248-4242 contact@insideradio.com		No

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Traffic/Business Manager

Date Vacancy Opened: 4/1/2023

Date Vacancy Filled: 4/24/2023

Recruitment source that referred the hire: Referral

Total persons interviewed for the vacancy: 1

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Sales/Marketing Consultant

Date Vacancy Opened: 4/1/2023

Date Vacancy Filled: 5/16/2023

Recruitment source that referred the hire: Referral

Total persons interviewed for the vacancy: 1

Attachment B: EEO Outreach/Training 4/1/23-3/31/24

1. Career Fairs:

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

October 11, 2023

PA CareerLink Centre County

Seven Mountains Media was a registered exhibitor at the 303 Forge Road, Bellefonte, PA location.

Seven Mountains Media was represented by Bernie Oravec and Michael Brennen, Sales Managers.

February 23, 2024

Penn State College of Communications, Main Campus

Seven Mountains Media was a registered exhibitor at the 2024 Penn State University College of Communications Job Expo at the Hetzel Union Building on the Penn State-University Park campus. Seven Mountains Media was represented by our State College/Lewistown General Manager Joe Wowk, Bernie Oravec, Michael Brennen, and Moose Rosana. Our exhibit provided information on careers in broadcasting and creative services career opportunities with Seven Mountains Media Radio. The Job Expo was attended by approximately 500 Penn State University Students. The Penn State College of Communications at University Park is America's largest accredited college of communications.

2. Training and Professional Development:

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

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

Our Sales/Marketing Consultants receive weekly 1 on 1 sales training. These meetings provide tools and skills to guide better and assist our staff professionally and personally.

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 video training sessions that all sales representatives are required to complete.

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 Co Op Advertising
- How to Find Non-Traditional Revenue
- Goal Setting and Time Management

Management attended a 3 day Leadership Seminar in State College, PA September 18, 2023 to September 20, 2023. This seminar was provided by the RAB with Jeff Schmidt as the presenter of the training information.