

Southern Belle, LLC

for Seven Mountains Media, LLC Radio Stations

**WOGA-FM (Facility ID: 78437), Mansfield, PA
WNBT-FM (Facility ID: 21200), Wellsboro, PA
WZBF-FM (Facility ID: 40383), Ridgebury, PA
WNDA-AM (Facility ID: 21199), 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, 2024, the stations filled the following full-time vacancies:

Sales Executives (2 positions)

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 each:

Recruitment Source	Address	Contact Person	Phone Number	# Referred by Source	Request Notification
On Air Recruitment	17671 Route 6 Mansfield, PA 16933	Dave Donahue	570-724-1490 dave_donahue@7mountainsmedia.com		No
Websites 935sbg.com Bigfootpoconos.com Mybigfootlegends.com Pocono967.com	17671 Route 6 Mansfield, PA 16933	Dave Donahue	570-724-1490 dave_donahue@7mountainsmedia.com		No
Corporate Website 7mountainsmedia.com	17671 Route 6 Mansfield, PA 16933	Dave Donahue	570-724-1490 dave_donahue@7mountainsmedia.com	2	No
Pennsylvania Association of Broadcasters	208 N 3rd Street #105 Harrisburg, PA 17101	Gail Ponti	717-482-4820 gponti@pab.org		No
Indeed.com	177 Broad Street 6th Floor Stamford, CT 06901	indeed.com	203-328-2691	3	No
LinkedIn.com	2029 Stierlin Court Mountain View, CA 94043	linkedin.com	650-687-3600		No
Referral	17671 Route 6 Mansfield, PA 16933	Dave Donahue	570-724-1490 dave_donahue@7mountainsmedia.com	1	No
Internal Posting Seven Mts Selinsgrove	17671 Route 6 Mansfield, PA 16933	Dave Donahue	570-724-1490 dave_donahue@7mountainsmedia.com		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
- 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:

Dave Donahue, Market Manager
Seven Mountains Media, LLC
17671 Route 6
Mansfield, PA 16933
dave_donahue@7mountainsmedia.com
570-724-1490

Attachment A

Job Title of Vacancy: Sale Executive

Opened: April 1, 2023

Date Vacancy Filled: August 21, 2023

Recruitment Source That Referred The Hiree: Indeed.com

Total persons interviewed for the vacancy: 3

Job Title of Vacancy: Sales Executive

Opened: April 1, 2023

Date Vacancy Filled: August 21, 2023

Recruitment Source That Referred The Hiree: Indeed.com

Total persons interviewed for the vacancy: 3

1. Career Fairs:

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

- a. Tioga County Job Fair - May 19, 2023, 10am- 2pm. WNBT-FM & WOGA-FM hosted the Tioga County Job Fair. Jamie Dyer and Lynn Grinnell manned a booth at the Job Fair. Potential candidates were spoken to about internships and all opportunities working in radio. Questions were answered regarding the radio stations and all aspects of it. Resumes and applications were accepted.
- b. Tioga County Job Fair - October 24, 2023, 10am-2pm. WNBT-FM & WOGA-FM hosted the Tioga County Job Fair. Jamie Dyer and Lynn Grinnell manned a booth at the Job Fair. Potential candidates were spoken to about internships and all opportunities working in radio. Questions were answered regarding the radio stations and all aspects of it. Resumes and applications were accepted.

2. 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. An online tool that has various video 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 Coop Advertising
- How to Find Non-Traditional Revenue
- Goal Setting and Time Management

- e. 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.