

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

**WNKI (FM) Corning, NY
WCBF (FM) Elmira, NY
WNGZ (FM) Watkins Glen, NY
WMTT (FM/AM) Horseheads, NY
WPHD (FM) Mountain Falls, NY
WOBF (FM) Canaseraga, NY
WQBF (FM) Tioga, PA**

EEO PUBLIC FILE REPORT

For the Period Ending January 31, 2021

Prepared by: Melissa Cooper

This report cover the following employment unit:

<u>Call Sign</u>	<u>Facility ID No.</u>	<u>Type of Station</u>	<u>Location (City, State)</u>	<u>LMA</u>
WNKI-FM	53611	Radio	Corning, NY	
WCBF-FM	71509	Radio	Elmira, NY	
WNGZ-FM	49446	Radio	Watkins Glen, NY	
WMTT-FM -AM	10688/10687	Radio	Horseheads, NY	
WPHD-FM	49449	Radio	Mountain Falls, NY	
WOBF-FM	165342	Radio	Canaseraga, NY	

WQBF-FM	19858	Radio	Tioga, PA	
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A. VACANCY LIST

The following is a list of all vacancies for full-time jobs during the previous 12 months:

Job Title	Date of Opening	Date Filled
<i>Account Executive</i>	<i>6/1/20</i>	<i>7/22/20</i>
<i>Account Executive</i>	<i>6/1/20</i>	<i>7/22/20</i>
<i>Account Executive</i>	<i>6/1/20</i>	<i>8/10/20</i>
<i>Account Executive</i>	<i>6/1/20</i>	<i>8/16/20</i>
<i>Account Executive</i>	<i>6/1/20</i>	<i>8/24/20</i>
<i>Digital Strategist</i>	<i>7/1/20</i>	<i>9/2/20</i>
<i>Account Executive</i>	<i>10/1/20</i>	<i>11/4/20</i>

B. RECRUITMENT SOURCE LIST

During the previous 12 months, the following recruitment sources were contacted as vacancies for full-time jobs opened. For those sources not contacted for all openings, the job opening number from Section A is listed. Those sources marked with an asterisk () are organizations that requested to be contacted as job openings occurred:*

	Recruitment Source	Address/Telephone Number	Contact Person	Job Openings/ All
1	<i>NY State Job Bank</i>	<i>NYS Department of Labor</i>		<i>All</i>
2	<i>Catholic Charities</i>	<i>215 E Church Street, Suite 100, Elmira, NY 14901</i>		<i>All</i>
3	<i>Elmira College Student Alumni Career Network</i>	<i>1 Park Place, Elmira, NY 14901 607-735-1800</i>		<i>All</i>

4	Corning Community College	1 Academic Drive, Corning, NY 14830	Loretta Hendrichsen	All
5	Elmira Business Institute	303 North Main Street, Elmira, NY 14901 607-733-7177	Joann Hunt	All
6	Ithaca College	PR William Center, 953 Danby Road, Ithaca, NY 14850 607-274-8000	Michelle Rios-Dominguez	All
7	Empire State College	318 Park Avenue, Corning, NY 14830-3424 607-962-1421	Kathie Stickler	All
8	Mansfield University	Career Center, 31 South Academy Street, Ground Floor, Alumni Hall, Mansfield, PA 16933		All
9	Company website: 7mountainsmedia.com	2205 College Avenue, Elmira, NY 14903		All
10	Station websites: Wink106.com Wingz93.com Bigfootcountryradio.com Themetrocks.com mycoolradio.com	2205 College Avenue, Elmira, NY 14903		All
11	On air recruitment campaign	2250 College Avenue Elmira, NY 14903	Melissa Cooper	No
12	NYS Broadcasters Association	1805 Western Avenue, Albany, NY 12203 518-456-8888	Dick Novik	All
13	Twin Tiers Help Wanted	6465 Greenwood Plaza Blvd, Suite 400, Centennial, CO 80111	Shelby Marion	All
14	Mark Saint John		Mark Saint John	All
15	Job Fairs			
16	Indeed.com			All
17	Referral			All

	Recruitment Source	Address/Telephone Number	Contact Person	Job Openings/
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				All
18	<i>Non-Employee Referral</i>			<i>All</i>
19	<i>AllAccess.com</i>			<i>All</i>

C. RECRUITMENT SOURCES FOR FULL-TIME HIRES

The following is a list of recruitment sources for the full-time jobs shown in Section A which provided the hiree for each position:

	Job Title	Recruitment Source
1	<i>Account Executive</i>	<i>Indeed.com</i>
2	<i>Account Executive</i>	<i>Employee Referral</i>
3	<i>Account Executive</i>	<i>Non-Employee Referral</i>
4	<i>Account Executive</i>	<i>On-Air Recruitment Ad</i>
5	<i>Account Executive</i>	<i>Employee Referral</i>
6	<i>Account Executive</i>	<i>Indeed.com</i>
7	<i>Digital Strategist</i>	<i>Non-Employee Referral</i>

D. RECRUITMENT SOURCES PROVIDING INTERVIEWEES

During the previous 12 months, there were a total of 24 people interviewed for vacancies for full time positions. The following is a list of the total number of interviewees referred by each recruitment source shown in Section B above:

	Recruitment Source	Total No. on Interviewees

1	Seven Mountains Media – On Air Recruitment	3
2	Seven Mountains Media - Website Recruitment	4
3	Indeed.com	10
4	Referral	6
5	Allaccess.com	1
6		
7		
8		

E. RECRUITMENT INITIATIVES

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

Training and Professional Development: (73.2080(c)(2) Initiative

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.

1. One Account Executive/Marketing Consultant completed sales training on 7/23/20 in RUMPLE, a media driven sales tool. Rurple 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.

Two Account Executives/Marketing Consultants participated in Radio Advertising Bureau's 17 online classes offering complete sales training in a comprehensive Radio sales program.

2. One AE participated and earned certification during the time period of 7/22/20 thru 8/3/20.

3. One AE participated and earned certification during the time period of 11/4/20 thru 11/15/20.

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