

# **Southern Belle, LLC**

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

<b>WOLY-AM</b>	<b>2863</b>	<b>Olean, NY</b>
<b>WPIG-FM</b>	<b>2864</b>	<b>Olean, NY</b>
<b>WMXO-FM</b>	<b>19710</b>	<b>Olean, NY</b>
<b>WQRS-FM</b>	<b>9408</b>	<b>Salamanca, NY</b>
<b>WOEN-AM</b>	<b>19708</b>	<b>Olean, NY</b>
<b>WKPQ-FM</b>	<b>5309</b>	<b>Hornell, NY</b>

**3163 NYS Route 417, Olean, NY 14760**

## **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 January 31, 2024, the stations filled the following full-time vacancies:

### **On-Air Personality**

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

### **Account Executive**

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

### **Digital Strategist**

The station interviewed a total of 1 (one) person 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:

<b>Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Phone Number</b>	<b>Vacancies Advertised at Recruitment Source</b>	<b># of Interviewees Referred by Source</b>	<b>Requested Notification</b>
On Air Recruitment WOLY-AM, WPIG-FM, WQRS-FM, WMXO, WKPQ	3163 NYS Route 417 Olean, NY 14760	Cindy Smith	716-372-0161	1, 2, 3	0	No
Websites: WPIG.com Bigolyradio.com goatrockradio.com	3163 NYS Route 417 Olean, NY 14760	Cindy Smith	716-372-0161	1, 2, 3	0	No
Corporate Website 7mountainsmedia.com		Cindy Smith	716-372-0161	1, 2, 3	0	No
AllAccess.com				1	0	
North Central Workforce	651 Montmorenci Road Ridgeway, PA 15853		866-WIB-WOR K 814-772-7045 (FAX)	***	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/Olean NY	3163 NYS Route 417 Olean, NY 14760	Cindy Smith	716-372-3121	1, 2, 3	0	No
Employee/Client Referral	3163 NYS Route 417 Olean, NY 14760	Cindy Smith	716-372-3121	1, 2, 3	5	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:

Cindy Smith, Office Manager  
Seven Mountains Media, LLC  
Olean, NY

**Attachment A:**

**Full-Time Vacancy EEO Information**

**Job Title of Vacancy: On-Air Personality**

**Date of Opening: 05/01/2023**

**Date Vacancy Filled: 07/15/2023**

**Recruitment Source that Referred the Hire: Client Referral**

**Total Persons Interviewed for the vacancy: 1**

**Recruitment Source for all interviews: Client Referral**

**Attachment A:**

**Full-Time Vacancy EEO Information**

**Job Title of Vacancy: On-Air Personality**

**Date of Opening: 09/01/2023**

**Date Vacancy Filled: 11/13/2023**

**Recruitment Source that Referred the Hire: Employee Referral**

**Total Persons Interviewed for the vacancy: 1**

**Recruitment Source for all interviews: Employee Referral**

**Attachment A**

**Full-Time Vacancy EEO Information**

**Job Title of Vacancy:** Account Executive

**Date Vacancy Opened:** 08/01/2022

**Date Vacancy Filled:** 02/01/2023

**Recruitment Source that referred the hire:** Employee Referral

**Total persons interviewed for the vacancy:** 2

**Recruitment Source for all interviews:** Employee Referral

**Attachment A**

**Full-Time Vacancy EEO Information**

**Job Title of Vacancy:**                      **Digital Strategist**

**Date Vacancy Opened:**                      **09/01/2023**

**Date Vacancy Filled:**                      **01/15/2024**

**Recruitment Source that referred the hire:**   **Employee Referral**

**Total persons interviewed for the vacancy:**   **1**

**Recruitment Source for all interviews:**        **Employee Referral**

**1. Career Fairs:**

Sales Manager **Bill Timberlake** attended a “Job Fair” at Lincoln Park in Olean on August 26, 2023 from 11AM - 3pm

**2. Training and Professional Development:**

Attended a Three Day, Seven Mountains Media Leadership Summit at State College on September 18 - 20, 2023

- 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.