

**Southern Belle Media Family, LLC
for Seven Mountains Media, LLC Radio Stations**

This report covers the following employment unit:

ANNUAL EEO PUBLIC FILE REPORT

Facility ID #	Date Report Covers: 4/1/23 – 3/31/24	Employer: SEVEN MOUNTAINS MEDIA, LLC.	Job Search to: jhamilton@7mountainsmedia.com
	Stations, City of License:	Employment Unit Addresses:	Contact Person, Title, email, phone number:
24940	WGYF-FM, Meadville PA	900 Water Street,	Jim Shields, GM
12918	WRQI-FM, Saegertown PA	Downtown Mall,	jshields@7mountainsmedia.com
88380	WRQW-FM, Cooperstown PA	Meadville PA 16335	814-724-1111
76254	WXMJ-FM, Cambridge Springs PA	1243 Liberty Street, Ste. 501,	
49789	WHMJ-FM, Franklin PA	Franklin PA 16323	
24942	WMGW-AM, Meadville PA	219 Savannah Gardner Road,	
74089	WTIV-AM, Titusville PA	New Castle PA 16101	
49777	WFRA-AM, Franklin PA		
21421	WGYI-FM, Oil City PA		
74469	WYLE-FM, Grove City PA		
71246	WUZZ-AM, New Castle PA	On-Line Public File location:	
24997	WKST-AM, New Castle PA	www.7MMnorthwestpa.com	

This EEO Public File Report is posted in each Station’s online public inspection file.

Employer is an equal opportunity employer and does not discriminate in the hiring, training or promotion of employees by reason of race, color, religion, sex, or national origin. We engage in a continuing effort to seek out prospective applicants for employment. We contacted agencies in the area of the stations to solicit for full-time open positions of employment. This report reflects those agencies contacted. Agencies which requested to be contacted, are so noted. We have found these agencies to be suppliers of possible employment candidates in our continuing outreach program to achieve dissemination of information to a broad section of the community.

Employer periodically re-evaluates the recruitment sources list for wide dissemination of vacancies.

Full-Time Vacancies Filled:

Job Title	Hire Date	Persons Hired	Persons Interviewed	Recruitment Sources Used from Master List	Referring Source
ACCOUNT EXECUTIVE	4/10/23	1	3	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 23, 24, 25, 26, 27, 32, 33	24
ACCOUNT EXECUTIVE	4/25/23	1	7	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 23, 24, 25, 28, 29, 30, 33	25
DIGITAL STRATEGIST	6/1/23	1	2	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 23, 24, 25, 28, 29, 30, 33	23
SALES MANAGER	6/1/23	1	3	3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 23, 24, 25, 26, 27, 33	24
ACCOUNT EXECUTIVE	7/5/23	1	3	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 33	23
ACCOUNT EXECUTIVE	7/31/23	1	4	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 33	23
ACCOUNT EXECUTIVE	8/28/23	1	5	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 33	23
ACCOUNT EXECUTIVE	8/28/23	1	5	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 33	3
ACCOUNT EXECUTIVE	9/11/23	1	5	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 33	24
ACCOUNT EXECUTIVE	11/6/23	1	5	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 33	25
ACCOUNT EXECUTIVE	2/20/24	1	4	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 26, 27, 28, 33	23
Total		11	46		

Full-Time Recruitment Sources Master List:

Recruitment Source Number	Recruitment Source Name, Address, Phone, Contact, email, URL	Source Requested Notification	Referrals from this source
1	www.7MMnorthwestpa.com Jim Shields 900 Water St. Meadville PA 16335 814-724-1111	No	0
2	Pennsylvania Assoc of Broadcasters Gail Ponti 208 N. 3 rd Street Harrisburg PA 17101 717-482-4820 www.pag.org	No	0
3	PA Careerlink Krista Gorman 260 Chestnut St., Meadville PA 16335 814-337-5574 www.cwds.state.pa.us	No	4
4	Pittsburgh Veteran Center Director of Job Placement 2500 Baldwick Rd. Pittsburgh PA 15205 412-920-1765	No	0
5	Opportunities Unlimited of Erie Jeanne Daugherty 2185 8 th St., Erie PA 16505 814-878-2070 www.ouerie.org	No	0
6	Thiel College Liza Schaef Career Development Director 75 College Ave. Greenville PA 16125 800-248-4435 1schaef@thiel.edu	No	0
7	Wilmington University Catherine Russo, Career Svc Counselor 320 N. DuPont Hwy Pratt Building New Castle DE 19720 302-356-6740 careerservices@wilmu.edu	No	0

8	Ohio Media School Houda Crable 9885 Rockside Rd., St #160, Valley View OH 44125 216-503-5900 www.beonair.com	No	0
9	Westminster College Katy Demedal 319 S. Market St. New Wilmington PA 16142 724-946-6338 www.westminster.edu	No	0
10	International College of Broadcasting Attn: Kenny Pyles 6S Smithville Road Dayton OH 45431	No	0
11	American Women in Radio & Television Keri Stokstad 4248 Park Glen Rd. Minneapolis MN 55416 703-506-3290 allwomeninmedia.org	No	0
12	Point Park University Tatyana Dumova 201 Wood Street Pittsburgh PA 15222 412-391-4100	No	0
13	All Access 24955 Pacific Coast Highway, C303 Malibu CA 90265 www.allaccess.com	No	0
14	Internal Job Posting – Hollidaysburg Rob Haberstroh 1 Forever Drive Hollidaysburg, PA 1664 814-941-9800 rhaberstroh@7mountainsmedia.com	No	0
15	Internal Job Posting – Johnstown Rob Haberstroh 109 Plaza Drive Johnstown, PA 15905 814-255-4186 rhaberstroh@7mountainsmedia.com	No	0
16	Internal Job Posting – State College Rob Haberstroh 2551 Park Center Blvd. State College, PA 16801	No	0

	814-237-9800 rhaberstroh@7mountainsmedia.com		
17	Internal Job Posting – Meadville (NWPA) Jill Hamilton 900 Water St., Downtown Mall Meadville PA 16335 814-724-1111 jhamilton@7mountainsmedia.com	No	0
18	Internal Job Posting –Franklin (NWPA) Mary Rutherford 1243 Liberty St. Franklin PA 16323 814-432-2188 mrutherford@7mountainsmedia.com	No	0
19	Internal Job Posting –Sharon (NWPA) Lynda Vesey 87 Stambaugh Ave Sharon, PA 16146 724-308-7208 lvesey@7mountainsmedia.com	No	0
20	Internal Job Posting –New Castle (NWPA) John Thomas 219 Savannah Gardner Road New Castle PA 16101 724-654-5501 jthomas@7mountainsmedia.com	No	0
21	Internal Job Posting – Lebanon John Tuscano 440 Rebecca St. Lebanon PA 17046 717-272-7651 jtuscano@7mountainsmedia.com	No	0
22	Internal Job Posting – Dubois Adrienne Via 801 East Dubois Ave. Dubois PA 15801 814-371-6100 adrienne@7mountainsmedia.com	No	0
23	Indeed Customer Support 177 Broad Street,6th Floor, Stamford CT 06901 888-746-9333 www.indeed.com	No	25
24	Walk-Ins, Employee/ Client Referrals/Other Jim Shields, General Manager 900 Water Street, Downtown Mall Meadville PA 16335	No	8

	814-724-1111 jshields@7mountainsmedia.com		
25	Radio Advertising (Seven Mountains Media) Jim Shields, General Manager 900 Water Street, Downtown Mall Meadville PA 16335 814-724-1111 WGYI-FM, WGYI-FM, WRQI-FM, WRQW-FM, WXMJ-FM, WHMJ-FM, WYLE-FM, WMGW-AM, WTIV-AM, WFRA-AM, WKST-AM, WUZZ-AM jshields@7mountainsmedia.com	No	5
26	Franklin Area Chamber of Commerce Jodi Lewis 1237 Liberty St. Franklin PA 16323 814-432-5823 www.franklinareachamber.org	No	0
27	Meadville Chamber of Commerce Christa Lundy 908 Diamond Park Meadville PA 16335 814-337-8030 www.meadvillechamber.com	No	0
28	Shenango Valley Chamber 411 Chestnut Ave. Sharon PA 16146 724-981-5880 www.contactus@svchamber.com	No	0
29	Ohio Means Jobs 7989 Dickey Drive, Ste 4 Lisbon OH 44432 330-420-9675 ext 8124 Christopher McLaughlin www.ohiomeansjobs.ohio.gov	No	0
30	Linkedin.com Lynda Vesey, GSM	No	0
31	Facebook.com Lynda Vesey, GSM	No	0
32	Facebook.com Cindy Grant, GSM	No	0
33	7 Mountains Media Career & Job Fair (at Cranberry Mall) Tanya Bain 1243 Liberty Street Franklin PA 16323	No	4

	814-432-2188		
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	www.tbain@7mountainsmedia.com		
		Total	46

Outreach Activities List:

Outreach Number	Date	Recruitment Initiative	Description	Participants
1	5/20/23	#2 Hosted Job Fairs	(Franklin PA) – Seven Mountains Media hosted the 5/20/23 Career and Job Fair at the Cranberry Mall in Cranberry PA. Over 19 different employers participated in this Career Fair.	Tanya Bain, SM and Lisa Hugus, Sales Rep.
2	8/26/23	#2 Hosted Job Fairs	(Franklin PA) – Seven Mountains Media hosted the 8/26/23 Career and Job Fair at the Cranberry Mall in Cranberry PA. Over 15 different employers participated in this Career Fair.	Tanya Bain, SM and Katelyn Walters & Georgia Fox, Sales Reps.
3	9/30/23	#2 Hosted Job Fairs	(Meadville PA) – Seven Mountains Media hosted the 9/30/23 "Careers & Beers" Career and Job Fair at Voodoo Brewery in Meadville PA. Over 19 different employers participated in this Career Fair.	Lon Wilson, SM, Steven Arblaster, Jadyne Jurek, Susan Anton, Amanda Hall (Sales Reps) & Heather Scott (Graphic Artist).
4	11/18/2023	#2 Hosted Job Fairs	(Franklin PA) – Seven Mountains Media hosted the 11/18/23 Career and Job Fair at the Cranberry Mall in Cranberry PA. Over 15 different employers participated in this Career Fair.	Tanya Bain, SM and Sara Huey, Sales Rep.
5	3/16/24	#2 Hosted Job Fairs	(Franklin PA) – Seven Mountains Media hosted the 3/16/24 Career and Job Fair at the Cranberry Mall in Cranberry PA. Over 15 different employers participated in this Career Fair.	Tanya Bain, SM and Sara Huey & Amanda Raffaele, Sales Reps.
6	Ongoing	#2 Hosted Job Fairs	Seven Mountains Media hosts an on-going job fair on its website www.7MMnorthwestpa.com where applicants have an opportunity to view open positions, by market, and submit a resume.	Stacy Snyder, HR
7	None this period.	#5 Seven Mountains Media Internship Program	Seven Mountains Media Radio helps prepare students to take their place in society as active, critical and engaged media professionals. We provide internship opportunities to students every year. We work to design a program that allows students to earn college credit for	Management Staff

			hands on experience at the radio station. The Internships are designed to meet the	
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			needs of the radio station and academic requirements of the college or university where the student is enrolled. Each internship is uniquely designed to help prepare students to take their place in society as active, critical and engaged media professionals. Students may work with the News Director, Program Director, Business Manager, Chief Engineer, Sales Manager or the General Manager to fulfill their internship. Promotional interns. They helped develop, plan, implement, and recap ways to market and promote the station group. They attend Live Action Broadcasts for the radio network and help promote the event.	
8	2/21/24	#7 Participation in scholarship programs to assist students interested in Broadcasting careers	(Meadville PA) Seven Mountains Media attended the Dr. Martin Luther King, Jr. Mentoring Program's "Meadville, The Beloved Community Fair" on 2/21/24. Jim Shields talked with students interested in media broadcasting. The Mentoring Program was established to offer career options to Middle School students. This event was hosted by Crawford Central School District & The Dr. Martin Luther King, Jr. scholarship fund at the Meadville Area Middle School Gym.	Jim Shield, GM
8	Bi-monthly	#8 Establishment of Training Programs for Station Personnel	Account Executives are provided with bi-monthly group sales meetings to further their understanding of sales, communication, marketing trends/opportunities and sales information. These morning meetings are led by the General Manager. When individual training is required, the Account Executives are assisted by the General Sales Manager and/or the General Manager.	Sales Staff
9	Ongoing	#8 Establishment of Training Programs for Station Personnel	Seven Mountains Media makes available Rumble to the Sales Department. Rumble offers a web-based media-specific software platform that enables the sales department to maximize their advertising opportunities. The program provides media sales workflow while giving the exact information needed for prospecting, managing, evaluating, and closing business. Training tools for all aspects of sales are provided and available within this program.	All Management and sales staff
10	Ongoing	#8 Establishment of Training Programs for Station Personnel	The station's General Manager, General Sales Manager and Account Executives routinely train on-line with the Radio Advertising Bureau. These educational and instructional courses are designed to improve our sales team's knowledge about	Sales Staff
			radio and offers educational/instructional courses designed to improve management, daily operations and leadership of the Radio Stations.	

11	Ongoing	#8 Establishment of Training Programs for Station Personnel	The General Manager and General Sales Manager have routinely trained on-line with the Pennsylvania Associations of Broadcasters (The Local Broadcast Sales Team & P1 Selling).	GM's, GSM's
12	Ongoing	#8 – Establishment of Training Programs for Station Personnel	Seven Mountains Media makes available Marketron. Marketron offers a web-based media-specific software platform that enables the traffic departments, production departments, and business managers to maximize their managing and invoicing of commercials, non-traditional revenue and digital. Training tools for all aspects are provided and available within this program.	Traffic Staff, Programming Staff, and Business Managers
13	2/20/24	#16 Radio Station Group Tours	Taylor Diversion Group visited our Meadville studio & offices on 2/20/24 for a tour. Deanna Devore was their tour guide through the studios and offices and offered general information regarding careers in Radio Broadcasting. They met with employees from each department to see what a day in life of radio was all about. They had the opportunity to ask lots of questions and left with an excitement about radio.	Deanna Devore, AE
14	Upon Request	#16 Radio Station Group Tours	We routinely give group tours of our facility, 900 Water Street, Meadville PA 16335 & 219 Savannah Gardner Rd., New Castle PA 16101 to organizations such as the Boy and Girl Scouts, elementary and high school groups, church groups and other similar groups. The tours provide an introduction to the Radio Broadcasting Industry and are offered for free. A typical tour includes information on the history of Radio and our stations. We explain and demonstrate the broadcasting equipment used to transmit programming from the studio to the transmitter site, we explain the studio equipment and how it functions. An introduction and hands-on recording of commercial production is demonstrated. An explanation of all positions and responsibility of station personnel is also given. We discuss our station formats, audience and coverage area. The tours are tailored to meet the goals of the specific groups. To request a tour contact: Seven Mountains Media. 900 Water Street, Meadville PA 16335 Attention: GM or call 814-724-1111.	Jim Shields, General Manager