

Seven Mountains Media, LLC

Southern Belle, LLC

801 East DuBois Avenue, DuBois, Pa. 15801

Annual EEO Public File Report Form

WIFT-WKFT/WPQP-WQQP/WCPA

Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): [Station Call Sign(s) and Communities of License] and is required to be placed in the public inspection files of these stations, posted on line, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning **April 1, 2019** to and including **March 31, 2020** (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

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Appendix 1 to

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Covering the Period from **April 1, 2019** to **March 31, 2020**

Station(s) Comprising Station Employment Unit: WIFT-WKFT/WPQP-WQQP/WCPA

Section 1: Vacancy Information

Full-time Positions Filled	Recruitment Source of Hiree	Total Number of By Job Title Interviewees From All Sources for This Position
1 On-air/Production Director	All Access	2
2		
3		
4		
5		

Total Number of Persons Interviewed During Applicable Period: 2

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Appendix 2 to

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Covering the Period from **April 1, 2019** to **March 31, 2020**

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Section 2: Recruitment Source Information

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A Station(s) on-air	1	1
B POP RADIO PA.com		
C LOVE MY BIGFOOT.com		
D PASSPORT RADIOPA.com		
E F. Moose Rosana 814-371-6100		
Pa. Career Link		
G www.indeed .com 1-800-462-5842		
H All Access		

- Indicates sources that have requested notification of job openings.

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Appendix 3 to

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Covering the Period from April 1, 2019 to March 31, 2020

Station(s) Comprising Station Employment Unit: WIFT-WKFT/WPQP-WQQP/WCPA

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by
WIFT-WKFT/WPQP-WQQP/WCPA

[Description of the activities.]

Seven Mountains Media LLC.-DuBois which consists of the above stations, implements initiatives designed to comply with outreach recruiting. "Moose" Rosana, GM is the management team member responsible for coordinating these efforts. A radio announcement airs on each station asking for recruitment sources wishing to receive notice of job openings.

February 27, 2020

Seven Mountains Media Promotions Director, Julie Felix attended the Annual Jeff Tech Career Fair on Thursday February 27th at the school. Julie and spoke with the students who were focusing on job-specific skills to help them have some insight on a career in broadcasting. Among the student majors that asked about the broadcast industry and the station included Digital Media Technology, Electronics and Business focus.

March 20, 2020

(CANCELED due to Corona Virus)

Seven Mountains Media was a registered exhibitor at the 2020 Penn State University College of Communications Job Expo at the Hetzel Union Building on the Penn State-University Park campus. Seven Mountains Media - DuBois was represented by DOS Ken Holtzinger and other Seven Mountains current employees. Our exhibit provided information on careers in broadcasting,

career opportunities with Seven Mountains Media, LLC. The Job Expo was attended by over 400 Penn State University Students. The Penn State College of Communications at University Park is America's largest accredited college of communications.

March 4, 2020

Seven Mountains Program Director, Daniel Statum attended the Brockway High School Career Fair Wednesday, March 4th. Daniel presented opportunities in radio broadcasting, specifically details involved with being a program director, working on promotions for a radio station, and the many other opportunities in broadcasting that are available as well as other information on all the digital, video and creative services offered by Seven Mountains Media.

March 25, 2020

(CANCELED due to Corona Virus)

Seven Mountains Media Market Manager Moose Rosana and Account Executive Scott Keen, registered to attend the annual Penn State – DuBois Networking and Career Fair Event.

Opportunity to meet and greet current students as well as community job seekers and to provide information on careers in broadcasting, career opportunities available with Seven Mountains Media, LLC. In this unique experience, we talked with students to find out their plans after college, and networked with PSU Alumni. Also, the general public was there exploring possible job situations and opportunities.

The stations continue their on going intern and job shadow program with the DuBois Area High School, the Brookville Area High School, Clarion University, and Goodwill Industries.

Individuals can observe work in the programming department, assist with station promotions and also operated equipment during broadcasts. The interns that exhibit such aptitude & interest can and have led to a part-time position in the programming department as a producer for local sports broadcasts and board operator for programs and on-air opportunities as well.

1. Training and Professional Development:

July 8 – 17, 2019 Confer Radio Talent Institute, Bloomsburg University of Pennsylvania. Intense educational opportunity for those that enroll and have a desire to succeed in the radio business. Seven Mountains Media CEO, Kristin Cantrell, COO, Jim Loftus, MM, Sean O'Mealy, and Creative Director, Rob Frazier, all presenting the many different aspects and roles of radio to students of this program.

a. VP of HR/Operations, Stacy Snyder, participates in HR Insights webinars presented by Keystone Payroll throughout the year.

b. 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.

c. 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.

d. We also provide additional sales training using 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. An online tool that has various video training sessions that all sales representatives are required to complete.

e. A Marketing Consultant training was held on January 8th, 2020. New sales reps and veteran reps were educated on all resources available to help them further enhance their careers/goals with Seven Mountains Media/Digital/Creative.

f. 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.