

Southern Belle, LLC

Southern Belle Media Family, LLC

for Seven Mountains Media, LLC RADIO STATIONS

Current Stations in Employment Unit (as of 1/1/2023)		
Call Sign	Community of License	Facility ID
WOWY(FM) (former call sign WAPY(FM))	University Park, PA	48926
WBHV(AM) (former call sign WRSC(AM))	State College, PA	64849
WHUN(AM)	Huntingdon, PA	28131
WBUS(FM)	Centre Hall, PA	3956
WFGE(FM)	State College, PA	1057
WZWW(FM) (former call sign WMAJ(FM))	Boalsburg, PA	6025
WLEJ(AM) (former call sign WQWK(AM))	State College, PA	48923

Divested Stations (divested as of 1/1/2023)		
Call Sign	Community of License	Facility ID
WGJC(FM) (former call sign WOWY(FM))	University Park, PA	64850
WRSC-FM (former call sign WZWW(FM))	Bellefonte, PA	64572
WNLI(FM) (former call sign WBHV-FM)	State College, PA	38271
WLEJ-FM (former call signs: WWJL and WLEJ)	Pleasant Gap, PA	30445
WHUN-FM	Huntingdon, PA	42135

***160 W Clearview Avenue, State College, PA 16803**

***1/1/23 2551 Park Center Blvd, State College, PA 16801**

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, 2023, the stations filled 4 full-time vacancies:

OUTSIDE SALES/MULTIMEDIA MARKETING

ON AIR TALENT

ON AIR TALENT

PROGRAM DIRECTOR

The station interviewed a total of 12 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
Websites: B945live.com: 1/1/23 itspopradio.com Wowyonline.com 3wz.com Bigfootcountrylegends.com WBUS	160 Clearview Avenue State College, PA 16803	Joe Wowk, Market Manager	814-238-5085 joewowk@ 7mountains media.com		No

WFGE					
Corporate Website 7mountainsmedia.com 1/1/23: 7mmstatecollege.com	160 Clearview Avenue State College, PA 16803	Joe Wowk, Market Manager	814-238-5085 joewowk@ 7mountains media.com		No
All Access	28955 Pacific Coast Hwy, Suite 210 Malibu, CA 90265		310-457-6616	5	No
Pennsylvania Association of Broadcasters	208 N 3rd Street #105 Harrisburg, PA 17101	Gail Ponti	717-482-4820 gponti@ pab.org	1	No
National Association of Broadcasters	1771 North Street North West Washington, DC 20036	nab@nab.org			No
Indeed.com	177 Broad Street 6th Floor Stamford, CT 06901	Online posting	203-328-2691	5	No
LinkedIn.com	2029 Stierlin Court Mountain View, CA 94043	linkedin.com	650-687-3600		No
Internal Posting Seven Mountains/State College	160 Clearview Avenue State College, PA 16803	Joe Wowk, Market Manager	814-238-5085 joewowk@ 7mountains media.com		No
Referral	160 Clearview Avenue State College, PA 16803	Joe Wowk, Market Manager	814-238-5085 joewowk@ 7mountains media.com	1	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:

Stacy Snyder
Human Resources
Southern Belle, LLC c/o Seven Mountains Media, LLC
2251 Park Center Blvd
State College, PA 16801
814-237-9800
ssnyder@7mountainsmedia.com

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: On Air Talent

Date Vacancy Opened: 03/10/2022

Date Vacancy Filled: 04/25/2022

Recruitment source that referred the hire: All Access

Total persons interviewed for the vacancy: 4

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: On Air Talent

Date Vacancy Opened: 04/01/2022

Date Vacancy Filled: 06/13/2022

Recruitment source that referred the hire: All Access

Total persons interviewed for the vacancy: 3

Attachment A

Full-Time Vacancy EEO Information

Title of Vacancy: Outside Sales

Date Vacancy Opened: 07/30/2022

Date Vacancy Filled: 09/12/2022

Recruitment source that referred the hire: Indeed.com

Total persons interviewed for the position: 3

Attachment A

Time Vacancy EEO Information

Title of Vacancy: Program Director

Vacancy Opened: 01/01/2023

Vacancy Filled: 03/27/2023

Recruitment source that referred the hire: All Access

Total positions interviewed for the position: 2

Attachment B

EEO Outreach/Training

4/1/22 - 3/31/23

1. Career Fairs:

February 24, 2023,
Penn State College of Communications, Main Campus
Seven Mountains Media was a registered exhibitor at the 2023 Penn State University College of Communications Job Expo at the Hetzel Union Building on the Penn State-University Park campus. Seven Mountains Media was represented by our Dubois General Manager "Moose" Rosana. Our exhibit provided information on careers in broadcasting and creative services career opportunities with Seven Mountains Media Radio. The Job Expo was attended by approximately 400 Penn State University Students. The Penn State College of Communications at University Park is America's largest accredited college of communications.

3 of our female employees attended a fair for women-owned businesses. The Diversity Fair was held at the Bryce Jordan Center on Penn State's Main Campus in State College, PA, on November 3, 2022, 10:30am-2:30 pm. It gave us the opportunity to showcase our radio stations to potential advertisers and to anyone interested in working for us.

2. Community Outreach:

Angela Steco, Program Director of WBHV/WLEJ, gave a tour on December 16, 2022 of our facilities at Clearview Avenue to a guest from Trinidad/Tobago. He also met with our Operations Manager and Market Manager. He is moving to our area in 2023 and would like to continue in radio.

February 23, 2023, Angela Steco, Program Director of WBHV/WLEJ visited Penn State York students on Penn State University Park's Campus discussing radio.

3. Training and Professional Development:

Joe Wowk (State College Market Manager) meets with our Outside Sales/Multimedia Reps weekly. These 1-on-1 meetings happen every Monday or Tuesday morning.

Joe meets with all reps individually via video conference or in person.

They discuss current, planned, and continuance proposals for our clients.

They discuss goals, any needs, and any clients who may need contact.

Some training topics for each rep are handled individually based on the perceived need or from their asking for certain clients, situations, or policy as a company.

Joe Wowk (State College Market Manager) also hosts twice-annual all-staff events (sales, programming, and administration).

These 2-3 hour meetings are used for reviewing quarterly and semi-annual goals, upcoming promotions, marketing initiatives, human resources news or updates, training efforts, and more.

Monthly 1-on-1 meetings happen with our company owner.

These are scheduled across all markets once per month. Since August 2020, our Owner meets with each market's reps individually via video conference.

(Market Manager is present and part of the conversation)

Each meeting is approximately 30 minutes and covers topics from account reviews to reviewing sales proposals, spec commercials or scripts to promote effectiveness. Training can be offered to improve and suggest new ways to direct the rep's proposal or commercials thus creating a better chance of closing sales.

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.

We offer RAB Professional Development Foundation 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.

Quarterly planning meetings are held in person or via video conference.

All Departments review the previous quarter and discuss upcoming plans

and expectations for the quarter ahead. Training is provided on any topic deemed necessary.

Meetings end with a Q&A that is open to all to clarify issues or add a final topic for discussion.

Seven Mountains Media Vice President of Programming, JC Burton, consults with

Our Operations Manager, Program Directors, and Market Managers weekly. Discussions include any current issues each department may have. He also guides the Programming Departments in order to help them succeed in their radio careers and to maintain operation of the Radio Stations.