

# Southern Belle, LLC

## FOR Seven Mountains Media, LLC RADIO STATIONS

### EEO Public File Report

**WMRF (FM), Lewistown, PA (Facility ID: 42131)**  
**WIBF (FM), Mexico, PA (Facility ID: 62367)**  
**WDBF (FM), Mount Union, PA (Facility ID: 28132)**  
**WLUI (AM), Lewistown, PA (Facility ID: 42134)**  
**WJUN (AM), Mexico, PA (Facility ID: 62369)**

**12 East Market Street, Lewistown, PA 17044**

This EEO Public File Report is filed in the station's 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 the following full-time vacancies:

### 1 On-Air/Promotions

The station interviewed a total of 4 people for all full-time vacancies during the period covered in this report.

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number.
- 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:

Joe Wowk, Market Manager  
Seven Mountains Media, LLC  
12 East Market Street  
Lewistown, PA 17044  
joewowk@7mountainsmedia.com

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
On Air Recruitment WLUI-AM-FM WDBF-FM/ WIBF-FM WMRF-FM	12 East Market Street Lewistown, PA 17044	Joe Wowk	717-248-6757 joewowk@7mountainsmedia.com		No
Websites biglewie.com WLUI-AM-FM  radiobigfoot.com WIBF-FM/WDBF-FM  merfradio.com WMRF-FM	12 East Market Street Lewistown, PA 17044	Joe Wowk	717-248-6757 joewowk@7mountainsmedia.com		No
Corporate Website 7mountainsmedia.com	12 East Market Street Lewistown, PA 17044	Joe Wowk	717-248-6757 joewowk@7mountainsmedia.com		No
All Access	28955 Pacific Coast Hgwy, Suite 210 Malibu, CA 90265		310-457-6616	2	No
Radio Ink	331 SE Mizner Blvd. Boca Raton, FL 33432		561-655-8778 radioink.com		No

National Association of Broadcasters	1771 North Street NorthWest Washington, DC 20036	nab@nab.org			No
Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820 gponti@pab.org		No
Indeed.com	177 Broad Street 6th Floor Stamford, CT 06901	Online posting	203-328-2691		No
LinkedIn.com	2029 Stierlin Court Mountain View, CA 94043	linkedin.com	650-687-3600	2	No
Internal Posting Seven Mts Lewistown	12 East Market Street Lewistown, PA 17044	Joe Wowk	717-248-6757 joewowk@7mountainsmedia.com		No
Juniata Valley Chamber of Commerce	1 W Market Street Lewistown, PA 17044		717-248-6713 juniatarivervalley.org		No
Referral	12 East Market Street Lewistown, PA 17044	Joe Wowk	717-248-6757 joewowk@7mountainsmedia.com		No
Inside Radio	P.O. Box 567925 Atlanta, GA 31156		800-248-4242 contact@insideradio.com		No

## **Attachment A**

### **Full-Time Vacancy EEO Information**

Job Title of Vacancy: On Air/Promotions

Date Vacancy Opened: 04/01/2022

Date Vacancy Filled: 04/18/2022

Recruitment source that referred the hire: All Access

Total persons interviewed for the vacancy: 4

## **EEO Outreach Activities 2022-2023**

### **1. Career Fairs:**

### **2. Community Outreach:**

On 2/2/23 one of our fulltime on-air personalities addressed the Tuscarora Junior High School radio club focusing on the news and on-air aspect of our business.

### **3. Training and Development:**

Our Sales/Marketing Consultants are provided with weekly group sales meetings with the Leadership Team. These meetings provide training, guidance, sales tips, understanding of goals, support, and coaching.

Our Sales/Marketing Consultants receive weekly 1 on 1 sales training. These meetings provide tools and skills to guide better and assist our staff professionally and personally.

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. This is an online tool that has various video training sessions that all sales representatives are required to complete.

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.

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