

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): WIFT(FM), Dubois, PA (67696)...WKFT(FM), Strattanville, PA (165990)...WPQP(FM), Clearfield, PA (11981)...WQQP(FM), Sykesville, PA (170958) and WCPA(AM), Clearfield, PA (11982) 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, 2022 to and including **March 31, 2023** (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, 2022 to March 31, 2023

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 Interviewees From All Sources for This Position
1 PM Air Talent WPQP/WQQP	Employee Referral	7
2		
3		
4		
5		

Total Number of Persons Interviewed During Applicable Period: 7

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Appendix 2 to

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Covering the Period from **April 1, 2022** to **March 31, 2023**

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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	2	1
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	3	1
I Employee Referral	1	1

- Indicates sources that have requested notification of job openings.

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Appendix 3 to

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by

WIFT-WKFT/WPQP-WQQP/WCPA

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.

Wednesday, April 13, 2022.

Brockway School District Career Day

Program Director Sean 'Chewy' Medek attended and was able to present career opportunities in broadcasting to students and specific opportunities that existed with Seven Mountains Media. Audio, video, and digital products were available for the students to see the many possibilities in radio and beyond.

Wednesday, April 20th, 2022

Jeff Tech Career Fair

Promotions director Julie Felix attended. Opportunity to chat with 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, talked with students to find out their plans for college and after, and networked with Jeff Tech alumni. Also, the general public was there exploring possible job situations and opportunities.

Wednesday, May 18th 2022

DuBois Mall and Pa Career Link Job Fair

Market manager Moose Rosana and sales exec Scott Keen attended this event at the DuBois Mall. Provided information on available positions at Seven Mountains Media and shared info with folks who were interested in career opportunities in broadcasting and digital advertising.

Sept 20, 2022

PAB FCC EEO up to date training webinar attended by Market Manager Moose Rosana. Up to date information on the latest and necessary EEO efforts and requirements for radio stations. Received thank you for participating and attending the EEO Rules & Regulations Webinar with Attorney David Oxenford.

February 22, 2023

Jeff Tech Career Fair. Promotions director Julie Felix attended. Opportunity to chat with students as well as community job seekers and to provide information on careers in broadcasting, career opportunities available with Seven Mountains Media, LLC. Great in school experience, talked with students to find out their plans after college and shared with them how digital is now a part of radio, and networked with Jeff Tech alumni.

February 24, 2023

Penn State College of Communications, Main Campus

Seven Mountains Media-DuBois 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 General Manager "Moose"Rosana. Our exhibit provided information on careers in broadcasting and creative services career opportunities with Seven Mountains Media Radio, along with profiles of WIFT/WKFT, WPQP/WQQP, WCPA. 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.

March 29,2023

Penn State - DuBois Career Fair Market Manager Moose Rosana and Sales Executive and on air Scott Keen attended Moose & Scott Provided information to students and the general public about the careers in broadcasting that are available at Seven Mountains Media, specifically at the DuBois location as well.

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

Job Shadow Days; Wednesday, July 21st, 2022 11am. Program Director Sean “Chewy” Medek welcomed a student from Goodwill into the station to job shadow because he has interest in radio. I took him around the station to show him different aspects of the job. First I showed him how the radio station works when it is on air. Then I took him to the POP studio where he was able to see and listen to a break live on air. He was asking questions about how she knew what to talk about and she showed him how she researches for her breaks. Next we went to the production studio where I had Jeff show him how to create a commercial. Not only did he see how one is made but he got to hear all different examples of radio commercials. And how two people in completely different parts of the state recorded as if they were having a conversation, and finally using sound effects.

February 13, 2023

Fayette Resources DuBois brought in three clients and two assistants to tour the facility and learn about on air, production and other aspects of the broadcasting business.

Training and Professional Development:

- 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 monthly group sales meetings with the Leadership Team. These meetings provide training, guidance, sales tips, understanding of goals, support and coaching.

- c. Our Sales & Programming Representatives are provided with monthly 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 as well as advancement and career advancement opportunities.

- d. 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.

- e. 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.