

EEO Public File Report For Radio Stations

WRBG (FM), Mifflinburg, PA (Facility ID: 40424)
WQBG (FM), Elizabethville, PA (Facility ID: 63837)
WCFT (FM), Bloomsburg, PA (Facility ID: 39605)
WHNA (FM), Riverside, PA (Facility ID: 8552)
WNNA (FM), Beaver Springs, PA (Facility ID: 40422)

450 Route 204, Selinsgrove, PA 17870

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 15, 2022 the stations filled the following full-time vacancies:

Operations
Two Marketing Consultants
Digital Strategist
Program Director
On Air Talent

The station interviewed a total of 17 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:

Indeed	7
Linked In	1
On Air Announcements	0
Station/Corporate websites	2
All Access	3
Professional Referral	4

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:

Sean O'Mealy
Market Manager
Southern Belle, LLC % Seven Mountains Media, LLC
PO Box 90
Selinsgrove, PA 17870
570-374-8819
sean@7mountainsmedia.com

Full-Time Vacancy EEO Information

Job Title of Vacancy: Operations

Recruitment Source That Referred the Hiree:
All Access

Date Filled: 4/12/21

Total Number of Persons Interviewed for the
Vacancy: 3

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Indeed.com (Sponsored Job)	Indeed.com		Indeed.com	1	No
On Air Announcements	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Corporate Website	7mountainsmedia.com	Sean O'Mealy	570-374-8819		No
Radio Station Websites	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
All Access			allaccess.com	2	No

Full-Time Vacancy EEO Information

Job Title of Vacancy: Digital Strategist

Recruitment Source That Referred the Hiree:
Indeed

Date Filled: 6/22/21

Total Number of Persons Interviewed for the
Vacancy: 2

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Indeed.com (Sponsored Job)	Indeed.com		Indeed.com	1	No
On Air Announcements	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Corporate Website	7mountainsmedia.com	Sean O'Mealy	570-374-8819		No
Radio Station Websites	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Professional Referral				1	No

Full-Time Vacancy EEO Information

Job Title of Vacancy: Program Director

Recruitment Source That Referred the Hiree:
Professional Referral

Date Filled: 6/28/21

Total Number of Persons Interviewed for the
Vacancy: 2

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Indeed.com (Sponsored Job)	Indeed.com		Indeed.com	1	No
On Air Announcements	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Corporate Website	7mountainsmedia.com	Sean O'Mealy	570-374-8819		No
Radio Station Websites	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Professional Referral				1	No

Full-Time Vacancy EEO Information

Job Title of Vacancy: On Air Talent

Recruitment Source That Referred the Hiree:
Professional Referral

Date Filled: 10/04/21

Total Number of Persons Interviewed for the
Vacancy: 3

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Indeed.com (Sponsored Job)	Indeed.com		Indeed.com	1	No
On Air Announcements	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Corporate Website	7mountainsmedia.com	Sean O'Mealy	570-374-8819		No
Radio Station Websites	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Professional Referral				1	No
All Access			Allaccess.com	1	No

Full-Time Vacancy EEO Information

Job Title of Vacancy: Marketing Consultant

Recruitment Source That Referred the Hiree:
Indeed

Date Filled: 10/14/21

Total Number of Persons Interviewed for the
Vacancy: 1

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Indeed.com (Sponsored Job)	Indeed.com		Indeed.com	1	No
On Air Announcements	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Corporate Website	7mountainsmedia.com	Sean O'Mealy	570-374-8819		No
Radio Station Websites	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No

Full-Time Vacancy EEO Information

Job Title of Vacancy: Creative/Video Design

Recruitment Source That Referred the Hiree:
Professional Referral

Date Filled: 12/20/21

Total Number of Persons Interviewed for the
Vacancy: 5

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Indeed.com (Sponsored Job)	Indeed.com		Indeed.com	1	No
On Air Announcements	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Corporate Website	7mountainsmedia.com	Sean O'Mealy	570-374-8819	2	No
Radio Station Websites	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Professional Referral				1	No
Linked In	Linked In		linkedin.com	1	No

Full-Time Vacancy EEO Information

Job Title of Vacancy: Marketing Consultant

Recruitment Source That Referred the Hiree:
Indeed

Date Filled: 01/03/22

Total Number of Persons Interviewed for the
Vacancy: 1

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Indeed.com (Sponsored Job)	Indeed.com		Indeed.com	1	No
On Air Announcements	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Corporate Website	7mountainsmedia.com	Sean O'Mealy	570-374-8819		No
Radio Station Websites	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No

Outreach Activities 2021-2022

1. Career Fairs:

2. Community Outreach:

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 are provided with weekly 1 on 1 sales training. These meetings provide tools and skills to better guide and assist our staff professionally and personally.

November 12, 2021 Multi Market Sales Training. Corporate leadership presented and had discussions on all aspects of opportunities for the Selinsgrove and Stroudsburg staffs, providing support, additional training, and mentoring when and where needed.

We also provide additional sales training using RUMPLE, a media driven sales tool. Rumble training tools help our Sales/Marketing Consultants 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/Marketing Consultants are required to complete.

We offer RAB Professional Development Foundations Courses to our Sales/Marketing Consultants but any department (promotions, production) can participate. There are 17 online classes with the final exam, resulting in certification as a Sales/Marketing Consultant professional.