

Southern Belle, LLC

FOR Seven Mountains Media, LLC RADIO STATIONS

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

12 East Market Street, Lewistown, PA 17044

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, 2021, the stations filled the following full-time vacancy:

WLUI-AM-FM/WDBF-FM/WMRF-FM/WIBF-FM 1 Multi Media Marketing Consultant

The station interviewed a total of 4 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
On Air Recruitment WLUI-AM-FM WDBF-FM/ WIBF-FM WMRF-FM	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountains media.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	Kathy Craig	717-248-6757 kcraig@7mountains media.com		No
Corporate Website 7mountainsmedia.com	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountains media.com	1	No
All Access	28955 Pacific Coast Hgwy, Suite 210 Malibu, CA 90265		310-457-6616		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	1	No
Internal Posting Seven Mts Lewistown	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountains media.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	Kathy Craig	717-248-6757 kcraig@7mountains media.com	2	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
- 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:

Kathy Craig Market Manager
Seven Mountains Media, LLC
12 East Market Street Lewistown, PA 17044
717-248-6757
kcraig@7mountainsmedia.com

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Multi-Media SalesRep

Opened: July 1, 2021

Date Vacancy Filled: October 8, 2021

Total persons interviewed for the vacancy: 4

Recruitment Source That Referred The Hiree:

Referral from retiring Sales Representative.

Attachment B

EEO Outreach/Training 4/1/20 - 3/31/21

1. Career Fairs:

- a. Careerlink Job Fair - We were scheduled to attend, but due to COVID restrictions, we did not.

2. Training and Professional Development:

Weekly Sales meetings sales staff

- Every Wednesday 9-10am, Google meet.
- May include Program Directors Jeff Stevens or Rocco Pallotto
- Production manager Ron Patterson attends twice a month
- Discuss goals, needs, promotions, both sales and station
- Brainstorming session as needed, but scheduled once per month

Monthly 1-on-1 meetings with our Owner:

- Scheduled once per month since August 2020. Lewistown AEs Individually video conference with Kristin Cantrell on the third Thursday of the month.
- Market Manager (Kathy Craig) is present and participates in the conversation.
- Each meeting is approximately 45 minutes and up to 1 hour

- Covers topics from account review to reviewing sales proposals and spec commercials or scripts for effectiveness and offers training in improving or suggesting new ways to direct the proposal or commercials to better chances for closing.

All Staff meetings

- Held in person or via video conference every 6 months
- Review from all departments upcoming plans and promotions
- Set forth expectations for the quarter ahead
- Introduce training on ideas or situations to help all departments
- Guest speaker invited (business owner, Marketing manager or HR manager)

We also provide additional and ongoing 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 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.

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

