

**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)  
WLYC-AM, Williamsport, PA (Facility ID: 52187)  
WEJS-AM, Jersey Shore, PA (Facility ID: 14223)  
WHLM-AM, Bloomsburg, PA (Facility ID: 12465)  
WBWX-AM, Berwick, PA (Facility ID: 27001)**

**450 Route 204, Selinsgrove, PA 17870**

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:

3	Sales/Marketing Consultants
1	Digital Strategist
1	Videographer
1	On Air Talent
2	Website Consultant/Developer
1	Full-stack Developer/Creative

The station interviewed a total of 24 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	- 12
Linked In	-0
On Air Announcements	-0
Station/Corporate websites	-5
All Access	-1
Professional Referral	-6

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](mailto:sean@7mountainsmedia.com)

### Full-Time Vacancy EEO Information

Job Title of Vacancy: Sale/Marketing Consultant

Recruitment Source That Referred the Hiree:  
Professional Referral

Date Filled: 5/9/2022

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	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: Sale/Marketing Consultant

Recruitment Source That Referred the Hiree:  
Indeed.com

Date Filled: 5/16/2022

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	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: Website Consultant/Developer

Recruitment Source That Referred the Hiree:  
Indeed.com

Date Filled: 6/1/2022

Total Number of Persons Interviewed for the  
Vacancy: 4

### 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	Indeed.com		Indeed.com	3	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	1	No
Radio Station Websites	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Professional Referral					No

### Full-Time Vacancy EEO Information

Job Title of Vacancy: Videographer

Recruitment Source That Referred the Hiree:  
Professional Referral

Date Filled: 8/8/2022

Total Number of Persons Interviewed for the  
Vacancy: 4\_\_

#### 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	Indeed.com		Indeed.com		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	1	No
Radio Station Websites	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819	2	No
Professional Referral				1	No

## Full-Time Vacancy EEO Information

Job Title of Vacancy: Sale/Marketing Consultant

Recruitment Source That Referred the Hire:  
Indeed.com

Date Filled: 8/15/2022

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	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: Full Stack Developer/Creative

Recruitment Source That Referred the Hire:  
Indeed.com

Date Filled: 9/6/2022

Total Number of Persons Interviewed for the  
Vacancy: 4

### 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	Indeed.com		Indeed.com	3	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	1	No
Professional Referral					No



## Full-Time Vacancy EEO Information

Job Title of Vacancy: On Air

Recruitment Source That Referred the Hire:  
All Access

Date Filled: 9/6/2022

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	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				1	No

## Full-Time Vacancy EEO Information

Job Title of Vacancy: Digital Strategist

Recruitment Source That Referred the Hire:  
Indeed.com

Date Filled: 11/14/2022

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	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: Web Developer

Recruitment Source That Referred the Hiree:  
Indeed.com

Date Filled: 1/23/2023

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	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

## **Outreach Activities**

### **1. Community Outreach:**

Hanna radio's Program Director and morning show host spoke at Susquehanna University on June 20, 2022, at a summer camp for high school students considering a career in broadcasting

High school students considering a career in broadcasting toured the station on June 22, 2022, and staff described their individual job duties and answered questions from the students.

On October 4, 2022, The Hanna Radio and Pop Radio Program Director talked to and answered questions from students in the Radio Club at Bloomsburg University about careers in Broadcasting.

On November 28, 2022, The Hanna Radio and Pop Program Director talked to and answered questions from Mass Communication Students at Susquehanna University about careers in Broadcasting.

### **2. Internship Programs:**

A student from Bloomsburg University participated in an internship program from May 23 thru August 12, 2022.

A student from Susquehanna University participated in an internship from May 25 thru July 8, 2022.

### 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 better guide 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/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.