

Southern Belle, LLC

FOR Seven Mountains Media, LLC RADIO STATIONS

This report covers the following employment unit:

**WNKI-FM (facility ID 53611) Corning, NY
WCBF-FM (facility ID 71509) Elmira, NY
WNGZ-FM (facility ID 49446) Watkins Glen, NY
WMTT-FM (facility ID 19858) Horseheads, NY
WPHD-FM (facility ID 19651) Mountain Falls, NY
WENI-AM (facility ID 53610) Corning, NY
WENY-FM (facility 77925) Waverly, PA
WENY-AM (facility 71510) Elmira, NY**

2205 College Avenue, Elmira, NY 14903

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 January 31, 2022, the stations filled the following full-time vacancies:

Marketing Consultant - 3

Market Manager - 1

Program Director - 1

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

Recruitment Source	Address	Contact Person	Phone Number	# Referred by Source	Request Notification
<i>On Air Recruitment</i>	<i>2205 College Avenue Elmira, NY 14903</i>	<i>Melissa Cooper</i>	<i>607-732-4400</i>	<i>0</i>	<i>No</i>
<i>Websites: Wink106.com Wingz93.com Bigfootcountryradio.com Themetrocks.com Mycoolradio.com</i>	<i>2205 College Avenue Elmira, NY 14903</i>	<i>Melissa Cooper</i>	<i>607-732-4400</i>	<i>0</i>	<i>No</i>
<i>Corporate Website 7mountainsmedia.com</i>		<i>Melissa Cooper</i>	<i>607-732-4400</i>	<i>1</i>	<i>No</i>
<i>AllAccess.com</i>				<i>2</i>	<i>No</i>
<i>Inside Radio</i>	<i>PO Box 742263 Atlanta, GA 30374</i>		<i>800-248-4242</i>	<i>6</i>	<i>No</i>
<i>Indeed.com</i>	<i>177 Broad Street 6th Floor Stamford, CT 06901</i>			<i>7</i>	<i>No</i>
<i>LinkedIn.com</i>	<i>2029 Stierlin Court Mountain View, CA 94043</i>	<i>linkedin.com</i>	<i>650-687-3600</i>	<i>0</i>	<i>No</i>
<i>Internal Posting Seven Mountains/Elmira, NY</i>	<i>2205 College Avenue Elmira, NY 14903</i>	<i>Melissa Cooper</i>	<i>607-732-4400</i>	<i>0</i>	<i>No</i>

<i>Employee Referral</i>	<i>2205 College Avenue Elmira, NY 14903</i>	<i>Melissa Cooper</i>	<i>607-732-4400</i>	<i>3</i>	<i>No</i>
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Recruitment Source	Address	Contact Person	Phone Number	# Referred by Source	Request Notification
<i>Elmira College Student Alumni Career Network</i>	<i>1 Park Place Elmira, NY 14901</i>		<i>607-735-1800</i>	<i>1</i>	<i>No</i>
<i>Corning Community College</i>	<i>1 Academic Drive Corning, NY 14830</i>	<i>Loretta Hendrichson</i>		<i>0</i>	
<i>Ithaca College</i>	<i>PR William Center, 953 Danby Road Ithaca, NY 14850</i>	<i>Michelle Rios- Dominguez</i>	<i>607-274-8000</i>	<i>1</i>	<i>No</i>
<i>Empire State College</i>	<i>318 Park Avenue Corning, NY 16933</i>	<i>Kathie Stickler</i>	<i>607-962-1421</i>	<i>0</i>	<i>No</i>
<i>Mansfield University</i>	<i>Career Center, 31 South Academy Street, Ground Floor, Alumni Hall Mansfield, PA 16933</i>			<i>1</i>	<i>No</i>
<i>NYS Broadcasters Association</i>	<i>1805 Western Avenue Albany, NY 12203</i>	<i>Dick Novik</i>	<i>518-456-8888</i>	<i>0</i>	<i>No</i>
<i>Twin Tiers Help Wanted twintiersjobs.com</i>	<i>6465 Greenwood Plaza Blvd, Suite 400 Centennial, CO 80111</i>	<i>Shelby Marion</i>		<i>0</i>	

<i>Chemung County Chamber of Commerce</i>	<i>400 E Church Street Elmira, NY 14901</i>		<i>607-734-5137</i>	<i>1</i>	
<i>Non Employee Referral</i>	<i>Connoisseur Media Farmingdale, NY</i>		<i>607-732-4400</i>	<i>1</i>	<i>No</i>

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; 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:

*Melissa Cooper, Controller
Seven Mountains Media, LLC
Elmira, NY 14903*

Attachment A:

Full-Time Vacancy EEO Information

Job Title of Vacancy: Marketing Consultant

Date of Opening: 8/1/21

Date Vacancy Filled: 10/18/21

Recruitment Source that Referred the Hire: 7mountainsmedia.com

Total Persons Interviewed for the vacancy: 3

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: **Marketing Consultant**

Date Vacancy Opened: **8/1/21**

Date Vacancy Filled: **12/15/21**

Recruitment Source that referred the hire: **Employee referral**

Total persons interviewed for the vacancy: **3**

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Marketing Consultant

Date Vacancy Opened: 8/1/21

Date Vacancy Filled: 12/15/21

Recruitment Source that referred the hire: Employee referral

Total persons interviewed for the vacancy: 2

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: **Market Manager**

Date Vacancy Opened: **1/19/21**

Date Vacancy Filled: **6/1/21**

Recruitment Source that referred the hire: **Inside Radio**

Total persons interviewed for the vacancy: **14**

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Program Director

Date Vacancy Opened: 7/1/21

Date Vacancy Filled: 8/23/21

Recruitment Source that referred the hire: allaccess.com

Total persons interviewed for the vacancy: 2

E. RECRUITMENT INITIATIVES

During the previous 12 months, the station employment unit engaged in the following (menu options):

(73.2080(c)(2)(i))

1. Career Fairs:

- a. Because of the close proximity between our offices in Elmira, NY and Mansfield, PA, we attend Tioga County Job Fairs. We participated in 3 of those Job Fairs in 2021
 - i. On March 24th, the Job Fair was attended by Bob Smith, General Sales Manager and Wendy Lynn, Operations Manager.
 - ii. The June 16th was attended by Bob Smith, General Sales Manager and Wendy Lynn, Operations Manager
 - iii. The September 22nd Job Fair was attended by Dave Donahue, Market Manager; Bob Smith, General Sales Manager and Wendy Lynn, Operations Manager.

2. Training and Professional Development: (73.2080(c)(2) Initiative

- a. Our Sales Representatives are provided with weekly group sales meetings with the Leadership Team. These meetings provide training, guidance, sales tips, understanding of goals, support and coaching.
- b. Our Sales Representatives are provided with weekly individual 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.

1. One Account Executive/Marketing Consultant completed sales training on 10/18/21 in 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.

Two Account Executives/Marketing Consultants participated in Radio Advertising Bureau's 17 online classes offering complete sales training in a comprehensive Radio sales program.

2. One AE participated and earned certification during the time period of 10/18/21 thru 10/29/21.

3. One AE participated and earned certification during the time period of 12/15/21 Thru 12/26/21.

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