

## **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-AM (facility ID 49446) Watkins Glen, NY  
WMTT-FM (facility ID 19858) Tioga, PA  
WPHD-FM (facility ID 19651) Corning, NY  
WENI-AM (facility ID 53610) Corning, NY  
WENY-FM (facility 77925) South Waverly, PA  
WMAJ-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, 2024, the stations filled the following full-time vacancies:

Marketing Consultant - 4 positions  
On Air Talent - 1 position

The station interviewed a total of 12 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

<b>Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Phone Number</b>	<b># Referred by Source</b>	<b>Request Notification</b>
On Air Recruitment	2205 College Avenue Elmira, NY 14903	Melissa Cooper	607-732-4400	3	No
Websites: Wink106.com Wingz93.com Bigfootcountryradio.com Themetrocks.com Mycoolradio.com	2205 College Avenue Elmira, NY 14903	Melissa Cooper	607-732-4400		No
Corporate Website 7mountainsmedia.com		Melissa Cooper	607-732-4400	1	No
AllAccess.com					No
Inside Radio	PO Box 742263 Atlanta, GA 30374		800-248-4242		No
Indeed.com	177 Broad Street 6th Floor Stamford, CT 06901			6	No
LinkedIn.com	2029 Stierlin Court Mountain View, CA 94043	linkedin.com	650-687-3600		No
Internal Posting Seven Mountains/Elmira, NY	2205 College Avenue Elmira, NY 14903	Melissa Cooper	607-732-4400		No
Employee Referral	2205 College Avenue	Melissa Cooper	607-732-4400	2	No

	Elmira, NY 14903				
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Elmira College Student Alumni Career Network	1 Park Place Elmira, NY 14901		607-735-1800	No
Corning Community College	1 Academic Drive Corning, NY 14830	Loretta Hendrichson		
Ithaca College	PR William Center, 953 Danby Road Ithaca, NY 14850	Michelle Rios-Dominguez	607-274-8000	No
Empire State College	318 Park Avenue Corning, NY 16933	Kathie Stickler	607-962-1421	No
Mansfield University	Career Center, 31 South Academy Street, Ground Floor, Alumni Hall Mansfield, PA 16933			No
NYS Broadcasters Association	1805 Western Avenue Albany, NY 12203	Dick Novik	518-456-8888	No
Twin Tiers Help Wanted twintiersjobs.com	6465 Greenwood Plaza Blvd, Suite 400 Centennial, CO 80111	Shelby Marion		
Chemung County Chamber of Commerce	400 E Church Street Elmira, NY 14901		607-734-5137	
Non Employee Referral	Connoisseur Media Farmingdale, NY		607-732-4400	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; 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:

Dave Donahue, Market Manager  
Seven Mountains Media, LLC  
Elmira, NY 14903

Attachment A:

Full-Time Vacancy EEO Information

Job Title of Vacancy: Marketing Consultant

Date of Opening: 2/1/23

Date Vacancy Filled: 5/8/23

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: 2/1/23

Date Vacancy Filled: 7/24/23

Recruitment Source that referred the hire: Indeed.com

Total persons interviewed for the vacancy: 3

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Marketing Consultant

Date Vacancy Opened: 2/1/23

Date Vacancy Filled: 8/7/23

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: 2/1/23

Date Vacancy Filled: 12/19/23

Recruitment Source that referred the hire: Indeed.com

Total persons interviewed for the vacancy: 2

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: On Air Talent

Date Vacancy Opened: 5/1/23

Date Vacancy Filled: 9/5/23

Recruitment Source that referred the hire: On Air Recruitment

Total persons interviewed for the vacancy: 1

## **B. RECRUITMENT INITIATIVES**

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

### **1. Career Fairs:**

#### **(73.2080(c)(2)(i) Initiatives)**

- 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 2023 on March 23rd, June 15th and September 21st. The Job Fairs were attended by Wendy Lynn, Operations Manager and Dave Donahue, Market Manager.

### **2. Training and Professional Development:**

#### **(73.2080(c)(2)(viii) Initiatives)**

- 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.
- c. 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. This is an online tool that has various video training sessions that all sales representatives are required to complete.
- d. 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.



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 Co Op Advertising  
How to Find Non-Traditional Revenue  
Goal Setting and Time Management

- e. Management attended a 3 day Leadership Seminar in State College, PA September 18, 2023 to September 20, 2023. This seminar was provided by RAB with Jeff Schmidt as the presenter of the training information.