

Southern Belle, LLC

for Seven Mountains Media, LLC 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

EEO PUBLIC FILE REPORT

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, 2024 the stations filled the following full-time vacancies:

2	Sales/Marketing Consultant
1	Sales Support
1	On Air Talent

The station interviewed a total of 16 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	0
On Air Announcements	0
Station/Corporate websites	0
All Access	1
Professional Referral	8

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: Sale/Marketing Consultant

Recruitment Source That Referred the Hire: Professional Referral

Date Filled: 10/23/23

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	Sean O'Mealy	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		No
Radio Station Websites	PO Box 90 450 Route 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Professional Referral		Sean O'Mealy	570 374-8819	4	No

Full-Time Vacancy EEO Information

Job Title of Vacancy: Sale/Marketing Consultant

Recruitment Source That Referred the Hire:
Indeed.com

Date Filled: 10/16/23

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	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				3	No

Full-Time Vacancy EEO Information

Job Title of Vacancy: Sales Assistant Recruitment Source That Referred the Hiree:
Indeed.com

Date Filled: 6/1/2022

Total Number of Persons Interviewed for the
 Vacancy: 6

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	5	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

Recruitment Source That Referred the Hiree:
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

B. Recruitment Initiatives

1. Career Fairs:

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

7 Mountains Media took part in a Careerlink Job Fair on 5/11/23 in Bloomsburg

2. Internship Programs:

A Susquehanna University Mass Communications Student began an internship on 5/30/23

A Susquehanna University Student took part in an internship from 7/24/2023 to 8/24/2023

Susquehanna University's #GoMedia Camp Toured the radio station on 6/29/23

Operations Manager Kyle Alexander spoke to Susquehanna University's #GoMedia Camp on 6/26/23

3. Training and Professional Development:

(73.2080(c)(2)(viii) Initiatives)

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.

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

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.