

Southern Belle, LLC

for Seven Mountains Media, LLC Radio Stations

**WSBG-FM (Facility ID: 47424) – Stroudsburg, PA
WVPO-FM (Facility ID: 53036) - Lehman Township, PA
WPCO-AM (Facility ID: 47423) – Stroudsburg, PA
WLGD-FM (Facility ID: 19564) – Dallas, PA
WARM-AM (Facility ID:70504) – Scranton, PA**

639 Main Street, Stroudsburg, PA 18360

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

2 Program Directors (2 positions)
1 Sales Executives (1 position)
1 Digital Strategist (1 position)

The station interviewed a total of 8 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	639 Main Street Stroudsburg, PA 18360	Pat Lincoln	570-421-2100 plincoln@7mountainsmedia.com	1	No
Websites 935sbg.com Bigfootpoconos.com Mybigfootlegends.com Pocono967.com	639 Main Street Stroudsburg, PA 18360	Pat Lincoln	570-421-2100 plincoln@7mountainsmedia.com		No
Corporate Website 7mountainsmedia.com	639 Main Street Stroudsburg, PA 18360	Pat Lincoln	570-421-2100 plincoln@7mountainsmedia.com		No
All Access	24955 Pacific Coast Hgwy, C303 Malibu, CA 90265		310-457-6616		No
Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820 gponti@pab.org		No
Radio Ink	331 SE Mizner Blvd. Boca Raton, FL 33432		561-655-8778 Radioink.com		No
National Association of Broadcasters	1771 North Street NW Washington, DC 20036	nab@nab.org			No
Inside Radio	P.O. Box 567925 Atlanta, GA 31156		800-248-4242 contact@insideradio.com		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		No
Northampton Community College	3835 Green Pond Rd. Bethlehem, PA 18020		610-861-5344		No
East Stroudsburg University	200 Prospect Street East Stroudsburg, PA 18301		610-365-7916		No
American Advertising Federation of the Greater Lehigh Valley	PO Box 90507 Allentown, PA 18109	Julie Urich	610-365-7916 julia@firerockvideo.com		
Referral	639 Main Street Stroudsburg, PA 18360		570-421-2100 plincoln@7mountainsmedia.com	7	No
Internal Posting Seven Mts Selinsgrove	639 Main Street Stroudsburg, PA 18360		717-248-6757 plincoln@7mountainsmedia.com		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:

Pat Lincoln, Market Manager
Seven Mountains Media, LLC
639 Main Street
Stroudsburg, PA 18360
plincoln@7mountainsmedia.com

Attachment A

Job Title of Vacancy: Sales Executive

Opened: August 2023

Date Vacancy Filled: October 10, 2023

Recruitment Source That Referred The Hire: Referral

Total persons interviewed for the vacancy: 3

Job Title of Vacancy: Digital Strategist

Opened: March 2023

Date Vacancy Filled: January 22, 2024

Recruitment Source That Referred The Hire: Referral

Total persons interviewed for the vacancy: 1

Job Title of Vacancy: Program Director

Opened: September 15, 2023

Date Vacancy Filled: October 23, 2023

Recruitment Source That Referred The Hiree: Hired Within

Total persons interviewed for the vacancy: 2

Job Title of Vacancy: Program Director

Opened: November 27, 2023

Date Vacancy Filled: December 4, 2023

Recruitment Source That Referred The Hiree: Referral

Total persons interviewed for the vacancy: 2

1. Career Fairs:

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

- a. Pocono Job Fair - May 3rd, 2023, 11am - 4pm. WSBG, WPCO and WVPO hosted the Pocono Job Fair. Terry Price also manned a booth at Pocono Job Fair. Potential candidates were spoken to about internships and all opportunities working in radio. Questions were answered regarding the radio stations and all aspects of it. Resumes and applications were accepted.
- b. Pocono Job Fair - October 4th, 2023, 11am - 4pm. WSBG, WPCO and WVPO hosted the Pocono Job Fair. Terry Price also manned a booth at Pocono Job Fair. Potential candidates were spoken to about internships and all opportunities working in radio. Questions were answered regarding the radio stations and all aspects of it. Resumes and applications were accepted.
- c. Pocono Job Fair - March 20th, 2024, 11am - 4pm. WSBG, WPCO and WVPO hosted the Pocono Job Fair. Terry Price manned a booth at Pocono Job Fair. Potential candidates were spoken to about internships and all opportunities working in radio. Questions were answered regarding the radio stations and all aspects of it. Resumes and applications were accepted.

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. An online tool that has various video training sessions that all sales representatives are required to complete.
- d. We provided an internship opportunity to Shannon Louszko, a student from Lock Haven University. She was able to shadow every position in the building and learn first hand how each department operates and works together.
- e. The Owner and all full time staff participated in a one day seminar in September, 2023. Yearly achievements were discussed as well as future endeavors.
- f. Patrick Lincoln, GM, is a founding chair of the American Advertising Federation of the Greater Lehigh Valley Scholarship Committee, which provides scholarships for students for supplies for art and advertising classes. Funds were given to Northampton Community College, DeSales University, Kutztown University, Lehigh University, and Moravian College; all who are sources used for all types of recruitment.
- g. Patrick Lincoln, GM, sits on the Board of Directors for Big Brothers Big Sisters where job opportunities in radio are discussed, tours of the radio station are offered to Little Brothers Little Sisters and questions are answered regarding the radio station, how it operates, and job opportunities.

- h. Patrick Lincoln, GM, is a Board Member of the Business Advisory Council at DeSales University where he advised the Business Department, which directly impacts students in the advertising and marketing fields at both a Bachelors and Master's degree level. He also sits on the Ethics Board which also impacts students in the advertising field. He is available to answer questions regarding advertising and radio careers and can assist students when necessary.
- i. 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 Coop Advertising
- How to Find Non-Traditional Revenue
- Goal Setting and Time Management