

Southern Belle, LLC

FOR Seven Mountains Media, LLC RADIO STATIONS

WBHV (AM), State College, PA (Facility ID: 64849)

WBUS (FM), State College, PA (Facility ID: 3956)

WFGE (FM), State College, PA (Facility ID: 1057)

WHUN (AM), State College, PA (Facility ID: 28131)

WHUN (FM), State College, PA (Facility ID: 42135)

WLEJ (AM), State College, PA (Facility ID: 88380)

WLGJ (AM), State College, PA (Facility ID: 43879)

WOWY (FM), State College, PA (Facility ID: 48926)

WZWW (FM), State College, PA (Facility ID: 6025)

2551 Park Center Blvd., State College, PA 16801

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 5 full-time vacancies:

**** Promotions Director position was an exigent hire and therefore no recruitment was done.**

Administrative Assistant

Human Resources/Finance Assistant

Creative Project Manager

Creative Web Developer

The station interviewed a total of 18 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
Websites: b945live.com wowyonline.com 3wz.com Bigfootcountrylegends.com thebusrocks.com	2551 Park Center Blvd. State College, PA 16801	Joe Wowk, Market Manager	814-237-9800 joewowk@7mountainsmedia.com		No

Corporate Website 7mountainsmedia.com	2551 Park Center Blvd. State College, PA 16801	Joe Wowk, Market Manager	814-237-9800 joewowk@7mountainsmedia.com	1	No
All Access	28955 Pacific Coast Hwy, Suite 210 Malibu, CA 90265		310-457-6616		No
Pennsylvania Association of Broadcasters		Gail Ponti	717-482-4820 gponti@pab.org		No
National Association of Broadcasters	1771 North Street North West Washington, DC 20036	nab@nab.org			No
Indeed.com	177 Broad Street 6th Floor Stamford, CT 06901	Online posting	203-328-2691	7	No
LinkedIn.com	2029 Stierlin Court Mountain View, CA 94043	linkedin.com Stacy Snyder VP of HR	650-687-3600 814-810-8788 ssnyder@7mountainsmedia.com	7	No
Internal Posting Seven Mountains/State College	2551 Park Center Blvd. State College, PA 16801	Joe Wowk, Market Manager	814-237-9800 joewowk@7mountainsmedia.com		No
Referral	2551 Park Center Blvd. State College, PA 16801	Joe Wowk, Market Manager	814-237-9800 joewowk@7mountainsmedia.com	2	No

Employment Services	Express Employment Professionals 133 Rolling Ridge Dr State College, PA 16801 814-867-JOBS	Stacy Snyder, VP of HR	814-810-8788	1	Yes
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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:

Stacy Snyder
Human Resources
Southern Belle, LLC c/o Seven Mountains Media, LLC
2251 Park Center Blvd
State College, PA 16801
814-237-9800
ssnyder@7mountainsmedia.com

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Creative Project Manager

Date Vacancy Opened: 04/01/2023

Date Vacancy Filled: 05/15/2023

Recruitment source that referred the hire: Indeed

Total persons interviewed for the vacancy: 4

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Promotions Director

Date Vacancy Opened: Exigent hire-our former director moved back to our area so we rehired.

Date Vacancy Filled: 8/1/2023

Recruitment source that referred the hire: Exigent hire

Total persons interviewed for the vacancy: 1

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Creative Web Developer

Date Vacancy Opened: 04/01/2023

Date Vacancy Filled: 9/11/2023

Recruitment source that referred the hire: Indeed

Total persons interviewed for the vacancy: 5

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Administrative Assistant

Date Vacancy Opened: 8/1/2023

Date Vacancy Filled: 10/16/2023

Recruitment source that referred the hire: Walk in/referral

Total persons interviewed for the vacancy: 3

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Human Resources/Finance Assistant

Date Vacancy Opened: 8/1/2023

Date Vacancy Filled: 10/30/2023

Recruitment source that referred the hire: Indeed

Total persons interviewed for the vacancy: 6

Attachment B

EEO Outreach/Training

4/1/23 - 3/31/24

1. Career Fairs:

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

October 11, 2023

PA CareerLink Centre County

Seven Mountains Media was a registered exhibitor at the 2023 PA CareerLink Centre County Fall Job Fair at Lambert Hall in Bellefonte, PA. Seven Mountains Media was represented by our State College Sales Manager Bernie Oravec and Michael Brennen (Local Sales Manager). Our exhibit provided information on careers in broadcasting and creative services career opportunities with Seven Mountains Media Radio.

February 23, 2024

Penn State College of Communications, Main Campus

Seven Mountains Media was a registered exhibitor at the 2024 Penn State University College of Communications Job Expo at the Hetzel Union Building on the Penn State-University Park campus. Seven Mountains Media was represented by our State College/Lewistown Market Manager Joe Wowk, Bernie Oravec, Sales Manager, Michael Brennen, Sales Manager and Moose Rosana, Market Manager Dubois. Our exhibit provided information on careers in broadcasting and creative services career opportunities with Seven Mountains Media Radio. The Job Expo was attended by approximately 500 Penn State University Students. The Penn State College of Communications at University Park is America's largest accredited college of communications.

2. Training and Professional Development:

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

CRS Nashville: Jerry Valeri (Operations Manager), Bernie Oravec (Sales Manager), Bryan Baylee and Angela Steco (Program Directors) attended CRS in Nashville, TN from Feb 27, 2024- March 1, 2024. CRS is a 3-day educational event connecting key business leaders with various radio and music industry fields.

Sales Managers meet with our Outside Sales/Multimedia Reps weekly. These 1-on-1 meetings happen every Monday or Tuesday morning.

They discuss current, planned, and continuance proposals for our clients.

They discuss goals, any needs, and any clients who may need contact. Some training topics for each rep are handled individually based on the perceived need or from their asking for certain clients, situations, or policy as a company.

Joe Wowk (State College Market Manager) also hosts twice annual all staff events (sales, programming, and administration).

These 2-3 hour meetings are used for reviewing quarterly and semi-annual goals, upcoming promotions, marketing initiatives, human resources news or updates, training efforts, and more.

Monthly 1-on-1 meetings happen with our company owner. These are scheduled across all markets once per month. Since August 2020, Our Owner meets with each market's reps individually via video conference.

(Market Manager is present and part of the conversation)

Each meeting is approximately 30 minutes and covers topics from account reviews to reviewing sales proposals, spec commercials or scripts to promote effectiveness. Training can be offered to improve and suggest new ways to direct the rep's proposal or commercials thus creating a better chance of closing sales.

Rumple is used by our sales teams to keep track of contacts and proposals being presented to prospective and current clients. Rumple provides video training tools within the application that allows reps to stay on top of current trends and best practices.

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

Quarterly planning meetings are held in person or via video conference. All Departments review the previous quarter and discuss upcoming plans and expectations for the quarter ahead. Training is provided on any topic deemed necessary. Meetings end with a Q&A that is open to all to clarify issues or add a final topic for discussion.

Seven Mountains Media Vice President of Programming, JC Burton, consults with our Operations Manager, Program Directors and Market Managers weekly. Discussions include any current issues each department may have. He also guides the Programming Departments in order to help them succeed in their radio careers and to maintain operation of the Radio Stations.