

Southern Belle, LLC

FOR Seven Mountains Media, LLC RADIO STATIONS

WMRF (FM), Lewistown, PA
WIBF (FM), Mexico, PA
WDBF (FM), Mount Union, PA
WLUI (AM/FM), Lewistown, PA

12 East Market Street, Lewistown, PA 17044

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, 2020, the stations filled the following full-time vacancy:

WLUI-AM-FM/WDBF-FM/WMRF-FM/WIBF-FM 3 Multi Media Marketing Consultants

The station interviewed a total of 20 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 WLUI-AM-FM WDBF-FM/ WIBF-FM WMRF-FM	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountains media.com	14	No

Websites biglewie.com WLUI-AM-FM radiobigfoot.com WIBF-FM/WDBF-FM merfradio.com WMRF-FM	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountains media.com		No
Corporate Website 7mountainsmedia.com	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountains media.com		No
All Access	28955 Pacific Coast Hgwy, Suite 210 Malibu, CA 90265		310-457-6616		No
Radio Ink	331 SE Mizner Blvd. Boca Raton, FL 33432		561-655-8778 radioink.com		No
National Association of Broadcasters	1771 North Street NorthWest Washington, DC 20036	nab@nab.org			No
Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820 gponti@pab.org		No
Indeed.com	177 Broad Street 6th Floor Stamford, CT 06901	Online posting	203-328-2691	1	No
LinkedIn.com	2029 Stierlin Court Mountain View, CA 94043	linkedin.com	650-687-3600	1	No
Internal Posting Seven Mts Lewistown	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountains media.com		No
Juniata Valley Chamber of Commerce	1 W Market Street Lewistown, PA 17044		717-248-6713 juniatarivervalley.org		No
Referral	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountains media.com	4	No
Inside Radio	P.O. Box 567925 Atlanta, GA 31156		800-248-4242 contact@insideradio.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:

Kathy Craig Market Manager
Seven Mountains Media, LLC
12 East Market Street Lewistown, PA 17044
717-248-6757
kcraig@7mountainsmedia.com

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Multi-Media SalesRep

Opened: May 1, 2019

Date Vacancy Filled: June 17, 2019

Total persons interviewed for the vacancy: 6

Recruitment Source That Referred The Hiree: Referral COO, Market
Manager

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: 2 Multi-Media SalesRep

Opened: July 18, 2019

Date Vacancy file: August 14, 2019

Total persons interviewed for the vacancy: 5

Recruitment Source That Referred The Hiree: On Air promo for our Recruitment Seminar August 1, 2019. Seminar was held at the State College office @12 E. Market St., Lewistown, PA. 12 people were in attendance. 2 were hired as a result.

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: 2 Multi-Media SalesRep

Opened: July 18, 2019

Date Vacancy filled: August 16, 2019

Total persons interviewed for the vacancy: 9

Recruitment Source That Referred The Hiree: On Air promo for our Recruitment Seminar August 1, 2019. Seminar was held at the State College office @12 E. Market St., Lewistown, PA. 12 people were in attendance. 2 were hired as a result.

Attachment B

EEO Outreach/Training 4/1/19 - 3/31/20

1. Career Fairs:

a. Career Link Job Fair - April 2019, 9am - 2pm Chuck Curry and Denny Getz, Sales, and Kathy Craig, Market Manager in attendance. During the event we acquired resumes to be kept on file for future hiring initiatives. Kathy conducted 4 interviews on the spot.

b. CareerLink Job Fair - October 17, 2019 9am-2pm. Chuck Curry, Denny Getz, Jim Klotz and Rebekah Rowe, Sales, in attendance. 3 Resumes received from this event.

2. Training and Professional Development:

a. July 8 – 17, 2019 Confer Radio Talent Institute, Bloomsburg University of Pennsylvania. This is an intense educational opportunity for those who enroll and have a desire to succeed in the radio business. Seven Mountains Media CEO, Kristin Cantrell, COO, Jim Loftus, MM, Sean O'Mealy, and Creative Director, Rob Frazier, all presented the many different aspects and roles of radio to students of this program

- b. 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.
- c. 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.
- d. We also provide additional and ongoing 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.
- e. The Owner and all full time staff participated in a one day seminar on October 22nd, 2019. Yearly achievements were discussed as well as future endeavors. Each market presented their coverage areas and unique opportunities for other markets to be aware of.
- f. 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.
- g. On January 8th, 2020 our owner and our Director of Sales spent the day doing training with our sales teams from Dubois, State College and Lewistown on how to look for opportunities for businesses outside the traditional markets served by radio. The discussions included recruitment opportunities and grants that are available but not normally considered by reps as a viable prospects in certain categories