

Southern Belle, LLC

FOR RADIO STATIONS

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

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, 2017, the stations filled the following full-time vacancies:

WLUI-AM and FM/WDBF-FM/WMRF-FM/WIBF-FM On-Air Personality
WLUI-AM and FM/WDBF-FM/WMRF-FM/WIBF-FM On-Air Personality

The station interviewed a total of 9 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:

Walk- ins/ Referrals
ON Air recruitment ads
Stations Websites 1
All Access
Pennsylvania Association of Broadcasters
Juniata Valley Chamber of Commerce
Advantage Resources Group
PICCC, Inc.
CPI
National Association of Broadcasters
Radio Talent Institute
Indeed.com 3
LinkedIn.com
Juniata Valley Chamber of Commerce
Confer Radio Institute (Dan Valle) 1

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:

Kathy Craig
Market Manager
Southern Belle, LLC c/o Seven Mountains Media, LLC
12 East Market Street
Lewistown, PA 17044
kcraig@7mountainsmedia.com

Attachment A



Full-Time Vacancy EEO Information

Job Title of Vacancy: On Air Personality

Date Vacancy Opened: November 9, 2016

Date Vacancy Filled: December 5, 2016

Recruitment source that referred the hire: In House part time employee promoted to full time

Total persons interviewed for the vacancy: 1



Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: On Air Personality

Date Vacancy Opened: 7/1/2016

Date Vacancy Filled 8/22/2016

Recruitment source that referred the hire: Confer Radio Institute (Dan Valle)

Total persons interviewed for the vacancy: 4

1. Career Fairs:

a. South Hills Career Fair – March 30, 2017. 9am – noon. Don Bedell, Kathy Craig, Market Managers were in attendance. During this event we acquired resumes which will be kept on file and considered in our future hiring initiatives. Don and Kathy conducted, at least, 10, on the spot interviews.

b. Huntingdon Co. Career Fair – March 30, 2017 12pm – 4pm Cindy Anderson, 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 5 interviews on the spot.

c. The Penn State University Main Campus/College of Communications' Job Expo. This year's event took place March 24th, 9am-2pm at the HUB Building, University Park Campus. Attendees were Don Bedell, Market Manager; Kathy Craig, Market Manager, Lewistown; Moose Rosanna, Market Manager, Dubois; Sales/OnAir Personalities/Videographers. During this expo we acquired resumes which will be kept on file and considered in our future hiring initiatives. Market Managers conducted, at least, 40, on the spot interviews.

This Job Expo is the largest ACEEJMC accredited undergraduate communications program in the country. This Job Expo is designed for Penn State's top notch advertising, public relations, film/video, journalism, media studies and telecommunications students.

2. Training and Professional Development:

a. Market Manager, Chad Evans, Market Manager, Don Bedell, and VP of Creative, Dave Taylor all presented RAB Training modules held at the Confer Radio Talent Institute at Bloomsburg University of PA on 7/6/16.

b. Market managers attended the RAB conference in Nashville, TN Sept. 22, 23, 2017. In attendance were Don Bedell, Kathy Craig and Chad Evans.

c. One air personality attended the CRS conference in Nashville, TN Seven Mountains Media, LLC, paid attendance fee, travel and lodging. Staff attending Dawn Ziegerer, WIBF/WDBF-FM promotions Director and midday personality

d. All salespeople are taking CRMC and CDMC certifications through RAB Salespeople include: Denny Getz, Chuck Curry, Cindy Anderson, Kelly Storey. Market manager Kathy Craig taking CSMC certification courses.