

# Southern Belle, LLC

## FOR Seven Mountains Media, LLC RADIO STATIONS

**WMRF (FM), Lewistown, PA (Facility ID: 42131)**  
**WIBF (FM), Mexico, PA (Facility ID: 62367)**  
**WDBF (FM), Mount Union, PA (Facility ID: 28132)**  
**WLUI (FM), Lewistown, PA (Facility ID: 42134)**  
**WJUN (AM), Mexico, PA (Facility ID: 62369)**

**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, 2021, the stations filled the following full-time vacancy:

WLUI-AM-FM/WDBF-FM/WMRF-FM/WIBF-FM 1 Multi Media Marketing Consultant

The station interviewed a total of 4 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		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	1	No
All Access	28955 Pacific Coast Hgwy, Suite 210 Malibu, CA 90265		310-457-6616		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		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	2	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: July 1, 2020

Date Vacancy Filled: September 16, 2020

Total persons interviewed for the vacancy: 4

Recruitment Source That Referred The Hiree:

Referral from retiring Sales Representative.

## **Attachment B**

**EEO Outreach/Training 4/1/20 - 3/31/21**

### **1. Career Fairs:**

- a. Careerlink Job Fair - We were scheduled to attend, but due to COVID restrictions, we did not.

### **2. Training and Professional Development:**

Weekly Sales meetings sales staff

- Every Wednesday 9-10am, Google meets.
- May include Program Directors
- The Production manager attends twice a month
- Discuss goals, needs, promotions, both sales and station
- Brainstorming session as needed, but scheduled once per month

Monthly 1-on-1 meetings with our Owner:

- Scheduled once per month since August 2020. Lewistown AEs Individually video conference with the owner of our company on the third Thursday of the month.
- The Market Manager is present and participates in the conversation.
- Each meeting is approximately 45 minutes and up to 1 hour

- Covers topics from account review to reviewing sales proposals and spec commercials or scripts for effectiveness and offers training in improving or suggesting new ways to direct the proposal or commercials to better chances for closing.

### All Staff meetings

- Held in person or via video conference every 6 months
- Review from all departments upcoming plans and promotions
- Set forth expectations for the quarter ahead
- Introduce training on ideas or situations to help all departments
- Guest speaker invited (business owner, Marketing manager or HR manager)

Our new hire (9/16/20) Account Executive/Marketing Consultant completed sales training in RUMPLE on 9/17/20. Rumble is 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.

Our new hire (9/16/20) Account Executive/Marketing Consultant participated in Radio Advertising Bureau's 17 online classes offering complete sales training in a comprehensive Radio sales program. This AE participated and earned certification during the time period of 9/16 thru 9/27/20.

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