

# Seven Mountains Media, LLC

## Southern Belle, LLC

801 East DuBois Avenue  
DuBois, Pa. 15801

### Annual EEO Public File Report Form

WCCR (Facility ID 11661) Clarion, PA  
WCPA (Facility ID 11982) Clearfield, PA  
WIFT (Facility ID 67696) Dubois, PA  
WKFT (Facility ID 165990) Strattanville, PA  
WJNG (Facility ID 15173) Johnsonburg, PA  
WMKX (Facility ID 63524) Brookville, PA  
WPQP (Facility ID 11981) Clearfield, PA  
WQQP (Facility ID 170958) Sykesville, PA  
WWCH (Facility ID 11662) Clarion, PA

### Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): [Station Call Sign(s) and Communities of License] and is required to be placed in the public inspection files of these stations, posted on line, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning **April 1, 2023** to and including **March 31, 2024** (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Section 1: Vacancy Information

| Full-time Positions Filled              | Recruitment Source of Hiree | Total Number of By Job Title Interviewees From All Sources for This Position |
|---|-----------------------------|--|
| 1 Prod Director/PM air talent/WPQP/WQQP | Employee referral           | 2  |
| 2                                       |                             |  |
| 3                                       |                             |  |
| 4                                       |                             |  |
| 5                                       |                             |  |

Total Number of Persons Interviewed During Applicable Period:   2

## Section 2: Recruitment Source Information

| Recruitment Source (Name, Address, Telephone Number, Contact Person) | Total Number of Interviewees This Source Has Provided During This Period (If Any) | Full-time Positions for Which This Source Was Utilized |
|--|---|--|
| A Station(s) on-air  | 1   |  |
| B POP RADIO PA.com   | 2   | 1  |
| C LOVE MY BIGFOOT.com  |   |  |
| D PASSPORT RADIOPA.com   |   |  |
| E F. Moose Rosana<br>814-371-6100                                    |   |  |
| F Pa. Career Link  |   |  |
| G www.indeed .com<br>1-800-462-5842                                  |   |  |
| H All Access   | 3   |  |

- Indicates sources that have requested notification of job openings.

## Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by

[Description of the activities.]

Seven Mountains Media LLC.-DuBois which consists of the above stations, implements initiatives designed to comply with outreach recruiting. "Moose" Rosana, GM is the management team member responsible for coordinating these efforts. A radio announcement airs on each station asking for recruitment sources wishing to receive notice of job openings.

April 18th, 2023

### **Clearfield Elementary School**

POP 93.1 and 95.9 were represented at Clearfield Area Elementary School for a career exploration event. This event allowed for second, third and fourth graders to ask questions about numerous careers that can be done without college education but secondary education is available and helpful. These children were very interested and curious about the engineering around how radio works, what are some key skills to be successful in radio, and how it is decided which songs are played. Common questions from students were answered.

Sept. 27th, 2023

**Brockway Schools Career Fair** Alec Krause Production Director attended the Brockway Jr/Sr HS Career Fair 12:30 pm - 2:15 pm- talking to interested students about job positions available to them on radio. Also what the different positions are all about and explaining in detail what job duties might be. Event was hosted by Workforce Solutions.

February 23, 2024

### **Penn State College of Communications, Main Campus**

Seven Mountains Media-DuBois 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 DuBois was represented by General Manager "Moose" Rosana. Our exhibit provided information on careers in broadcasting and creative services career opportunities with Seven Mountains Media Radio, along with profiles of WIFT, WKFT, WPQP/WQQP, WCPA, WMKX/WJNG, WWCH. The Job Expo was attended by approximately 400 Penn State University Students. The Penn State College of Communications at University Park is America's largest accredited college of communications.

February 24, 2024

**Seven Mountains Media-DuBois held a Career and Job Fair** Saturday, February 24th at the DuBois Mall from 11am to 2pm. There were 9 businesses that attended plus the PA Careerlink also participated in the Career and Job Fair. Seven Mountains Media stations promoted the event with daily commercials, social media posts and more information on the career and job fair including links to the participating businesses at [www.radioloveslocal.com](http://www.radioloveslocal.com)

February 29, 2024

**Jeff Tech Career Fair.** Promotions Director Julie Felix attended, it was Noon till 2:30pm. Opportunity to chat with students as well as community job seekers and to provide information on careers in broadcasting, and career opportunities available with Seven Mountains Media, LLC. Great in school experience, talked with students to find out their plans after high school and shared with them how digital is now a part of radio, and networked with Jeff Tech alumni.

March 27, 2024

**Penn State - DuBois Career Fair** Market Manager Moose Rosana and Sales Executive and on air, Scott Keen attended Moose & Scott provided detailed information to college students and the general public about the careers in broadcasting that are available at Seven Mountains Media, specifically at the DuBois location.

The stations continue their ongoing intern and job shadow program with the DuBois Area High School, the Brookville Area High School, Clarion University, Fayette Resources, and Goodwill Industries. Individuals can observe work in the programming department, assist with station promotions and also operate equipment during broadcasts. The interns that exhibit such aptitude & interest can and have led to a part-time position in the programming department as a producer for local sports broadcasts and board operator for programs and on-air opportunities as well

**April 11, 2023**

**Job Shadow Days** Promotions Director Julie Felix gave a tour of the stations to individuals from Fayette Resources, an organization that works with special needs adults. They got to see how they might entertain finding a position for them in the broadcast industry.

#### **Training and Professional Development:**

a. VP of HR/Operations, Stacy Snyder, participates in HR Insights webinars presented by Keystone Payroll throughout the year.

b. Our Sales Representatives are provided with monthly group sales meetings with the Leadership Team. These meetings provide training, guidance, sales tips, understanding of goals, support and coaching.

c. Our Sales & Programming Representatives are provided with monthly 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 as well as advancement and career advancement opportunities.

d. Seven Mountains Media provides 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.

e. Seven Mountains Media offers 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.