

Southern Belle, LLC

FOR RADIO STATIONS

**WRBG (FM), Mifflinburg, PA
WQBG (FM), Elizabethville, PA
WCFT (FM), Bloomsburg, PA
WHNA (FM), Riverside, PA
WZBF (FM) now WNNA-FM, Beaver Springs, PA**

450 Route 204, Selinsgrove, PA 17870

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, 2019, the stations filled the following full-time vacancies:

WRBG-FM/WQBG-FM/WCFT-FM/WHNA-FM/WNNA-FM (1) Marketing Consultant

WRBG-FM/WQBG-FM/WCFT-FM/WHNA-FM/WNNA-FM (1) Air Talent

WRBG-FM/WQBG-FM/WCFT-FM/WHNA-FM/WNNA-FM (1) Video Production

WRBG-FM/WQBG-FM/WCFT-FM/WHNA-FM/WNNA-FM (1) Multi Media Strategist

The station interviewed a total of 10 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 WRBG-FM/WQBG-FM/WCFT-FM/ WHNA-FM/WNNA-FM	P.O. Box 90, 450 Rt. 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819 sean@7mountains media.com	3	No
Websites WRBG-FM/WQBG-FM/WCFT-FM/ WHNA-FM/WNNA-FM	P.O. Box 90, 450 Rt. 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819 sean@7mountains media.com		No
Corporate Website 7mountainsmedia.com	P.O. Box 90, 450 Rt. 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819 sean@7mountains media.com		No
Online Streaming Ads WRBG-FM/WQBG-FM/WCFT-FM/ WHNA-FM/WNNA-FM	P.O. Box 90, 450 Rt. 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819 sean@7mountains media.com		No
All Access	28955 Pacific Coast Hgwy, Suite 210 Malibu, CA 90265		310-457-6616	2	No
Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820 gponti@pab.org		No
Radio Ink	331 SE Mizner Blvd. Boca Raton, FL 33432		561-655-8778 Radioink.com		No
National Association of Broadcasters	1771 North Street North West Washington, DC 20036	nab@nab.org			No
Radio Talent Institute/Bloomsburg University of PA			704-246-8185		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.co m	650-687-3600		No
Internal Posting Seven Mountains/Selinsgrove	P.O. Box 90, 450 Rt. 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819		No
Referral Friend/Family	P.O. Box 90, 450 Rt. 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819	4	No
Referral Employee	P.O. Box 90, 450 Rt. 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819	1	No
Inside Radio	P.O. Box 567925 Atlanta, GA 31156		800-248-4242 contact@insider adio.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; 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:

Sean O'Mealy
Market Manager
Southern Belle, LLC c/o Seven Mountains Media, LLC
PO Box 90
Selinsgrove PA 17870
570-374-8819
sean@7mountainsmedia.com

Attachment A



Full-Time Vacancy EEO Information

Job Title of Vacancy: (1) Marketing Consultant

Date Vacancy Opened: 12/10/18

Date Vacancy Filled: 1/16/19

Recruitment source that referred the hire: Referral

Total persons interviewed for the vacancy: 5

Attachment A



Full-Time Vacancy EEO Information

Job Title of Vacancy: Air Talent - WHNA

Date Vacancy Opened: 6/11/18

Date Vacancy Filled: 7/19/18

Recruitment source that referred the hire: All Access, Referral

Total persons interviewed for the vacancy: 2

Attachment A



Full-Time Vacancy EEO Information

Job Title of Vacancy: (1) Video Production

Date Vacancy Opened: 12/1/18

Date Vacancy Filled: 1/14/19

Recruitment source that referred the hire: All access

Total persons interviewed for the vacancy: 2

Attachment A



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: (1) Multi Media Strategist

Date Vacancy Opened 8/1/18

Date Vacancy Filled: 8/20/18

Recruitment Source: Referral

Total persons interviewed for vacancy 1

- 1. Career Fairs:** (2) May 16th, Milton Area High School AND November 7th, Milton Area High School.
- 2. Job Fairs:** (1) Columbia County Job Fair, February 21, 22, 23, Bloomsburg Fairgrounds.
- 3. Community Outreach:** (4) Market Manager Sean O’Mealy made a presentation at the Kerby Confer Talent Institute in conjunction with Bloomsburg University on July 12th. . Market Manager Sean O’Mealy was a guest speaker at Selinsgrove University for their Business Communications class. WHNA Program Director Mark Roberts spoke to the officers of WQSU, Selinsgrove University on April 23rd 2018. WHNA Program Director Mark Roberts attended the Selinsgrove elementary school Halloween parade and read a story to the class.
- 4. 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 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 sales training using RUMPLE, a media driven sales tool. Rurple 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 16th, 2018. Yearly achievements were discussed as well as future endeavors.

- f. The Owner and all Managers participated in a one day seminar on January 10th, 2019 designed to help us all focus on growing our company for 2019 and beyond! Topics discussed were radio, digital, creative, sales, traffic, programming and human resources.
 - g. A New Marketing Consultant training was held on February 15th, 2019. New sales reps were educated on all resources available to help them further enhance their careers/goals with Seven Mountains Media/Digital/Creative.
 - h. 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.
5. **Intern Initiative:** Our company engages in an intern initiative with area High Schools. Under the guidance of our Program Directors, these interns received hands-on training in planning, producing and directing.