

Southern Belle, LLC

FOR Seven Mountains Media, LLC RADIO STATIONS

**WRBG (FM), Mifflinburg, PA
WQBG (FM), Elizabethville, PA
WCFT (FM), Bloomsburg, PA
WHNA (FM), Riverside, PA
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, 2020, 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) Office Manager

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 thisisbigfootcountry.com WRBG-FM/WQBG-FM thisisbigfootcountry.com WCFT-FM hannaradio.com 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 sean@7mountains media.com		No
Referral Friend/Family	P.O. Box 90, 450 Rt. 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819 sean@7mountains media.com	5	No
Inside Radio	P.O. Box 567925 Atlanta, GA 31156		800-248-4242 contact@insider		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

Full-Time Vacancy EEO Information

Job Title of Vacancy: (1) Marketing
Consultant

Date Vacancy Opened: 6/1/19

Date Vacancy Filled: 10/28/19

Recruitment source that referred the hire: Indeed

Total persons interviewed for the vacancy: 3

Full-Time Vacancy EEO Information

Job Title of Vacancy: Air Talent - WHNA

Date Vacancy Opened: 4/30/19

Date Vacancy Filled: 10/8/19

Recruitment source that referred the hire: All Access, Referral

Total persons interviewed for the vacancy: 4

Full-Time Vacancy EEO Information

Job Title of Vacancy: Office Manager

Date Vacancy Opened: 10/12/19

Date Vacancy Filled: 2/13/20

Recruitment source that referred the hire: Indeed

Total persons interviewed for the vacancy: 3

Career Fairs:

May 16th, 2019 and November 6, 2019 at Milton Area High School we attended Central Pennsylvania Career Fair. More than 1,000 students attended to learn about career prospects and how to prepare.

Job Fairs:

February 21-23rd, 2020, we participated in the Bloomsburg Job Fair at the fairgrounds. Many different area businesses attended this event.

Training and Professional Development:

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

The Owner and all full time staff participated in a one day seminar on October 22, 2019. Yearly achievements were discussed as well as future endeavors

The Owner and all Managers participated in a one day seminar on October 21, 2019 designed to help us all focus on growing our company for 2020 and beyond! Topics discussed were radio, digital, creative, sales, traffic, programming and human resources.

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.

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.

We also provide 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.