

Southern Belle, LLC

FOR RADIO STATIONS

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

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

WLUI-AM-FM/WDBF-FM/WMRF-FM/WIBF-FM 1 Multi Media Sales Rep.

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 WLUI-AM-FM/WDBF-FM/ WMRF-FM/WIBF-FM	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountain nsmedia.com	2	No
Websites WLUI-AM-FM/WDBF-FM/ WMRF-FM/WIBF-FM	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountain nsmedia.com	2	No
Corporate Website 7mountainsmedia.com	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountain nsmedia.com		No

Online Streaming Ads WLUI-AM-FM/WDBF-FM/ WMRF-FM/WIBF-FM	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountai nsmedia.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	2	No
LinkedIn.com	2029 Stierlin Court Mountain View, CA 94043	linkedin.com	650-687-3600		No
Internal Posting Seven Mountains/Selinsgrove	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountai nsmedia.com		No
Advantage Resources Group PICCC, Inc.	426 S Allen St, State College, PA 16801		814-278-0477 theadvantages.c om/contact-us/		No
Juniata Valley Chamber of Commerce	1 W Market St, Lewistown, PA 17044		717-248-6713 juniatarivervalle y.org/		No
Referral Friend/Family	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountai nsmedia.com		No
Referral Employee/Walk-ins	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757 kcraig@7mountai nsmedia.com	2	No
Inside Radio	P.O. Box 567925 Atlanta, GA 31156		800-248-4242 contact@insiderad io.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
- 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

Recruitment Source That Referred The Hire: Referral Employee

Date Vacancy Opened: July, 2018

Date Vacancy Filled: November 19, 2018

Total persons interviewed for the vacancy: 10

1. Career Fairs:

- a. Career Link Job Fair - April 4, 2018, 9am - 2pm Chuck Curry and Denny Getz, 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 4 interviews on the spot.
- b. The Penn State University Main Campus/College of Communications' Job Expo. This year's event took place March 15th, 2019, 9am-2pm at the HUB Building, University Park Campus. Attendees were Don Bedell, Director of Seven Mountains Creative; Kathy Craig, Market Manager, Lewistown; OnAir Personalities/Videographers, Promotions Director. During this expo we acquired resumes which will be kept on file and considered in our future hiring initiatives. Market Managers conducted, at least 20, 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. 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. 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. 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.