

Southern Belle, LLC

FOR Seven Mountains Media, LLC RADIO STATIONS

This report covers the following employment unit:

**WNKI-FM (facility ID 53611) Corning, NY
WCBF-FM (facility ID 71509) Elmira, NY
WNGZ-FM (facility ID 49446) Watkins Glen, NY
WMTT-FM (facility ID 19858) Horseheads, NY
WPHD-FM (facility ID 19651) Mountain Falls, NY
WENI-AM (facility ID 53610) Corning, NY
WENY-FM (facility 77925) Waverly, PA
WENY-AM (facility 71510) Elmira, NY**

2205 College Avenue, Elmira, NY 14903

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 January 31, 2022, the stations filled the following full-time vacancies:

Marketing Consultant - 3

Market Manager - 1

Program Director - 1

The station interviewed a total of 24 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

Recruitment Source	Address	Contact Person	Phone Number	# Referred by Source	Request Notification
On Air Recruitment	2205 College Avenue Elmira, NY 14903	Melissa Cooper	607-732-4400	0	No
Websites: Wink106.com Wingz93.com Bigfootcountryradio.com Themetrocks.com Mycoolradio.com	2205 College Avenue Elmira, NY 14903	Melissa Cooper	607-732-4400	0	No
Corporate Website 7mountainsmedia.com		Melissa Cooper	607-732-4400	1	No
AllAccess.com				2	No
Inside Radio	PO Box 742263 Atlanta, GA 30374		800-248-4242	6	No
Indeed.com	177 Broad Street 6th Floor Stamford, CT 06901			7	No
LinkedIn.com	2029 Stierlin Court Mountain View, CA 94043	linkedin.com	650-687-3600	0	No

Internal Posting Seven Mountains/Elmira, NY	2205 College Avenue Elmira, NY 14903	Melissa Cooper	607-732-4400	0	No
Employee Referral	2205 College Avenue Elmira, NY 14903	Melissa Cooper	607-732-4400	3	No

Recruitment Source	Address	Contact Person	Phone Number	# Referred by Source	Request Notification
Elmira College Student Alumni Career Network	1 Park Place Elmira, NY 14901		607-735-1800	1	No
Corning Community College	1 Academic Drive Corning, NY 14830	Loretta Hendrichson		0	
Ithaca College	PR William Center, 953 Danby Road Ithaca, NY 14850	Michelle Rios-Dominguez	607-274-8000	1	No
Empire State College	318 Park Avenue Corning, NY 16933	Kathie Stickler	607-962-1421	0	No
Mansfield University	Career Center, 31 South Academy Street, Ground Floor, Alumni Hall Mansfield, PA 16933			1	No
NYS Broadcasters Association	1805 Western Avenue Albany, NY 12203	Dick Novik	518-456-8888	0	No
Twin Tiers Help Wanted twintiersjobs.com	6465 Greenwood Plaza Blvd, Suite 400 Centennial, CO 80111	Shelby Marion		0	

Chemung County Chamber of Commerce	400 E Church Street Elmira, NY 14901		607-734-5137	1	
Non Employee Referral	Connoisseur Media Farmingdale, NY		607-732-4400	1	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:

Melissa Cooper, Controller
Seven Mountains Media, LLC
Elmira, NY 14903

Attachment A:

Full-Time Vacancy EEO Information

Job Title of Vacancy: Marketing Consultant

Date of Opening: 8/1/21

Date Vacancy Filled: 10/18/21

Recruitment Source that Referred the Hire: 7mountainsmedia.com

Total Persons Interviewed for the vacancy: 3

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: **Marketing Consultant**

Date Vacancy Opened: **8/1/21**

Date Vacancy Filled: **12/15/21**

Recruitment Source that referred the hire: **Employee referral**

Total persons interviewed for the vacancy: **3**

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: **Marketing Consultant**

Date Vacancy Opened: **8/1/21**

Date Vacancy Filled: **12/15/21**

Recruitment Source that referred the hire: **Employee referral**

Total persons interviewed for the vacancy: **2**

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: **Market Manager**

Date Vacancy Opened: **1/19/21**

Date Vacancy Filled: **6/1/21**

Recruitment Source that referred the hire: **Inside Radio**

Total persons interviewed for the vacancy: **14**

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: **Program Director**

Date Vacancy Opened: **7/1/21**

Date Vacancy Filled: **8/23/21**

Recruitment Source that referred the hire: **allaccess.com**

Total persons interviewed for the vacancy: **2**

Attachment B

EEO Outreach/Training 2/1/21 - 1/31/22

1. Career Fairs:

- a. Because of the close proximity between our offices in Elmira, NY and Mansfield, PA, we attend Tioga County Job Fairs. We participated in 3 of those Job Fairs in 2021 on March 24th, June 16th and September 22nd.

2. Training and Professional Development:

- a. 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.
- b. 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.
- c. 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.
- d. 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.