

Southern Belle, LLC

FOR Seven Mountains Media, LLC RADIO STATIONS

WRBG (FM), Mifflinburg, PA (Facility ID: 40424)
WQBG (FM), Elizabethville, PA (Facility ID: 63837)
WCFT (FM), Bloomsburg, PA (Facility ID: 39605)
WHNA (FM), Riverside, PA (Facility ID: 8552)
WNNA-FM, Beaver Springs, PA (Facility ID: 40422)

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, 2021, the stations filled the following full-time vacancies:

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

The station interviewed a total of 2 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@7mountainsmedia.com		No
Websites thisisbigfootcountry.com WRBG-FM/WQBG-FM thisisbigfootcountry.com WCFT-FM hannaradio.com WHNA-FM/WNAA-FM	P.O. Box 90, 450 Rt. 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819 sean@7mountainsmedia.com	?	No
Corporate Website 7mountainsmedia.com	P.O. Box 90, 450 Rt. 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819 sean@7mountainsmedia.com		No
All Access	28955 Pacific Coast Hgwy, Suite 210 Malibu, CA 90265		310-457-6616		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	P.O. Box 90, 450 Rt. 204 Selinsgrove, PA 07870	Sean O'Mealy	570-374-8819 sean@7mountainsmedia.com		No

Referral	P.O. Box 90, 450 Rt. 204 Selinsgrove, PA 07870	Sean O'Mealy			No
Inside Radio	P.O. Box 567925 Atlanta, GA 31156		800-248-4242 contact@ Insideradio.co m		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 7/1/20:

Date Vacancy Filled 7/27/20

Recruitment source that referred the hire:

Indeed

Total persons interviewed for the vacancy: 2

1. Career Fairs:

2. Community Outreach:

Market Manager Sean O'Mealy spoke to the Bloomsburg University radio club about careers in new media and radio.

3. 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 Mindfulness Training. These meetings provide tools and skills to better guide and assist our staff professionally and personally.

c. November 20, 2020 Virtual Managers Meeting. Corporate leadership presented and had discussions on all aspects of opportunities for staff to work effectively through the pandemic time, providing support, additional training, and mentoring when and where needed.

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. 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.

