

Southern Belle, LLC

FOR Seven Mountains Media, LLC RADIO STATIONS

WBHV(FM), State College, PA (Facility ID: 38271)

WLEJ (FM), Pleasant Gap, PA (Facility ID: 30445)

WOWY(FM), University Park, PA (Facility ID: 64850)

WHUN-FM/AM, Huntingdon, PA (Facility IDs: 42135/28131)

WZWW (FM), Bellefonte, PA (Facility ID: 64572)

160 W Clearview Avenue, State College, PA 16803

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 4 full-time vacancies:

WBHV-FM/WOWY-FM/WLEJ-FM/WZWW-FM	MARKET MANAGER
WBHV-FM/WOWY-FM/WLEJ-FM/WZWW-FM	OPERATIONS/PROGRAM DIRECTOR**
WBHV-FM/WOWY-FM/WLEJ-FM/WZWW-FM	OUTSIDE SALES/MULTIMEDIA
WBHV-FM/WOWY-FM/WLEJ-FM/WZWW-FM	OUTSIDE SALES/MULTIMEDIA

**** Operations/Program Director position was an exigent hire and therefore no recruitment was done.**

The station interviewed a total of 5 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
Websites: b945live.com wowonline.com 3wz.com bigfootcountrylegends.com	160 Clearview Avenue State College, PA 16803	Joe Wowk, Market Manager	814-238-5085 joewowk@ 7mountains media.com	1	No
Corporate Website 7mountainsmedia.com	160 Clearview Avenue State College, PA 16803	Joe Wowk, Market Manager	814-238-5085 joewowk@ 7mountains media.com	2	No
All Access	28955 Pacific Coast Hwy, 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
National Association of Broadcasters	1771 North Street North West Washington, DC 20036	nab@nab.org			No

On air promos: WLEJ-FM 98.7 WOWY-FM 97.1 WHUN-FM 103.5 WHUN-AM 1150AM 97.7 (translator) WBHV-FM 94.5 WZWW-FM 95.3	160 Clearview Avenue State College, PA 16803	Joe Wowk, Market Manager	814-238-5085 joewowk@ 7mountains media.com	1	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.com	650-687-3600		No
Internal Posting Seven Mountains/State College	160 Clearview Avenue State College, PA 16803	Joe Wowk, Market Manager	814-238-5085 joewowk@ 7mountains media.com		No
Referral	160 Clearview Avenue State College, PA 16803	Joe Wowk, Market Manager	814-238-5085 joewowk@ 7mountains media.com	1	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:

Stacy Snyder
Human Resources
Southern Belle, LLC c/o Seven Mountains Media, LLC
160 Clearview Avenue
State College, PA 16803
814-238-5085
ssnyder@7mountainsmedia.com

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Outside Sales/Multimedia

Date Vacancy Opened: 04/01/20

Date Vacancy Filled: 05/01/2020

Recruitment source that referred the hire: Corporate website

Total persons interviewed for the vacancy: 3

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Market Manager

Date Vacancy Opened: 6/1/2020

Date Vacancy Filled: 6/22/20

Recruitment source that referred the hire: Referral

Total persons interviewed for the vacancy: 1

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Outside Sales/MultiMedia

Date Vacancy Opened: 7/1/2020

Date Vacancy Filled: 8/24/2020

Recruitment source that referred the hire: Corporate website

Total persons interviewed for the vacancy: 1

Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Operations Manager/Program Director

Date Vacancy Opened: Exigent hire

Date Vacancy Filled: 7/9/2020

Recruitment source that referred the hire: Exigent hire

Total persons interviewed for the vacancy: 1

Attachment B**EEO Outreach/Training****4/1/20 - 3/31/21****1. Career Fairs:**

February 19, 2021

Seven Mountains Media was a registered exhibitor at the Penn State University College of Communications Internship/Career Fair “Job Expo.COMM 2021” held online. Seven Mountains Media - State College was represented by Market Manager, Joe Wowk. Our online chats provided information on career opportunities with Seven Mountains Media, LLC. The Job Expo registered over 400 Penn State University Students. The Penn State College of Communications at University Park is America's largest accredited college of communications.

2. Community Outreach:

Seven Mountains Media State College Operations Manager and Program Director, Jerry Valeri, met with 3 separate 11th/12th grade Speech Comm classes for Altoona School District on Friday January 22nd, 2021. He discussed radio techniques for effective public communication and broadcasting in general.

3. Training and Professional Development:

Joe Wowk (State College Market Manager) meets with our Outside Sales/Multimedia Reps weekly. These 1-on-1 meetings happen every Monday or Tuesday morning.

Joe meets with all reps individually via video conference or in person. They discuss current, planned, and continuance proposals for our clients. They discuss goals, any needs, and any clients who may need contacted. Some training topics for each rep are handled individually based on the perceived need or from their asking for certain clients, situations, or policy as a company.

Monthly 1-on-1 meetings happen with our company owner.

These are scheduled across all markets once per month. Since August 2020, our Owner meets with each market's reps individually via video conference. (Market Manager is present and part of the conversation)

Each meeting is approximately 30 minutes and covers topics from account reviews to reviewing sales proposals, spec commercials or scripts to promote effectiveness. Training can be offered to improve and suggest new ways to direct the rep's proposal or commercials thus creating a better chance of closing sale.

Rumple is used by our sales teams to keep track of contacts and proposals being presented to prospective and current clients. Rumple provides video training tools within the application that allows reps to stay on top of current trends and best practices

RAB training was taken by our new hires in the State College markets with the initial certifications being passed. This training or RMP (Radio Marketing Professional) is available to them through our membership with PAB and additional training is offered by the company. There are a wide range of classes available to all of our sellers

Quarterly planning meetings are held in person or via video conference. All Departments review the previous quarter and discuss upcoming plans and expectations for the quarter ahead. Training is provided on any topic deemed necessary. Meetings end with a Q&A that is open to all to clarify issues or add a final topic for discussion.

Seven Mountains Media Vice President of Programming, JC Burton, consults with Our Operations Manager, Program Directors and Market Managers weekly. Discussions include any current issues each department may have. He also guides the Programming Departments in order to help them succeed in their radio careers and to maintain operation of the Radio Stations.

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