

Southern Belle, LLC

FOR RADIO STATIONS

**WBHV(FM), State College, PA
WFEQ (FM), Pleasant Gap, PA
WOWY(FM), University Park, PA
WZWW (FM), Bellefonte, PA**

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.

Each station routinely provides on-air announcements to notify groups in the community to come forward to request full-time job vacancy notifications. If your organization would like to be contacted regarding future vacancies, please contact:

Stacy Snyder, VP of HR
Seven Mountains Media
Phone: 814-238-5085
Fax: 814-238-7932
E-mail: HR@7mountainsmedia.com

During the period ending on March 31, 2019, the stations filled the following full-time vacancies:

WBHV-FM/WOWY-FM/WFEQ-FM/WZWW-FM 1 Video Production

WBHV-FM/WOWY-FM/WFEQ-FM/WZWW-FM 1 Executive Assistant

WBHV-FM/WOWY-FM/WFEQ-FM/WZWW-FM 1 Marketing Consultant

WBHV-FM/WOWY-FM/WFEQ-FM/WZWW-FM 1 On Air Talent

WBHV-FM/WOWY-FM/WFEQ-FM/WZWW-FM 1 C.O.O.

The station interviewed a total of 19 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 WOWY-FM, WZWW-FM WBHV-FM, WFEQ-FM	160 W Clearview Ave State College, PA 16803	Stacy Snyder	814-238-5085 hr@7mountain smedia.com		No
Websites WOWY-FM, WZWW-FM WBHV-FM, WFEQ-FM	160 W Clearview Ave State College, PA 16803	Stacy Snyder	814-238-5085 hr@7mountain smedia.com	2	No
Corporate Website 7mountainsmedia.com	160 W Clearview Ave State College, PA 16803	Stacy Snyder	814-238-5085 hr@7mountain smedia.com	1	No
Online Streaming Ads WOWY-FM, WZWW-FM WBHV-FM, WFEQ-FM	160 W Clearview Ave. State College, PA 16803	Stacy Snyder	814-238-5085 hr@7mountainsmedia.com		No
Career Link of Centre County	240 Match Factory Pl. Bellefonte, PA 16823	David Myers	814-272-5465		No
All Access	28955 Pacific Coast Hwy, Suite 210 Malibu, CA 90265		310-457-6616	1	No
Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820 gponti@pab.org		No
South Hills School of Business & Technology/State College, PA	480 Waupelani Drive State College, PA 16801	Ms. Yoder	814-234-7755 ryoder@southhills.edu		No
Nittany Lion Career Network	Psu.scm.simplicity.co m/employers	Rob Hopkins	Online posting		No
Penn State Career Services Employment Relations	101 Bank Of America Career Services Cntr University Park, PA 16802	Renee Kennedy	814-865-2377		No

Lock Haven University Communications Media Department	127 Russell Hall Lock Haven, PA 17745	Dr. Karen Kline	570-484-2376 kkline@lockhaven.edu		No
Bellefonte Intervalley Chamber of Commerce	320 West High Street Bellefonte, PA 16823	Gary Hoover	814-355-2917 contact@bellefontech amber.org		No
Chamber of Business & Industry Centre County	131 S Fraser St # 1 State College, 16801	Lisa Bartges	814-235-1666		No
Betterteam.com			Online posting	1	No
Centre Daily Times Career Builder	PO Box 89 State College, PA 16804	Heidi McNeal	866-438-1485		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 St. 6th Fl Stamford, CT 06901	Online posting	203-328-2691	2	No
Pennsylvania State University College of Communications/JobFair	208-D Carnegie Bldg. University Park, PA 16802	Bob Martin	814-863-4674 Rpm163@psu.edu		No
LinkedIn.com	2029 Stierlin Court Mountain View, CA 94043	linkedin.com	650-687-3600	2	No
Radio Ink	331 SE Mizner Blvd. Boca Raton, FL 33432	radioink.com	561-655-8778		No
Internal Posting Seven Mountains/Dubois	801 East Dubois Ave. Dubois, PA 15801	Francis "Moose" Rosana	814-371-6100		No
Internal Posting Seven Mountains/Lewistown	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757		No
Internal Posting Seven Mountains/Selinsgrove	450 Route 204 Selinsgrove, PA 17870	Sean O'Mealy	570-374-889		No
Internal Posting Seven Mountains/Mansfield	17671 Route 6 Mansfield, PA 16933	Michele Monks	570-724-1490		No

Internal Posting Seven Mountains/Huntingdon	10773 William Penn Highway Huntingdon, PA 16652	Kathy Craig	717-248-6757		No
Internal Posting Seven Mountains/State College	160 W Clearview Ave. State College, PA 16803	Stacy Snyder	814-238-5085	1	No
Referral Friend/Family	160 W Clearview Ave. State College, PA 16803	Stacy Snyder	814-238-5085	2	No
Referral/Owner's Industry Network	115 West Main Street Frankfort, KY 40601	Kristin Cantrell	502-875-1130 kristin.cantrell@ gmail.com	1	No
Referral Employee	160 W Clearview Ave. State College, PA 16803	Stacy Snyder	814-238-5085	6	No
Inside Radio	P.O. Box 567925 Atlanta, GA 31156		800-248-4242 contact@insider adio.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; 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
Seven Mountains Media, LLC
160 Clearview Avenue
State College, PA 16803
814-238-5085

Attachment A



Full-Time Vacancy EEO Information

Job Title of Vacancy: (1) Video Production

Recruitment Source That Referred The Hire: Referral Employee

Date Vacancy Opened: 9/1/18

Date Vacancy Filled: 10/9/18

Total persons interviewed for the vacancy: 3

Attachment A



Full-Time Vacancy EEO Information

Job Title of Vacancy: Executive Assistant

Recruitment Source That Referred The Hiree: Internal Posting

Date Vacancy Opened: 02/15/19

Date Vacancy Filled: 3/11/19

Total persons interviewed for the vacancy: 3

Attachment A



Full-Time Vacancy EEO Information

Job Title of Vacancy: (1) Marketing Consultant

Recruitment Source That Referred The Hiree: Referral Employee

Date Vacancy Opened: 4/1/18

Date Vacancy Filled: 2/18/19

Total persons interviewed for the vacancy: 7

Attachment A



Full-Time Vacancy EEO Information

Job Title of Vacancy: On Air Talent

Recruitment Source That Referred The Hiree: Referral Employee

Date Vacancy Opened: 8/1/18

Date Vacancy Filled: 9/17/18

Total persons interviewed for the vacancy: 3

Attachment A



Full-Time Vacancy EEO Information

Job Title of Vacancy: Chief Operating Officer

Recruitment Source That Referred The Hiree: Referral/Industry Network

Date Vacancy Opened: 8/13/18

Date Vacancy Filled: 11/1/18

Total persons interviewed for the vacancy: 3

Attachment B EEO Outreach/Training 4/1/18 - 3/31/19

1. Career Fairs:

- a. The Penn State University Main Campus/College of Communications' Job Expo. This year's event took place March 16th, 9am-2pm at the HUB Building, University Park Campus. Kathy Craig, Market Manager, Kim Meredith, Promotions, Don Bedell, Director of Video, Angela Steco, WBHV-FM Program Director attended . All station jobs and opportunities were represented. During this expo we acquired resumes which will be kept on file and considered in our future hiring initiatives. 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.

- b. The following Seven Mountains Media employees were guest speakers for the Telecommunications Sales & Promotions Class (COMM 384) at Penn State University. Instructed by Don Bedell, Director of Video, Seven Mountains Media. This course introduces students to the basic principles and practices of media sales including radio, television, cable, print digital. The class also develops the basic skills that you will need to sell and promote telecommunications products in today's world.

1/23/2019 - **Ken Holtzinger**, Director of Sales
"Attitude and Goal Setting"

2/8/2019 - **Wendy Lynch** - Digital Marketing Strategist
"Influence and Creating Value"

2/18/2019 - **Jim Loftus** - COO
"Media Research/Ratings"

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.

3) Intern Initiative:

Our company engages in an aggressive intern initiative in conjunction with the Penn State University's Main Campus College of Communications. Over the last year we have had over 20 students completing an internship with our company. When entering into this agreement we wanted the experience to be rewarding and educational and beneficial to the students, Penn State University and our company. Under the guidance of our Director of Interns and programming staff, these interns received hands-on training in planning; producing and directing. The interns are required to be on time, attend weekly meetings and to go through weekly reviews of their work.

- i. 9 interns Spring 2018
- ii. 5 interns Summer 2018
- iii. 6 interns Fall 2018