

**Southern Belle, LLC**

**FOR RADIO STATIONS**

**WMRF (FM), Lewistown, PA**

**WIBF (FM), Mexico, PA**

**WDBF (FM), Mount Union, PA**

**WLUI (AM), Lewistown, PA**

**WLUI (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, 2018, the stations filled the following full-time vacancies:

**WLUI-AM and FM/WDBF-FM/WMRF-FM/WIBF-FM Media Sales Consultant**

The station interviewed a total of 7 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:

Walk- ins/ Referrals

ON Air recruitment ads

Stations Websites 1

All Access

Pennsylvania Association of Broadcasters

Juniata Valley Chamber of Commerce

Advantage Resources Group

PICCC, Inc.

CPI

National Association of Broadcasters

Radio Talent Institute

Indeed.com 2

LinkedIn.com

Juniata Valley Chamber of Commerce

Seven Mountains Media Seminar 4

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:

Kathy Craig Market Manager

Southern Belle, LLC c/o Seven

Mountains Media, LLC

12 East Market Street Lewistown, PA 17044

[kcraig@7mountainsmedia.com](mailto:kcraig@7mountainsmedia.com)

Attachment A

**Full-Time Vacancy EEO Information**

Job Title of Vacancy: Media Sales Consultant

Date Vacancy Opened: May 1, 2017

Date Vacancy Filled: July 17, 2017

Recruitment source that referred the hire: Seven Mountains Media Recruitment Seminar held June 15, 2017

Total persons interviewed for the vacancy: 7

## Attachment B

### **EEO Outreach/Training 4/1/17 - 3/31/18**

#### **1. Career Fairs:**

a. April 27 2017, PA Career Link - Fair was held on the CareerLink campus in Lewistown, PA. In attendance were Kathy Craig, Market Manager and Chuck Curry, Marketing Consultant.

b. The Penn State University Main Campus/College of Communications' Job Expo. This year's event took place March 16th, 2018, 9am-2pm at the HUB Building, University Park Campus. Kathy Craig, Market Manager attended. During this expo we acquired resumes which will be kept on file and considered in our future hiring initiatives. Kathy conducted, at least, 10, 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.

c. A Seven Mountains Media recruitment seminar was held on June 15, 2017, in the Lewistown PA offices. The Seminar was conducted by Kristin Cantrell, CEO and Owner. In attendance was Kathy Craig, Market Manager for Lewistown and Huntingdon, PA. An additional 11 were in attendance. 2 attendees were subsequently hired within Seven Mountains Media.

#### **2. Training and Professional Development:**

a. Seven Mountains Media in partnership with Vici digital media conducted digital classroom training to all sales and management employees. The training was in 3 parts, and is ongoing through weekly online webinars.

b. We offer RAB Professional Development Foundations Courses to our Account Executives but any department (promotions, production) can participate. There are 27 online classes with the final exam resulting in certification as a Radio Marketing Professional, and a Certified Digital Marketing Professional.

c. VP of HR/Operations, Stacy Snyder, participates in HR Insights webinars presented by Keystone Payroll throughout the year.

d. Newly promoted to Program Director Rick Hamilton trained on G-Selector with VP of Programming, JC Burton and WIBF Program Director, Jeff Stevens

e. Builders training - First Training for 10 newly hired and prospective media consultants. Training conducted March 8, 2018. In State College, PA Ken Holtzinger, Regional Sales Manager; Wendy Lynch, Digital Sales Manager, Kathy Craig, Market Manager, Ryan Butler, Video manager and Kristin Cantrell, owner and CEO attended.