

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. During the period ending on March 31, 2018, the stations filled the following full-time vacancies:

WBHV-FM/WOWY-FM/WFEQ-FM/WZWW-FM 2 Video Production

WBHV-FM/WOWY-FM/WFEQ-FM/WZWW-FM Sales Manager /
Recruitment/Trainer

WBHV-FM/WOWY-FM/WFEQ-FM/WZWW-FM 4 Marketing Consultants

WBHV-FM/WOWY-FM/WFEQ-FM/WZWW-FM Production Director

The station interviewed a total of 18 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 Avenue State College, PA 16803	Don Bedell	814-238-5085	1	No
Websites WOWY-FM WZWW-FM WBHV-FM WFEQ-FM	160 W Clearview Avenue State College, PA 16803	Don Bedell	814-238-5085	1	No
Corporate Website 7mountainsmedia.com		Don Bedell	814-238-5085	1	No
Career Link of Centre County	1300 Benner Pike State College, PA 16801	Karen Dabny	814-272-5465	0	No
All Access	28955 Pacific Coast Hwy, Suite 210 Malibu, CA 90265		310-457-6616	2	No
Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	717-482-4820	0	No
South Hills School of Business & Technology/State College, PA	480 Waupelani Drive State College, PA 16801	Ms. Yoder	814-234-7755	0	No
South Hills School of Business & Technology/Philipsburg, PA	200 Shady Lane Philipsburg, PA 16866	Brenda Hill	814-342-7427	0	No
Penn State Career Services Employment Relations	101 Bank Of America Career Services Center University Park, PA 16802	Kathy Early	814-865-2377	0	No

Lock Haven University Communications Media Department	127 Russell Hall Lock Haven, PA 17745	Dr. Karen Kline		0	No
Penn College of Technology/Williamsport, PA	One College Avenue Williamsport, PA 17701	Penn College Career Hub	570-326-9222	0	No
Bellefonte Intervally Chamber of Commerce	320 West High Street Bellefonte, PA 16823	Gary Hoover	814-355-2917	0	No
Chamber of Business and Industry Centre County	200 Innovation Park State College, PA 16801	Lisa Bartges	814-235-1666	0	No

Pennsylvania State University Association of Journalists For Diversity	208 Carnegie Building University Park, PA 16802	Danielle Hayes	814-863-7999	0	No
CPI	540 North Harrison Road Pleasant Gap, PA 16823	info@cpi.com	814-359-2793	0	No
National Association of Broadcasters	1771 North Street North West Washington, DC 20036	nab@nab.org		0	
Radio Talent Institute/Bloomsburg University of PA			704-246-8185	0	No
Indeed.com	177 Broad Street 6th Floor Stamford, CT 06901		203-328-2691	7	No
Pennsylvania State University College of Communications/Job Fair	208-D Carnegie Building University Park, PA 16802	Bob Martin	814-863-4674	1	No
LinkedIn.com	2029 Stierlin Court Mountain View, CA 94043	linkedin.com	650-687-3600	2	No

PICCC, Inc.	2595 Clyde Avenue, Suite 1 State College, PA 16801	Cheryl Johnson	814-237-8998	0	No
Internal Posting Seven Mountains/Dubois	801 East Dubois Avenue Dubois, PA 15801	Francis "Moose" Rosana	814-371-6100	0	No
Internal Posting Seven Mountains/Lewistown	12 East Market Street Lewistown, PA 17044	Kathy Craig	717-248-6757	0	No
Internal Posting Seven Mountains/Selinsgrove	450 Route 204 Selinsgrove, PA 17870	Sean O'Mealy	570-374-889	0	No
Internal Posting Seven Mountains/Mansfield	17671 Route 6 Mansfield, PA 16933	Michele Monks	570-724-1490	0	No
Internal Posting Seven Mountains/Huntingdon	10773 William Penn Highway Huntingdon, PA 16652	Kathy Craig	717-248-6757	0	No

Internal Posting Seven Mountains/State College	160 W Clearview Avenue State College, PA 16803	Don Bedell	814-238-5085	0	No
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Referral Friend/Family	160 W Clearview Avenue State College, PA 16803	Don Bedell	814-238-5085	1	No
Referral Employee	160 W Clearview Avenue, State College, PA 16803	Don Bedell	814-238-5085	2	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: (2) Video Production

Recruitment Source That Referred The Hire: (2) Indeed.com

Date Vacancy Opened: 08/01/17

Date Vacancy Filled: 08/21/17, 1/2/18

Total persons interviewed for the vacancy: 6

Attachment A



Full-Time Vacancy EEO Information

Job Title of Vacancy: Sales Manager/Recruitment/Trainer

Recruitment Source That Referred The Hire: Referral (found on LinkedIn)

Date Vacancy Opened: 08/01/17

Date Vacancy Filled: 09/05/17

Total persons interviewed for the vacancy: 1

Attachment A



Full-Time Vacancy EEO Information

Job Title of Vacancy: (4) Marketing Consultants

Recruitment Source That Referred The Hiree: Referral, On-Air, Referral, Penn State Job Fair/Seven Mountains Internship

Date Vacancy Opened: 4/1/17

Date Vacancy Filled: 04/03/17, 07/17/17, 11/27/17, 03/12/18

Total persons interviewed for the vacancy: 9



Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Production Director

Recruitment Source That Referred The Hiree: All Access

Date Vacancy Opened: 11/01/17

Date Vacancy Filled: 03/14/18

Total persons interviewed for the vacancy: 2

Attachment B EEO Outreach/Training 4/1/17 - 3/31/18

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. Ken Holtzinger, Sales Manager/Recruiter, Sam Harbaugh, Marketing Consultant, 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, 27, 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.

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. 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.

c. 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.

d. 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.

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 50 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. 13 interns Spring 2017
- ii. 9 interns Summer 2017
- iii. 9 interns Fall 2017