

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**

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, 2017, the stations filled the following full-time vacancies:

WBHV-FM/WOWY-FM/WFEQ-FM/WZWW-FM Promotions/On Air

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

WBHV-FM/WOWY-FM/WFEQ-FM/WZWW-FM Sales Account Executive

The station interviewed a total of 12 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	5
ON Air recruitment ads	4
Stations Websites	
Seven Mountains Media Corporate Website	
Career Link of Centre County	
All Access	3
Pennsylvania Association of Broadcasters	
South Hills School of Business & Technology/State College, PA	
South Hills School of Business & Technology/Philipsburg, PA	
Penn State Career Services Employment Relations	

Lock Haven University Career Development
Penn College Career Hub/Williamsport, PA
Bellefonte Intervalley Chamber of Commerce
Chamber of Business and Industry Centre County
Advantage Resources Group
State College Young Professionals
State College Women's Club
PICCC, Inc.
Penn State, Altoona
Pennsylvania State University Association of Journalists For Diversity
CPI
National Association of Broadcasters
The H/R Office
Radio Talent Institute
Indeed.com
Pennsylvania State University College of Communications
LinkedIn.com

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
VP of HR/Operations
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: Promotions/On Air

Date Vacancy Opened: 6/13/2016

Date Vacancy Filled 7/25/2016

Recruitment source that referred the hire: In House part time employee promoted to full time

Total persons interviewed for the vacancy: 1



Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Production Director

Date Vacancy Opened: 6/13/2016

Date Vacancy Filled: 08/15/2016

Recruitment source that referred the hire: All Access

Total persons interviewed for the vacancy: 3



Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Sales Account Executive

Date Vacancy Opened: 10/13/2016

Date Vacancy Filled: 02/01/2017

Recruitment source that referred the hire: Referral

Total persons interviewed for the vacancy: 8

Career Fairs:

a. The Penn State University Main Campus/College of Communications' Job Expo. This year's event took place March 24th, 9am-2pm at the HUB Building, University Park Campus. Don Bedell, Market Manager attended. During this expo we acquired resumes which will be kept on file and considered in our future hiring initiatives. Don 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.

b. South Hills Career Fair – March 30, 2017. 9am – noon. Don Bedell, Kathy Craig, Market Managers were in attendance. During this event we acquired resumes which will be kept on file and considered in our future hiring initiatives. Don and Kathy conducted, at least, 10, on the spot interviews.

2. Training and Professional Development:

a. Promotions/Account Executive, Cathy Brown, spoke at TIPS Networking Club in State College on 4/7/16.

b. VP of HR/Operations, Stacy Snyder, participated in an HR Insights webinar presented by Keystone Payroll "Making Sense of the Department of Labor's New Exemption Rules" on 6/8/16.

c. VP of HR/Operations, Stacy Snyder, participated in the FCC Expanded Online Public Inspection File (OPIF) Interface on 6/13/16.

d. Market Manager, Chad Evans, Market Manager, Don Bedell, and VP of Creative, Dave Taylor all presented RAB Training modules held at the Confer Radio Talent Institute at Bloomsburg University of PA on 7/6/16.

e. Seven Mountains Media paid for travel to Radio Show 2016 " Reach Beyond" held in Nashville, TN, September 21st thru 23rd. This is the largest radio only event of the year for pros at every level, in every market size. Market Manager, Don Bedell attended.

f. Market Manager, Don Bedell, Account Executive, Michael Brennen and Production Director, Amy McGovern participated in a free RAB Webinar - Benchmarking Radio Stations' Online Revenues on 2/14/17.

g. We offer RAB Professional Development Foundations Courses to our Account Executives but any department (promotions, production) can participate. There are 17 online classes with the final exam resulting in certification as a Radio Marketing Professional.

h. VP of HR/Operations, Stacy Snyder participated in a webinar titled "HR Compliance Impact with Washington's First Moves" on 3/28/17.

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. 14 interns Spring 2016
- ii. 10 interns Summer 2016
- iii. 12 interns Fall 2016
- iiii. 16 interns Spring 2017