

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, 2016, the stations filled the following full-time vacancies:

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

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

WBHV-FM/WOWY-FM/WFEQ-FM/WZWW-FM Sales Account
Executive/WFEQ-FM On-Air Announcer

Assistant Program Director/Morning Personality, WFEQ-FM

The station interviewed a total of 15 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	9
ON Air recruitment ads	
Stations Websites	3
Career Link of Centre County	
All Access	
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
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
Operations Manager
Southern Belle, LLC % 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: Sales Account Executive

Date Vacancy Opened: 2/2/2015

Date Vacancy Filled 4/13/2015

Recruitment source that referred the hire: LinkedIn

Total persons interviewed for the vacancy: 3



Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Sales Account Executive

Date Vacancy Opened: 9/1/2015

Date Vacancy Filled: 2/1/2016

Recruitment source that referred the hire: Station websites

Total persons interviewed for the vacancy: 6

Attachment A



Full-Time Vacancy EEO Information

Job Title of Vacancy: Sales Account Executive / On-Air Announcer
WFEQ-FM

Date Vacancy Opened: 7/3/2015

Date Vacancy Filled: 7/20/2015

Recruitment source that referred the hire: Employee referral

Total persons interviewed for the vacancy: Internal promotion PT to FT



Attachment A

Full-Time Vacancy EEO Information

Job Title of Vacancy: Assistant Program Director / Morning Personality,
WFEQ-FM

Date Vacancy Opened: 5/15/2015

Date Vacancy Filled: 8/20/2015

Recruitment source that referred the hire: Referral

Total persons interviewed for the vacancy: 5

Note: Position was offered to a part-time employee, promoted to full-time.

1. Career Fairs:

- a. Juniata College Career Day. This year's event took place February 26th, 2016, 11am-3pm at the Kennedy Sports & Recreation Center on campus in Huntingdon. Attendees were Kathy Craig, Market Manager (Lewistown) and Cindy Anderson, Sales Manager (Huntingdon). During this expo we acquired resumes which will be kept on file and considered in our future hiring initiatives.

- b. The Penn State University Main Campus/College of Communications' Job Expo. This year's event took place March 18th, 2016 9am-2pm at the HUB Building, University Park Campus. Attendees were Don Bedell, Market Manager (State College); Kathy Craig, Market Manager (Lewistown); Chad Evans, Market Manager (Selinsgrove). During this expo we acquired resumes which will be kept on file and considered in our future hiring initiatives. 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:

- c. We started a series of seminars through Paychex HR solutions for personal and professional development.

- i. "Hiring Practices Seminar for Supervisors/Managers" was conducted on May 28, 2015. In attendance: Don Bedell, Market Manager and Stacy Snyder, Operations Manager.

- ii. "Effective Employee Discipline and Termination" was conducted on June 18, 2015. In attendance: Don Bedell, Market Manager, Stacy Snyder, Operations Manager, Roger Corey, Program Director, Mike Shoenfelt, Program Director, and Sara Lauer, Program Director.

- iii. "Substance Abuse Awareness" was conducted on August 20, 2015. In attendance: Don Bedell, Market Manager, Stacy Snyder, Operations Manager and Roger Corey, Program Director.

- iv. "Performance Appraisals" was conducted on September 17, 2015. In attendance: Don Bedell, Market Manager, Roger Corey, Program Director, Mike Shoenfelt, Program Director and Sara Lauer, Program Director.

- v. "Non Harassment" was conducted on December 17, 2015. In attendance: Don Bedell, Market Manager, Stacy Snyder, Operations Manager, Roger Corey, Program Director, Sara Lauer, Program Director and Jason Crane, Program Director.

d. On September 22, 2015, Market Manager, Don Bedell spoke to 2 Telecommunications Programming classes at Penn State University, University Park, State College, PA. Students had the opportunity to ask questions about how radio stations are programmed. Students were given a basic understanding of the operations of a broadcast radio station.

e. September 30 thru October 2, 2015, Market Manager, Don Bedell, attended the 2015 Radio Show in Atlanta, GA, produced by the NAB and RAB. Southern Belle, LLC, provided this trip for Don to attend exclusive educational sessions and powerful ideas.

f. On October 14, 2015, Operations Manager, Stacy Snyder, participated in a 2 hour webinar provided by the PAB and titled “Navigating the FCC’s equal employment opportunity rules & public file requirements.”

g. On December 7, 2015, Regional-National Sales Manager, Katie Baney, recorded a 11-minute marketing lesson for the Bachelor of Science in Business at Penn State’s, University Park, State College, PA. This is an introduction to selling techniques where students learn about the principles underlying the sales process and their practical application.

h. On December 17, 2015, Market Manager, Don Bedell and Regional-National Sales Manager, Katie Baney, participated in a 2-hour webcast provided by the PAB. Topic was broadcasting rules and regulations for 2015 political broadcasting.

i. On January 21, 2016, Regional-National Sales Manager, Katie Baney, participated in a RAB webinar presented by Nuwoodoo, Topic was how to identify the issues and learn specific action steps to improve client relationships and results.

j. New for 2016, Southern Belle, LLC is providing a new program available to our staff. P1 Learning offers simplified online training on such topics as Management, Sales, Customer Service, Business Skills and more.

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 40 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. 10 interns Spring 2015 1/12/15 - 5/1/15
- ii. 8 interns Summer 2015 5/11/15 - 8/12/15
- iii. 12 interns Fall 2015 8/24/15 - 12/11/15
- iiii. 10 interns Spring 2016 1/11/16 - 4/29/16

**Documentation in public file