

Southern Belle, LLC

FOR RADIO STATIONS

WHUN (FM) Huntingdon, PA

WHUN (AM) Huntingdon, 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, 2019, the stations filled the following full-time vacancies:

NONE

The station interviewed a total of 0 persons 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: 0

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NONE

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 for Huntingdon
Southern Belle, LLC c/o Seven Mountains Media, LLC
12 E Market Street Suite B
Lewistown, PA
717-248-6757
kcraig@7mountainsmedia.com

Attachment B

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

1. Career Fairs:

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 for Lewistown/Huntingdon and Don Bedell, Director of Video, 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.

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. 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.