

## **ANNUAL EEO PUBLIC FILE REPORT**

For the period beginning February 1, 2019, and ending January 31, 2020

**This Report is Not Required If Unit Has Fewer Than Five Full-Time Employees**

This Report consists of:

Part 1	Station Information
Part 2	Recruitment Sources/Interviewees for each full-time vacancy
Part 3	Recruitment Initiatives

Preparer: Larry Blakeney

Signature:



Title: President/CEO, Blakeney Communications, Inc.

Date: February 1, 2020

Telephone: (601) 649-0095

\*This Report, which usually covers the prior 12-month period, is to be placed in each station's public file and web site (if applicable) every year on the anniversary of the due date of the station's renewal application.

## Part 1

This report covers the following employment unit:

CALL SIGN	AM/FM	FACILITY ID#	COMMUNITY OF LICENSE	STATE	LMA
WBBN	FM	71207	Taylorsville	MS	No
WXRR	FM	29549	Hattiesburg	MS	No
WKZW	FM	14021	Sandersville	MS	No
WXHB	FM	70409	Richton	MS	No
W249AO	FM	31760	Hattiesburg	MS	No

Attached is information concerning the recruitment efforts undertaken by the employment unit to fill the full-time vacancies during the period covered by this Report.

A total of 2 full-time job vacancies were filled by the employment unit. A total of 11 persons were interviewed for all full-time vacancies.

**PART 2**

**FULL TIME VACANCY #1**

**Job Title: Account Executive**

**Date Filled: July 22, 2019**

**Total Number of Interviewees: 6**

**Recruitment Sources:\***

**The following recruitment sources were utilized to fill this vacancy:**

<b>Name of Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Number of Interviewees Referred</b>
*Help Wanted Ad WBBN (FM) WXRR (FM) WXHB (FM) WKZW(FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	1
Station Web Sites: WBBN, WXRR, WKZW, WXHB	P.O. Box 6408 Laurel, Ms 39441	Debbie Blakeney	(601) 649-0095	2
<a href="http://www.thepinebelt.com">www.thepinebelt.com</a> : Area Online Directory	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	0
Cold Call/Friend/Word of Mouth/ Inquiry from Present or Former Employee	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	0
Pine Belt Job Fair Hattiesburg, MS	1 Convention Ctr Plz, Hattiesburg, MS 39401	Adam Todd	(601) 321-6154	0
MAB on Campus USM Dept of Mass Comm.	118 College Dr. Hattiesburg, MS	Dr. Mary Lou Sheffer	(601) 266-6746	2
I-59 Job Fair Laurel, MS	South Central Place, Laurel, MS	Adam Todd	(601) 321-6154	1

**\* A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.**

## **PART 2**

### **FULL TIME VACANCY #2**

**Job Title: Traffic Assistant**

**Date Filled: September 16, 2019**

**Total Number of Interviewees: 5**

### **Recruitment Sources:\***

**The following recruitment sources were utilized to fill this vacancy:**

<b>Name of Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Number of Interviewees Referred</b>
*Help Wanted Ad WBBN (FM) WXRR (FM) WXHB (FM) WKZW(FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	2
Station Web Sites: WBBN, WXRR, WKZW, WXHB	P.O. Box 6408 Laurel, Ms 39441	Debbie Blakeney	(601) 649-0095	0
<a href="http://www.thepinebelt.com">www.thepinebelt.com</a> : Area Online Directory	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	0
A Present Employee Filled In and Was Considered	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	1
Pine Belt Job Fair Hattiesburg, MS	1 Convention Ctr Plz, Hattiesburg, MS 39401	Adam Todd	(601) 321-6154	0
MAB on Campus USM Dept of Mass Comm.	118 College Dr. Hattiesburg, MS	Dr. Mary Lou Sheffer	(601) 266-6746	0
I-59 Job Fair Laurel, MS	South Central Place, Laurel, MS	Adam Todd	(601) 321-6154	2

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## **PART 3**

### **SUPPLEMENTAL RECRUITMENT ACTIVITIES**

#### **ACTIVITY # 1**

Activity: MAB on Campus

Date: Wednesday, April 24, 2019

Preparer: Larry Blakeney  
President/CEO  
Blakeney Communications, Inc.

Host/Sponsor of Activity: Mississippi Association of Broadcasters  
University of Southern Mississippi School of  
Mass Communication & Journalism

Participating Station  
Personnel: Larry Blakeney, President/CEO  
Tom Colt, Operations Manager

#### **Description of activity and scope of station participation:**

Larry Blakeney (President/CEO) and Tom Colt (Operations Manager) of Blakeney Communications participated, along with representatives of other broadcast members of the Mississippi Association of Broadcasters in "MAB on Campus" in the Thad Cochran Conference Center at the University of Southern Mississippi. The program began at 10:00 AM and concluded at 2:00 PM and included a portfolio/resume review with sophomores, juniors and seniors planning careers in radio or television broadcasting.

The event also allowed MAB station representatives to have lunch with select students and faculty of the Mass Communication and Journalism Department of the University of Southern Mississippi followed by discussions that featured various broadcasters speaking and answering questions from students about each broadcaster's area of expertise and experience.

Minority and female students were very well represented among the students who participated and Blakeney representatives as well as other Mississippi Association of Broadcasters station representatives interacted with many students including many minority and female students interested in pursuing careers in broadcasting.

## **PART 3**

### **SUPPLEMENTAL RECRUITMENT INITIATIVES**

#### **ACTIVITY 2**

Activity: I-59 JOB FAIR

Date: June 4, 2019

Preparer: Larry Blakeney  
President/CEO  
Blakeney Communications, Inc.

Host/Sponsor of Activity: Blakeney Communications, Inc. was a Media Sponsor of and hosted a booth at the 2019 I-59 Job Fair

Participating Station  
Personnel: Larry Blakeney, President  
Debbie Blakeney, General Manager

#### **Description of Activity & scope of station participation:**

Blakeney Communications, Inc., was a co-sponsor and hosted a booth at the I-59 Job Fair on Tuesday, June 4, 2019, from 10:00 A.M. until 2:00 P.M. at South Central Place located at 2260 Highway 15 North in Laurel, Mississippi. This was a large regional job fair put on by the Governor's Job Fair Network and the WIN Job Center of Mississippi and was open to the public free of charge.

Blakeney Communications aired a total of 485 radio spots on WBBN, WXRR, WKZW, WXHB and WXHB-HD2 promoting this job fair and the Governor's Job Fair Network, and the Win Job Center extensively promoted the event throughout the region, inviting the public to meet with employers to discuss job opportunities in many fields.

Blakeney Communications operated a booth and made available job applications, business cards with contact information and flyers about broadcasting. Larry Blakeney, President of radio stations WBBN, WXRR, WKZW, WXHB and WXRR-HD2 greeted job seekers and attendees and answered questions about job opportunities with Blakeney Communications, Inc., and career opportunities in the broadcasting field. There were hundreds of attendees, and minorities and women were very well represented among those who came by the Blakeney Communications booth.

## **PART 3**

### **SUPPLEMENTAL RECRUITMENT INITIATIVES**

#### **ACTIVITY #3**

Activity: PINE BELT JOB FAIR

Date: October 29, 2019

Preparer: Larry Blakeney  
President/CEO  
Blakeney Communications, Inc.

Host/Sponsor of Activity: Blakeney Communications, Inc. was a co-sponsor  
of and hosted a booth at the 2019 Pine Belt Job Fair

Participating Station  
Personnel: Larry Blakeney, President

#### **Description of Activity & scope of station participation:**

Blakeney Communications, Inc. was a co-sponsor and hosted a booth at the Pine Belt Job Fair on Tuesday, October 29, 2019, from 9:00 A.M. until 1:00 P.M. at the Hattiesburg Lake Terrace Convention Center in Hattiesburg, Mississippi. This was a large regional job fair put on by the Governor's Job Fair Network and was open to the public free of charge. Blakeney Communications was listed as co-sponsor for this event.

Blakeney Communications aired a total of 485 radio spots on WBBN, WXRR, WKZW, WXRR-HD2 and WXHB promoting this job fair and the Governor's Job Fair Network, and the Win Job Center extensively promoted the event throughout the region, inviting the public to meet with employers to discuss job opportunities in many fields.

Blakeney Communications operated a booth with prominent signage and made available job applications, business cards with contact information and flyers about broadcasting. Larry Blakeney, President, representing WBBN, WXRR, WKZW, WXHB and WXRR-HD2, greeted job seekers and attendees and answered questions about job opportunities with Blakeney Communications, Inc. and career opportunities in the broadcasting field. There were hundreds of attendees, and minorities and women were very well represented among those who came by the Blakeney Communications booth.