

ANNUAL EEO PUBLIC FILE REPORT


For the period beginning February 1, 2013, and ending January 31, 2014

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, 2014

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

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 10 persons were interviewed for all full-time vacancies.

PART 2

FULL TIME VACANCY #1

Job Title: Account Executive

Date Filled: May 1, 2013 (Job did not become permanent full-time until Oct 28, 2013)

Total Number of Interviewees: 4

Recruitment Sources:*

The following recruitment sources were utilized to fill this vacancy:

Name of Source	Address	Contact Person	Telephone Number	Number of Interviewees Referred
Help Wanted Ad WBBN (FM) WXRR (FM) WXHB (FM) WKZW(FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
*Station Web Sites & thepinebelt.com	P.O. Box 6408 Laurel, Ms 39441	Debbie Blakeney	(601) 649-0095	2
Recruited from other area businesses	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	0
Cold Call/Friend/Word of Mouth/ Inquiry from former Employee	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	2
Pine Belt Job Fair Hattiesburg, MS	1 Convention Ctr Plz, Hattiesburg, MS 39401	Adam Todd	(601) 321-6154	0
Station Bulletin Board	P.O.Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
WIN Job Center State Emp. Svc.	2139 HWY 15 N Laurel,MS39440	Phil Hosey	(601) 399-4001	0

Note: The Cold Call Walk-ins were interviewed a few days after the position was offered to the hiree; however, since the AE position does not become permanent full-time until 90 or 180 days after initial employment, we interviewed these qualified walk-ins for this same position in the event the person hired did not work out which is often the case for Account Executives. We sometimes hire more than one AE at a time if 2 or more very well qualified applicants who would make a good fit should apply for the same position. WIN Job Center was notified 5/8/13 and asked to refer qualified AE applicants.

*** 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: Midday Air Personality WBBN(FM) Date Filled: August 20, 2013
Total Number of Interviewees: 6

Recruitment Sources:*

The following recruitment sources were utilized to fill this vacancy:

Name of Source	Address	Contact Person	Telephone Number	Number of Interviewees Referred
Help Wanted Ad WBBN (FM) WXRR(FM) WKZW(FM) WXHB(FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
Radio- Online.com	3500 Tripp Ave Amarillo, TX 79121	Ron Chase	(806) 352-7503	0
*Part-Time Employee seeking Full-Time	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	1
All Access "allaccess.co m"	28959 Pacific Coast Highway, Suite 210-5 Malibu, CA 90265	Joel Denver	(310) 457-6616	5
(X) Broadcast Center	2360 Hampton Ave, St. Louis, MO 63139	John Caroll	(314) 647-8181	0
WIN JOB CENTER/Ms. State Employment Service	2139 Highway 15 North, Laurel, MS 39440	Phil Hosey	(601) 399-4001	0
Pine Belt Job Fair, Hattiesburg, MS	1 Convention Ctr. Plz, Hattiesburg, MS 39401	Adam Todd	(601) 321-6154	0

*Denotes source from which successful candidate hired. (X) Denotes Source that requested notification.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #1

Activity: PINE BELT JOB FAIR

Date: November 6, 2013

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 2014 Pine Belt Job Fair

**Participating Station
Personnel:** Larry Blakeney, CEO, and Andy Webb, Operations Mgr. Communications,
Inc. of Blakeney Communications, Inc.

Description of Activity & scope of station participation:

Blakeney Communications, Inc. hosted a booth at the Pine Belt Job Fair on Wednesday, November 6, 2013, from 9:00 A.M. until 2:00 P.M. at the Hattiesburg Lake Terrace Convention Center in Hattiesburg, Mississippi. This was a large regional job fair put on by the Governors Job Fair Network and was open to the public free of charge.

Blakeney Communications aired a total of 240 radio spots on WBBN, WXRR, WKZW and WXHB promoting this job fair and the Governor's Job Fair Network, and the Win Job Center extensively promoted the event in other media throughout the region inviting the public to meet with employers to discuss job opportunities in many fields. After years of participation and helping promote the event, Blakeney Communications was considered a co-sponsor of this year's Pine Belt Job Fair.

Blakeney Communications, Inc. operated a booth with prominent signage and made available job applications, business cards with contact information and flyers about careers in broadcasting. Larry Blakeney, CEO, and Andy Webb, Operations Manager, of radio stations WBBN, WXRR, WKZW and WXHB 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 well represented.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

ACTIVITY # 2

Activity: Careers in Broadcasting

Date: February/March 2013

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

Host/Sponsor of Activity: Mississippi Association of Broadcasters

Participating Station Personnel: Larry Blakeney, President/CEO &
Debbie Blakeney, General Manager of
Blakeney Communications, Inc.

Description of activity and scope of station participation:

Blakeney Communications, Inc., radio stations WBBN, WXRR, WKZW & WXHB aired a total of 208 radio PSA's in February and March of 2013 promoting the Mississippi Association of Broadcasters "Careers in Broadcasting" link on the association website, www.msbroadcasters.org.

The PSA's invited listeners to find out more about careers in radio broadcasting by going to "msbroadcasters.org", then clicking on the "Job Bank" tab, then going to the Broadcast Career Link for tips on Job Titles, Job Descriptions, Resume Writing and How to Stand Out in an Interview. The Mississippi Association of Broadcasters web site also lists job openings in Mississippi and nationally.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

ACTIVITY # 3

Activity: MAB Broadcast Scholarship Program

Date: April/May 2013

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

Host/Sponsor of Activity: Mississippi Association of Broadcasters
Co-Sponsored by Blakeney Communications, Inc.
(WBBN/WXRR/WKZW/WXHB)

Participating Station Personnel: Larry Blakeney, President/CEO &
Debbie Blakeney, General Manager of
Blakeney Communications, Inc.

Description of activity and scope of station participation:

Blakeney Communications, Inc. played a key role in providing scholarships for deserving students, including minorities and women, at two-year and four-year colleges and universities through the MAB Broadcast Scholarship Program. WBBN, WXRR, WKZW and WXHB helped fund the scholarship program through their participation in the MAB Grant Program.

Larry Blakeney, Pres/CEO, presently serves on the Mississippi Association of Broadcasters board of directors and was a member of the 3 person committee which determined the 2013 MAB Scholarship Recipients.

WBBN, WXRR, WKZW and WXHB aired 360 broadcast scholarship radio announcements inviting potential scholarship applicants to go on-line to any Blakeney station website and download a copy of the broadcast scholarship application.

The MAB sent out notices to colleges and universities throughout Mississippi, including those with predominately African American and/or female enrollment, such as Jackson State University, Mississippi University for Women, Alcorn State University, Mississippi Valley State University and Rust College. The applications clearly stated, "No applicant will be discriminated against on the basis of race, color, religion, national origin, sex or age."

The MAB Broadcast Scholarship program received 26 applications and awarded \$16,000.00 in scholarships to 8 winners in 2013. Indeed, minorities and women have been well represented among both applicants and winners over the past several years.