

## ANNUAL EEO PUBLIC FILE REPORT

For the period beginning February 1, 2014, and ending January 31, 2015

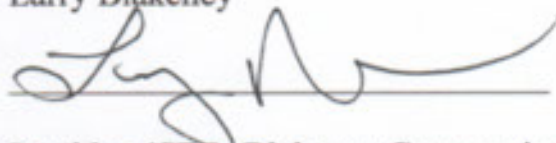
**This Report is Not Required If Unit Has Fewer Than Five Full-Time Employees**

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, 2015

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 4 full-time job vacancies were filled by the employment unit. A total of 14 persons were interviewed for all full-time vacancies. (Some interviewees were considered for more than one opening, resulting a total of "17" interviews listed in Full Time Vacancies).

**PART 2**  
**FULL TIME VACANCY # 1**

**Job Title: Morning Air Personality WBBN(FM)      Date Filled: September 29, 2014**  
**(Current Employee Promoted)**

**Total Number of Interviewees: 4**

**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) WRRR(FM) WKZW(FM) WXHB(FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	1 Referred by Client who heard AD
Radio- Online.com	3500 Tripp Ave Amarillo, TX 79121	Ron Chase	(806) 352-7503	0
*Current Employee seeks Promotion	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	1
All Access "allaccess.com"	28959 Pacific Coast Highway, Suite 210-5 Malibu, CA 90265	Joel Denver	(310) 457-6616	2
(X) Broadcast Center	2360 Hampton Ave, St. Louis, MO 63139	John Carroll	(314) 647-8181	0
WTN JOB CENTER/Ms. State Employment Service	2139 Highway 15 North, Laurel, MS 39440	Phil Hosey	(601) 399-4001	0
B95country.com	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
Career Days, USM	118 College Dr. Hattiesburg, MS	Margaret Williams	(601)266-6746	0

\* 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: Air Personality/DJ WBBN(FM)      Date Filled: September 29, 2014**

**Total Number of Interviewees: 4**

**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) WXRK(FM) WKZW(FM) WXHB(FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	1 Hiree referred by client who had heard AD
Radio- Online.com (Same pool as Morning Host)	3500 Tripp Ave Amarillo, TX 79121	Ron Chase	(806) 352-7503	0
MAB on Campus	855 S. Pear Orchard, Rd. Ridgeland, MS 39157	Jackie Lett	(601)957-9121	1
All Access "allaccess.com" (same pool as morning host)	28959 Pacific Coast Highway, Suite 210-5 Malibu, CA 90265	Joel Denver	(310) 457-6616	2
(X) Broadcast Center (same pool as morning host)	2360 Hampton Ave, St. Louis, MO 63139	John Carroll	(314) 647-8181	0
Thepinebelt.com B95country.com Kz943.com	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
Career Days, USM	118 College Dr. Hattiesburg, MS	Margaret Williams	(601)266-6746	0
WIN Job Center State Emp. Svc.	2139 HWY 15 N Laurel,MS39440	Phil Hosey	(601) 399-4001	0

\* 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 # 3**

**Job Title: Morning Co-Host WBBN(FM)      Date Filled: January 5, 2015**

**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) 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
MAB on Campus USM School of Mass Comm.	855 S. Pear Orchard Rd. Ridgeland, MS	Jackie Lett	(601)957-9121	3
*All Access "allaccess.com"	28959 Pacific Coast Highway, Suite 210-5 Malibu, CA 90265	Joel Denver	(310) 457-6616	2
(X) Broadcast Center	2360 Hampton Ave, St. Louis, MO 63139	John Carroll	(314) 647-8181	0
WTN JOB CENTER/Ms. State Employment Service	2139 Highway 15 North, Laurel, MS 39440	Phil Hosey	(601) 399-4001	0
B95country.com Thepinebelt.com Et al	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
Career Days, USM	118 College Dr. Hattiesburg, MS	Margaret Williams	(601)266-6746	0

\* 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 #4**  
**Job Title: Account Executive**  
**Date Filled: January 12, 2015**  
**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	3
Station Web Sites & thepinebelt.com	P.O. Box 6408 Laurel, Ms 39441	Debbie Blakeney	(601) 649-0095	0
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	1
Pine Belt Job Fair Hattiesburg, MS	1 Convention Ctr Plz, Hattiesburg, MS 39401	Adam Todd	(601) 321-6154	0
MAB on Campus	855 S. Pear Orchard Rd. Ridgeland, MS 39157	Jackie Lett	(601) 957-9121	1
Career Days School of Mass Communication USM	118 College Dr. Hattiesburg, MS	Margaret Williams	(601) 266-6746	0
WTN Job Center State Emp. Svc.	2139 HWY 15 N Laurel,MS39440	Phil Hosey	(601) 399-4001	0

\* 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 3

### SUPPLEMENTAL RECRUITMENT INITIATIVES

#### ACTIVITY #1

Activity: PINE BELT JOB FAIR

Date: October 23, 2014

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  
of Blakeney Communications, Inc.

#### 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 Thursday, October 23, 2014, 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 was listed as co-sponsor for this event.

Blakeney Communications aired a total of 536 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 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, 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 among those who came by the Blakeney Communications booth.

## PART 3

### SUPPLEMENTAL RECRUITMENT ACTIVITIES

#### ACTIVITY # 2

Activity: Career Internship Days

Date: Tuesday, March 18, 2014

Preparer: Debbie Blakeney  
General Manager  
Blakeney Communications, Inc.

Host/Sponsor of Activity: School of Mass Communication and Journalism  
The University of Southern Mississippi  
Hattiesburg, Mississippi

Participating Station  
Personnel: Debbie Blakeney, General Manager  
Blakeney Communications, Inc.

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

Debbie Blakeney joined other broadcasters and media companies in providing one-on-one reviews of portfolios of Southern Miss Students in the school's programs in radio & television broadcasting, journalism, music industry, public relations and photojournalism.

Debbie set up a table with contact information, job applications, brochures and other information about our radio stations. She answered questions regarding careers in radio as well as possible internship and entry level job positions. Debbie also accepted resumes and demos. A large number of students visited the Blakeney Communications table including many minority and female students.



## PART 3

### SUPPLEMENTAL RECRUITMENT ACTIVITIES

#### ACTIVITY # 3

Activity: MAB on Campus

Date: Wednesday, April 23, 2014

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  
Blakeney Communications, Inc.

Description of activity and scope of station participation:

Larry Blakeney 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 the following activities that provided an interaction with broadcasters and broadcasting students at the University:

**10am-11:50 - Portfolio/resume review with sophomores, juniors, and seniors planning careers in radio or television broadcasting.**

**Noon-12:50-55 - Lunch with select students and faculty**

**1:00 - 2:00ish - Open Panel - with brief panel presentations followed by questions from students.**

Minority and female students were well represented among the students who participated.