

ANNUAL EEO PUBLIC FILE REPORT

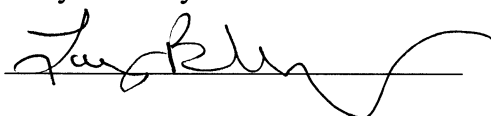
For the period beginning February 1, 2017, and ending January 31, 2018

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, 2018

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 5 full-time job vacancies were filled by the employment unit. A total of 21 persons were interviewed for all full-time vacancies. (Some interviewees were considered for more than one opening, resulting in a total of 27 interviews listed in Full Time Vacancies).

PART 2

FULL TIME VACANCY #1

Job Title: Account Executive

Date Filled: May 5, 2017

Total Number of Interviewees: 8

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 | 6 |
| Station Web Sites & thepinebelt.com | P.O. Box 6408 Laurel, Ms 39441 | Debbie Blakeney | (601) 649-0095 | 1 |
| 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 USM Dept of Mass Comm. | 118 College Dr. Hattiesburg, MS | Dr. Mary Lou Sheffer | (601) 266-6746 | 0 |
| WIN Job Center State Emp. Svc. | 2139 HWY 15 N Laurel,MS39440 | Phil Hosey | (601) 399-4001 | 0 |
| I-59 Job Fair Laurel, MS | South Central Place, Laurel, MS | Adam Todd | (601) 321-6154 | 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: Account Executive/Air Personality

Date Filled: May 14, 2017

Total Number of Interviewees: 2

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 | 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 Present or 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 USM Dept of Mass Comm. | 118 College Dr. Hattiesburg, MS | Dr. Mary Lou Sheffer | (601) 266-6746 | 1 |
| WIN Job Center State Emp. Svc. | 2139 HWY 15 N Laurel,MS39440 | Phil Hosey | (601) 399-4001 | 0 |
| I-59 Job Fair Laurel, MS | South Central Place, Laurel, MS | Adam Todd | (601) 321-6154 | 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: Air Personality/DJ Date Filled: September 11, 2017

Total Number of Interviewees: 5

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 |
| *All Access "allaccess.com" | 28959 Pacific Coast Highway, Suite 210-5 Malibu, CA 90265 | Joel Denver | (310) 457-6616 | 3 |
| (X) Broadcast Center | 2360 Hampton Ave, St. Louis, MO 63139 | John Carroll | (314) 647-8181 | 0 |
| Thepinebelt.com & station web sites | P.O. Box 6408 Laurel, MS 39441 | Larry Blakeney | (601) 649-0095 | 0 |
| MAB on Campus USM Dept Mass Comm | 118 College Dr. Hattiesburg, MS | Dr. Mary Lou Sheffer | (601) 266-4916 | 0 |
| WIN Job Center State Emp. Svc. | 2139 HWY 15 N Laurel,MS39440 | Phil Hosey | (601) 399-4001 | 0 |
| Pine Belt Job Fair | 1 Convention Center Plaza, Hattiesburg, MS | Adam Todd | (601) 321-6154 | 0 |
| I-59 Job Fair | South Central Place, Laurel MS | Adam Todd | (601) 321-6154 | 0 |
| Cold Call or Inquiry from Present or Former Employee | 4580 Highway 15N, Laurel, MS | Larry Blakeney | (601) 649-0095 | 2 |

* 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: Air Personality/DJ Date Filled: September 11, 2017

Total Number of Interviewees: 5

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 |
| *All Access "allaccess.com" | 28959 Pacific Coast Highway, Suite 210-5 Malibu, CA 90265 | Joel Denver | (310) 457-6616 | 3 |
| (X) Broadcast Center | 2360 Hampton Ave, St. Louis, MO 63139 | John Caroll | (314) 647-8181 | 0 |
| Thepinebelt.com & station web sites | P.O. Box 6408 Laurel, MS 39441 | Larry Blakeney | (601) 649-0095 | 0 |
| MAB on Campus USM Dept Mass Comm | 118 College Dr. Hattiesburg, MS | Dr. Mary Lou Sheffer | (601) 266-4916 | 0 |
| WIN Job Center State Emp. Svc. | 2139 HWY 15 N Laurel, MS 39440 | Phil Hosey | (601) 399-4001 | 0 |
| Pine Belt Job Fair | 1 Convention Center Plaza, Hattiesburg, MS | Adam Todd | (601) 321-6154 | 0 |
| I-59 Job Fair | South Central Place, Laurel MS | Adam Todd | (601) 321-6154 | 0 |
| Cold Call or Inquiry from Present or Former Employee | 4580 Highway 15N, Laurel, MS | Larry Blakeney | (601) 649-0095 | 2 |

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PART 2

FULL TIME VACANCY #5

Job Title: Account Executive

Date Filled: November 20, 2017

Total Number of Interviewees: 7

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 | 5 |
| *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 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 | 0 |
| WIN Job Center State Emp. Svc. | 2139 HWY 15 N Laurel,MS39440 | Phil Hosey | (601) 399-4001 | 0 |
| I-59 Job Fair Laurel, MS | South Central Place, Laurel, MS | Adam Todd | (601) 321-6154 | 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 ACTIVITIES

ACTIVITY # 1

Activity: MAB on Campus

Date: Wednesday, April 19, 2017

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
Tanner Watson, News Director

Description of activity and scope of station participation:

Larry Blakeney (President/CEO), Tom Colt (Operations Manager) and Tanner Watson (News Director) 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 an open panel discussion that featured brief panel presentations followed by questions from students which were answered by panel members.

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 1, 2017

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 2015 Pine Belt Job Fair

Participating Station
Personnel: Tom Colt, Operations Manager of Blakeney Communications

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 Thursday, June 1, 2017, from 9:00 A.M. until 1:00 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 Governors Job Fair Network and the WIN Job Center of Mississippi 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 308 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 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 careers in broadcasting. Tom Colt, 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 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: November 2, 2017

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 2017 Pine Belt Job Fair

Participating Station Personnel: Josiah Holliman, Account Executive/Air Personality

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, November 2, 2017, 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 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 364 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 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 careers in broadcasting. Josiah Holliman, representing 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 very well represented among those who came by the Blakeney Communications booth.