

ANNUAL EEO PUBLIC FILE REPORT

For the period beginning February 1, 2011, and ending January 31, 2012

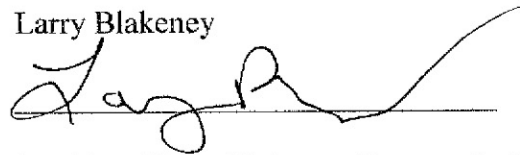
This Report is Not Required If Unit Has Fewer Than Five Full-Time Employees

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:

A handwritten signature in black ink, appearing to read 'Larry Blakeney', is written over a horizontal line.

Title: President/CEO, Blakeney Communications, Inc.

Date: February 1, 2012

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 3 full-time job vacancies were filled by the employment unit. A total of 9 persons were interviewed for all full-time vacancies.

PART 2

FULL TIME VACANCY # 1

Job Title: Midday Air Personality WBBN(FM) Date Filled: March 24, 2011

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) WKZW(FM) WXHB(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 or Inquiry from former Employee	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	0
*All Access "allaccess.com"	28959 Pacific Coast Highway, Suite 210-5 Malibu, CA 90265	Joel Denver	(310) 457-6616	4
(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 2

FULL TIME VACANCY # 2

Job Title: Board Operator/Disc Jockey

Date Filled: April 29, 2011

Total Number of Interviewees: 1

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
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 or Inquiry from former Employee	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	1
(X) Broadcast Center	2360 Hampton Ave, St. Louis, MO 63139	John Caroll	(314) 647-8181	0
WIN JOB CENTER/Ms. State Employment Service	1721B W 10 th St. Laurel, MS 39440	Ken Swager	(601) 399-4031	0
Pine Belt Job Fair, Hattiesburg, MS	1 Convention Ctr. Plz, Hattiesburg, MS 39401	Joe Buckner	(601) 321-6154	0

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

PART 2

FULL TIME VACANCY # 3

Job Title: Board Operator/Disc Jockey Date Filled: June 15, 2011

This part-time employee was briefly placed in a full-time position to fill an air shift and other duties following the death of our Operations Manager during 2011. However, he never signed an employment contract making his position permanent and he only worked full-time hours for 4 and ½ months before turning in his resignation. The position, which briefly had full-time pay, was subsequently eliminated as we elected not to fill the position on a permanent basis due to the economy.

Total Number of Interviewees: 1

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
Station Web Sites & "thepinebelt.com"	P.O. Box 6408 Laurel, Ms 39441	Debbie Blakeney	(601) 649-0095	0
JCJC Job Fair	900 South Court St., Ellisville, MS	Cheryl McQueen	(601) 477-4234	0
*Promoted from Part-time to full- time employee	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	1
(X) Broadcast Center	2360 Hampton Ave, St. Louis, MO 63139	John Caroll	(314) 647-8181	0
WIN JOB CENTER/Ms. State Employment Service	1721B W 10 th St. Laurel, MS 39440	Ken Swager	(601) 399-4031	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 2

FULL TIME VACANCY # 4

Job Title: Account Executive

Date Filled: Still accepting applications as of 2/1/12

Total Number of Interviewees: 3

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	2
(4)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	0
Pine Belt Job Fair Hattiesburg, MS	1 Convention Ctr Plz, Hattiesburg, MS 39401	Joe Buckner	(601) 321-6154	0
Station Bulletin Board	P.O.Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
WIN JOB CENTER	2139 Highway 15N, Laurel, MS	Phil Hosey	(601) 399-4001	0
JCJC Job Fair	D.O. Thoms P.E. Bldg, Ellisville, MS	Cheryl McQueen	(601) 477-4234	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: JCJC JOB FAIR

Date: March 30, 2011

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

Host/Sponsor of Activity: Blakeney Communications, Inc. was a co-sponsor of this job fair which was hosted by Jones County Jr. College

Participating Station
Personnel: Larry Blakeney, CEO, and Debbie Blakeney, General Manager of WBBN, WXRR, WKZW and WXHB.

Description of activity and scope of station participation:

Blakeney Communications, Inc. was once again a co-sponsor of the annual JCJC Job Fair 2011 held on Wednesday, March 30, 2011, from 9:30 A.M. until 12:30 P.M. in the D.O. Thoms, Sr., Physical Education Building at Jones County Junior College.

Blakeney produced and aired a schedule of radio spots on WBBN, WXRR, WKZW and WXHB promoting the event and encouraging potential applicants and job seekers to attend free of charge. JCJC's Career Resource Center, Workbased Learning Center, Tech Prep and Public Relations departments also widely disseminated information to students, including minority and female students. JCJC also promoted the job fair. In all media, everyone was invited to attend free of charge, including both students and the general public.

Hundreds of job seekers, students and other interested persons attended, including a large turnout of minorities and females.

Blakeney Communications, Inc. had a large booth for the event with logos of all four radio stations, WBBN, WXRR, WKZW and WXHB, prominently displayed. Larry Blakeney,

(cont.)

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #2

Activity: PINE BELT JOB FAIR

Date: November 2, 2011

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

Host/Sponsor of Activity: Blakeney Communications, Inc. hosted a booth at this job fair for WBBN, WXRR, WKZW and WXHB

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 2, 2011, 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 radio spots on all stations 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.

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 # 3

Activity: MAB Broadcast Scholarship Program

Date: April/May 2011

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, has served on the Mississippi Association of Broadcasters board of directors in past years and has strongly supported the scholarship program.

WBBN, WXRR, WKZW and WXHB aired 279 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 27 applications and awarded \$16,000.00 in scholarships to 8 winners in 2010. Indeed, minorities and women were well represented among both applicants and winners.