

ANNUAL EEO PUBLIC FILE REPORT


For the period beginning February 1, 2015, and ending January 31, 2016

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, 2016

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 23 persons were interviewed for all full-time vacancies. (Some interviewees were considered for more than one opening, resulting a total of 20 interviews listed in Full Time Vacancies).

PART 2

FULL TIME VACANCY #1
Job Title: Account Executive
Date Filled: May 11, 2015
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
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	0
Pine Belt Job Fair Hattiesburg, MS	1 Convention Ctr Plz, Hattiesburg, MS 39401	Adam Todd	(601) 321-6154	0
Career Days / MCJ Media Week - USM	118 College Dr. Hattiesburg, MS	Margaret Williams	(601) 266-6746	1
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 # 2

Job Title: Air Personality/DJ WBBN(FM) Date Filled: June 11, 2015

Total Number of Interviewees: 9

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) WRRR(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
*All Access "allaccess.com"	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 Carol	(314) 647-8181	0
Thepinebelt.com & station web sites	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	2
Career Days, 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
Referred by Employee	4580 Hwy 15 N Laurel, MS	Larry Blakeney	(601) 649-0095	2

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PART 2
FULL TIME VACANCY # 3

Job Title: News Director/Morning News Anchor Date Filed: August 10, 2015

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
Radio- Online.com	3500 Tripp Ave Amarillo, TX 79121	Ron Chase	(806) 352-7503	0
All Access "allaccess.com"	28959 Pacific Coast Highway, Suite 210-5 Malibu, CA 90265	Joel Denver	(310) 457-6616	1
(X) Broadcast Center	2360 Hampton Ave, St. Louis, MO 63139	John Carol	(314) 647-8181	0
* Station & company websites	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	2
MCJ Media Week - USM	118 College Dr. Hattiesburg, MS	Margaret Williams	(601)266-6746	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: Account Executive
Date Filled: January 18 ,2015
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) 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	0
Pine Belt Job Fair Hattiesburg, MS	1 Convention Ctr Plz, Hattiesburg, MS 39401	Adam Todd	(601) 321-6154	3
MCJ Media Week - 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

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PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #1

Activity: PINE BELT JOB FAIR

Date: October 20, 2015

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: 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 Tuesday, October 20, 2015, 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 368 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. Blakeney Communications, Inc. was a co-sponsor of this event.

Blakeney Communications 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 Fair 2015

Date: Thursday, April 16, 2015

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, business cards 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.