

ANNUAL EEO PUBLIC FILE REPORT

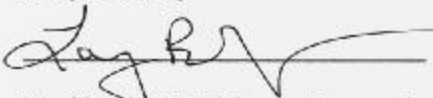
For the period beginning February 1, 2012, and ending January 31, 2013

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, 2013

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 5 full-time job vacancies were filled by the employment unit. A total of 14 persons were interviewed for all full-time vacancies.

PART 2

FULL TIME VACANCY #1

Job Title: Account Executive

Date Filled: March 19, 2012

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	4
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
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

*** 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

Date Filled: May 7, 2012

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	4
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
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

*** 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: Midday Air Personality WBBN(FM) Date Filled: August 22, 2012

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) 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
* Inquiry from former Employee	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
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 #4

Job Title: Account Executive

Date Filled: September 4, 2012

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) WXHB (FM) WKZW (FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	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	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	2139 Highway 15N, Laurel, MS	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 # 5

Job Title: Board Operator Date Filled: September 14, 2012 (This is a non-permanent, hourly position in which the hours vary but frequently total over 30 hrs. per week)
Total Number of Interviewees: 1 (part-timer increased his hours/workload to 30 or more)
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
*Part-timer whose weekly hours frequently increased to over 30 per week	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	1
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 7, 2012

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 7, 2012, 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 96 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. 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: MAB Broadcast Scholarship Program

Date: April/May 2012

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 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 27 applications and awarded \$16,000.00 in scholarships to 8 winners in 2012. Indeed, minorities and women were well represented among both applicants and winners.