

ANNUAL EEO PUBLIC FILE REPORT

For the period beginning February 1, 2023, and ending January 31, 2024

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, 2024

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
WBBL*	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 3 full-time job vacancies were filled by the employment unit during the reporting period.

A total of 7 persons were interviewed for all full-time vacancies (Some persons were interviewed for more than one vacancy.) It should be noted that each of the three full-time vacancies were for essentially the same position as none of the three persons hired was still employed beyond 90 days, none of their employment terms overlapped and none of them became a permanent full-time employee.

*WXHB Call Letters were changed to WBBL effective 12/30/21

PART 2

FULL TIME VACANCY #1

Job Title: Account Executive

Date Filled: March 27, 2023

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	5
Station Web Sites: WBBN, WXRR, WKZW, WXHB	P.O. Box 6408 Laurel, Ms 39441	Debbie Blakeney	(601) 649-0095	
<u>www.thepinebelt.com</u> : Area Online Directory	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	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

Date Filled: May 15, 2023

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: WBBN, WXRR, WKZW, WXHB	P.O. Box 6408 Laurel, Ms 39441	Debbie Blakeney	(601) 649-0095	0
<u>www.thepinebelt.com</u> : Area Online Directory	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
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: Account Executive

Date Filled: October 31, 2023

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	3
*Station Web Sites: WBBN, WXRR, WKZW, WXHB	P.O. Box 6408 Laurel, Ms 39441	Debbie Blakeney	(601) 649-0095	1
www.thepinebelt.com : Area Online Directory	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
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 5, 2023

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: Tom Colt, Operations Manager

Description of activity and scope of station participation:

Tom Colt, Operations Manager of Blakeney Communications, participated, along with representatives of other broadcast members of the Mississippi Association of Broadcasters in "MAB on Campus" in College Hall at the University of Southern Mississippi. The program began at 10:00 AM and concluded at 2:30 PM and included networking, interviews, resume and portfolio reviews 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 panel discussions that featured various broadcasters speaking and answering questions from students about each broadcaster's area of expertise. The theme of this year's panel discussion was "Future of the Media", although the discussions were not limited to this topic. Minority and female students were very well represented among the students who participated and Tom Colt 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 15, 2023

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

Host/Sponsor of Activity: Blakeney Communications, Inc. was a Media Sponsor of and hosted a booth at the 2023 I-59 Job Fair

Participating Station Personnel: Larry Blakeney, President
Debbie Blakeney, Vice-President & General Manager

Description of Activity & scope of station participation:

Blakeney Communications, Inc., was a media sponsor and hosted a booth at the "I-59 Job Fair" on Thursday, June 15, 20223, from 9:00 A.M. until 1:00 P.M. inside the old JC Penney Building located in Sawmill Square Mall in Laurel, Mississippi. This was a large regional job fair put on by the Governors Job Fair Network, WIN Job Center of Mississippi, The Economic Development Authority of Jones County and the Southern Mississippi Planning & Development District. This Job Fair was open to the public free of charge.

Blakeney Communications aired a total of 313 radio spots on WBBN, WXRR, WKZW and WBBL promoting this job fair and the Governor's Job Fair Network, the Win Job Center and the Jones County Economic Development Authority and inviting the public to attend free of charge.

There were many minorities and women among the large number of attendees. A large number of minorities and women stopped by the Blakeney Communications Job Fair Booth to learn about our radio stations, job opportunities and positions in radio at the I-59 Job Fair. Larry Blakeney, President of Blakeney Communications and radio stations WBBN, WXRR, WKZW and WBBL, greeted job seekers and answered questions about job opportunities and careers in broadcasting and made available applications, contact information and information about Blakeney Communications.

Part 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #3

Activity: Session on FCC Rules & Regulations Focusing on EEO Requirements

Date: September 27, 2023

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

Host/Sponsor of Activity: Mississippi Association of Broadcasters

Participating Station Personnel: Larry Blakeney, President

Description of Activity & scope of station participation:

Mississippi Association of Broadcasters FCC Attorneys Anne Goodwin Crump and Daniel Brown conducted a session on September 27, 2023, at the annual MAB Convention held at the Natchez Convention Center in Natchez, Mississippi, focused largely on EEO matters including EEO Reports and Audits, station obligations and responsibilities to recruit for each station job opening, to widely disseminate information on each job opening and on career opportunities in broadcasting and to document those recruitment efforts and recruitment activities throughout each year. The hour-long presentation was comprehensive and included a question and answer period with many important EEO Questions answered by Anne Goodwin Crump and Daniel Brown.

Anne Goodwin Crump graduated magna cum laude with a Bachelor of Arts in English literature from Davidson College in Davidson, North Carolina and received her law degree from the University of Virginia School of Law. Mrs. Crump has represented both commercial and non-commercial clients in a variety of transactional and regulatory matters including EEO reports and audits.

Mrs. Crump is a member of the Federal Communications Bar Association and an associate member of the Federal Communications Consulting Engineers.

FCC Attorney Daniel Brown is a graduate of the George Washington University Law School and represents wireline and wireless telecommunications carriers, broadcasters, cable TV and internet companies in business transactions, mergers and acquisitions, corporate matters and regulatory issues and proceedings before the FCC including EEO Reports and Audits.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #4

Activity: PINE BELT JOB FAIR

Date: October 31, 2023

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 2023 Pine Belt Job Fair

Participating Station
Personnel: Larry Blakeney, President

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 31, 2023, from 9:00 A.M. until 1:00 P.M. at the YMCA located at 3719 Veterans Memorial Drive in Hattiesburg, MS. This was a large regional job fair put on by the Governor's Job Fair Network and was open to the public free of charge. Blakeney Communications was a co-sponsor for this event.

Blakeney Communications aired a total of 525 radio spots on WBBN, WXRR, WKZW, and WBBL promoting this job fair, the Governor's Job Fair Network, and the Win Job Center extensively throughout the region, inviting the public to attend this job fair free of charge and 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 our radio stations and broadcasting. Larry Blakeney, President, representing WBBN, WXRR, WKZW and WBBL, 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 ACTIVITIES

ACTIVITY # 5

Activity: Assist the University of Southern Mississippi School of Media and Communication in its Grant Submission to the Scripps Howard Fund/Foundation which could create many opportunities for Minorities and Women Pursuing Careers in Broadcasting

Date: Tuesday, October 17, 2023 and Wednesday, November 1, 2023

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

Host/Sponsor of Activity: University of Southern Mississippi School of Media and Communication and the Mississippi Association of Broadcasters

Participating Station

Personnel: Larry Blakeney, President
Debbie Blakeney, Vice-President & General Manager

Description of activity and scope of station participation:

Larry Blakeney, President of Blakeney Communications, and Debbie Blakeney, Vice-President and General Manager assisted Dr. Edgar Simpson, Director, and the Faculty of the University of Southern Mississippi School Media and Communication in its pursuit of a \$3 million dollar grant from the Scripps Howard Fund/Foundation. The University of Southern Mississippi was named one of three finalist for the \$3 million grant to create USM's proposed Roy Howard Center for Community Journalism. The other 3 finalists are the University of New Mexico and Louisiana State University.

Larry and Debbie Blakeney met with representatives of the Scripps Howard Foundation along with USM Faculty members, answered their questions and helped make the case for the creation of the Roy Howard Center for Community Journalism with locations in Hattiesburg, Jackson and the Mississippi Gulf Coast. If created, this center would create many job and learning opportunities for broadcast journalism students and graduates of the University of Southern Mississippi, including women and minority students and graduates. In addition to creating full-time jobs, including employment opportunities in broadcast journalism, a large portion of the grant will be designate for direct student support through pay, transportation and scholarships.

This project will help train future broadcast journalists and create many future opportunities for broadcast students, including minority and women students, who make up a large portion of the media and communication students now enrolled in the University of Southern Mississippi School of Media and Communication.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

ACTIVITY # 6

Activity: Blakeney Communications provided a shadowing opportunity for a 12 year old student at Sumrall Elementary School who was interested in radio broadcasting.

Date: May 10, 2023

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

Host/Sponsor of Activity: Sumrall Elementary School in Sumrall, Mississippi
Blakeney Communications

Participating Station

Personnel: The entire staff of Blakeney Communications and Joey Traywick,
Midday Radio Personality

Description of activity and scope of station participation:

We were contacted by the parents of a 12 year old female student at Sumrall Elementary School who was interested, as a class project, in shadowing a DJ and other personnel at a local radio station for a day. She was interested in a career in radio and we were more than happy to allow her to shadow our DJ's and staff for a day.

She was shown how a radio station operates and was allowed to sit in on the "Midday Show with Joey T. on B95" (WBBN). In addition to showing her what a radio personality/DJ does, Joey T interviewed her during his program and made her shadowing part of the show.

This was a great learning opportunity for one young female 12 year old who may one day pursue a career in radio broadcasting.