

## ANNUAL EEO PUBLIC FILE REPORT

For the period beginning February 1, 2020, and ending January 31, 2021

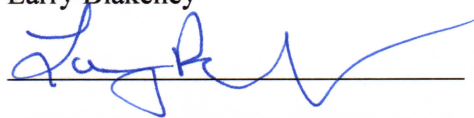
**This Report is Not Required If Unit Has Fewer Than Five Full-Time Employees**

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, 2021

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 2 full-time job vacancies were filled by the employment unit by hiring part-time employees with the expectation that those employees would likely become full-time, non-temporary employees as revenue declines due to Covid 19 hopefully recover. A total of 8 persons were interviewed for all full-time vacancies (Some persons were interviewed for more than one vacancy.)

**PART 2**

**FULL TIME VACANCY # 1 (Started as Part-Time Employee due to revenue decline as a result of Covid 19 with the expectation of eventual full-time hours and status)**

**Job Title: Air Personality/DJ      Date Filled: July 20, 2020**

**Total Number of Interviewees: 4**

**Recruitment Sources:**\* The following recruitment sources were utilized to fill this vacancy:

<b>Name of Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Number of Interviewees Referred</b>
*Help Wanted Ad WBBN (FM) WXRR(FM) WKZW(FM) WXHB(FM)	P.O. Box 6408 Laurel, MS 39441	Larry 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
Other: Already Employed in another Position	4580 Hwy 15 N Laurel, MS 39443	Larry Blakeney	(601) 518-7715	1
(X) Broadcast Center	2360 Hampton Ave, St. Louis, MO 63139	John Carroll	(314) 647-8181	0
Thepinebelt.com Area Online Directory	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
Pine Belt Job Fair 10/29/19	1 Convention Center Plaza, Hattiesburg, MS	Adam Todd	(601) 321-6154	0
Station Websites: WBBN, WXRR, WKZW, WXHB	4580 Highway 15N, Laurel, MS	Debbie Blakeney	(601) 649-0095	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 (Started as Part-Time Employee due to revenue decline as a result of Covid 19 with the expectation of eventual Full-Time hours and status)**

**Job Title: Air Personality/DJ      Date Filled: December 15, 2020**

**Total Number of Interviewees: 8**

**Recruitment Sources:**\* The following recruitment sources were utilized to fill this vacancy:

<b>Name of Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Number of Interviewees Referred</b>
Help Wanted Ad WBBN (FM) WXRR(FM) WKZW(FM) WXHB(FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	2
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
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MAB on Campus USM Dept Mass Comm	118 College Dr. Hattiesburg, MS	Dr. Mary Lou Sheffer	(601) 266-4916	0
Other: Already Employed in Another Position	4580 Hwy 15 N Laurel, MS 39443	Larry Blakeney	(601) 649-0095	2
I-59 Job Fair	South MS Fairgrounds	Adam Todd	(601) 321-6154	0
*Station Websites: WBBN, WXRR, WKZW, WXHB	4580 Highway 15N, Laurel, MS	Debbie Blakeney	(601) 649-0095	2

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## **PART 3**

### **SUPPLEMENTAL RECRUITMENT ACTIVITIES**

#### **ACTIVITY # 1**

Activity: University of Southern Mississippi Portfolio Reviews

Date: April/May 2020

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

#### **Description of activity and scope of station participation:**

Due to Covid 19 restrictions on in-person classes and activities, Lindsey Maxwell, Ph.D., Assistant Professor at the School of Communication of the University of Southern Mississippi asked us to review student reels online and email the students our feedback.

Larry Blakeney, President of Blakeney Communications, and Tom Colt, Operations Manager of Blakeney Communications, were more than happy to review student reels, and we provided valuable feedback and critique of all reels/portfolios that were sent to us.

Minority and female student reels and portfolios were among those which were sent, and we provided them with feedback to help them prepare for their future broadcast careers.

We hope that this annual "MAB on Campus" event to return to its original on-campus format to allow interaction with students interested in broadcast careers in the near future.



## **PART 3**

### **SUPPLEMENTAL RECRUITMENT INITIATIVES**

#### **ACTIVITY 2**

Activity: I-59 DRIVE-THRU JOB FAIR

Date: November 5, 2020

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 2020 I-59  
Drive-Thru 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 "I-59 Drive-Thru Job Fair" on Thursday, November 5, 2020, from 9:00 A.M. until 3:00 P.M. at the South Mississippi Fairgrounds, 1457 Ellisville Boulevard 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 was open to the public free of charge.

This annual event became a "drive through" event due to Covid 19 and all participants were required to wear a mask. Job seekers remained in their automobiles and drove from booth to booth hosted by area employers including the Blakeney Communications booth which included a large table with station and broadcast information set up under a tent.

The response was overwhelming with cars lined for a long distance throughout the day and slowly moving from booth to booth around the fairgrounds parking lot.

Blakeney Communications aired a total of 195 radio spots on WBBN, WXRR, WKZW, WXHB and WXHB-HD2 promoting this job fair and the Governor's Job Fair Network, and the Win Job Center and the Jones County Economic Development Authority

There were many minorities and women among the large number of attendees at the I-59 Drive Thru Job Fair.