

ANNUAL EEO PUBLIC FILE REPORT

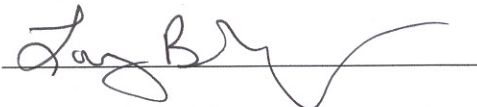
For the period beginning February 1, 2010, and ending January 31, 2011

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, 2011

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	14201	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 26 persons were interviewed for all of the full-time vacancies. Some applicants who were interviewed were considered for more than one vacancy. The three job vacancies for Traffic Assistant were the same position. The first 2 applicants hired did not work out or left well before the 90 day training/probationary period. It took three tries to successfully and satisfactorily fill the position.

PART 2

FULL TIME VACANCY #1

Job Title: Traffic Assistant Date Filled: March 1, 2010

Total Number of Interviewees: 7

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
4 Station Web Sites & "thepinebelt.com"etc	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
JCJC Job Fair/Jones County Jr. College	900 Court Street Ellisville, MS 39437	Cheryl McQueen	(601) 477-4222	0
Station Bulletin Board	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
WIN JOB CENTER/Ms. State Employment Service	1721B W 10 th St. Laurel, MS 39440	Ken Swager	(601) 399-4031	3
Pine Belt Job Fair	FCMPC, 962 Sullivan Drive, Hattiesburg, MS	Joe Buckner	(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**

PART 2

FULL TIME VACANCY #2

Job Title: Traffic Assistant Date Filled: June 14, 2010

Total Number of Interviewees: 13

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	7
4 Station Web Sites & "thepinebelt.com"etc	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	1
JCJC Job Fair/Jones County Jr. College	900 Court Street Ellisville, MS 39437	Cheryl McQueen	(601) 477-4222	0
Station Bulletin Board	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
WIN JOB CENTER/Ms. State Employment Service	1721B W 10 th St. Laurel, MS 39440	Ken Swager	(601) 399-4031	3
Pine Belt Job Fair	FCMPC, 962 Sullivan Drive, Hattiesburg, MS	Joe Buckner	(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**

PART 2

FULL TIME VACANCY #3

Job Title: Receptionist/Sales & Promotion Assistant Date Filled: September 27, 2010

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	1
4 Station Web Sites & "thepinebelt.com"etc	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	2
Cold Call/Friend/Word of Mouth/ Inquiry from former Employee	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	1
JCJC Job Fair/Jones County Jr. College	900 Court Street Ellisville, MS 39437	Cheryl McQueen	(601) 477-4222	0
Station Bulletin Board	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
Pine Belt Job Fair	FCMPC, 962 Sullivan Drive, Hattiesburg, MS	Joe Buckner	(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**

PART 2

FULL TIME VACANCY #4

Job Title: Traffic Assistant Date Filled: November 8, 2010

Total Number of Interviewees: 21

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	7
*4 Station Web Sites & "thepinebelt.com"etc	P.O. Box 6408 Laurel, Ms 39441	Debbie Blakeney	(601) 649-0095	6
Recruited from other area businesses	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	2
Cold Call/Friend/Word of Mouth/ Inquiry from former Employee	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	3
JCJC Job Fair/Jones County Jr. College	900 Court Street Ellisville, MS 39437	Cheryl McQueen	(601) 477-4222	0
Station Bulletin Board	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
WIN JOB CENTER/Ms. State Employment Service	1721B W 10 th St. Laurel, MS 39440	Ken Swager	(601) 399-4031	3
Pine Belt Job Fair	FCMPC, 962 Sullivan Drive, Hattiesburg, MS	Joe Buckner	(601)321-6154	0

*** A source with an (*) was the source that referred the hiree. A source with an (x) was a**

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #1

Activity: JCJC JOB FAIR

Date: March 31, 2010

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 2010 held on Wednesday, March 31, 2010, 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.)

ACTIVITY #1 (CONTINUED)

CEO, and Debbie Blakeney, General Manager, of Blakeney Communications, Inc., licensee of WBBN(FM), WXRR(FM), WKZW(FM) and WXHB(FM), operated the booth, greeted attendees, answered questions about employment opportunities, provided application forms and business cards, accepted resumes and/or completed applications and provided contact information. Larry & Debbie Blakeney also spoke with a number of minority and female applicants about job opportunities with Blakeney Communications, Inc. and careers in broadcasting.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #2

Activity: PINE BELT JOB FAIR

Date: November 3, 2010

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, 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 3, 2010, from 9:00 A.M. until 2:00 P.M. at the Forrest County Multipurpose 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, 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 INITIATIVES

ACTIVITY #3

Activity: Guest Lecture to Junior High School Students at West Jones Middle School, near Laurel, MS on Careers in Broadcasting

Preparer: Larry Blakeney
CEO
Blakeney Communications, Inc.

Host/Sponsor: Jones County Schools/West Jones Middle School

Participating Station
Personnel: Andy Webb, acting Operations Manager, for WBBN/WXRR/WKZW/WXHB

On the morning of Monday, September 6, 2010, Andy Webb (aka “Andrew Mark Webb”) spoke as guest lecturer on careers in media, particularly in radio broadcasting, to Junior High School students at West Jones Middle School near Laurel . Andy discussed the different types of jobs at a radio station and the process of programming a radio station as well as selling and creating effective radio commercials. He discussed preparation and education for a job in radio, television or other media and the types of jobs, both part-time jobs and full-time, that might be available.

He answered questions from interested students about all aspects of the radio business including how radio works, the nuts and bolts of a regular broadcast day and how radio affects our daily lives including providing emergency information, consumer and public service information and entertainment and the importance of media in the workplace. He also discussed the commercial side of the radio business as well as non-commercial broadcast stations.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

ACTIVITY # 4

Activity: MAB Broadcast Scholarship Program

Date: April/May 2010

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 recent years and has strongly supported the scholarship program.

WBBN, WXRR, WKZW and WXHB aired 208 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 42 applications and awarded \$18,000.00 in scholarships to 9 winners in 2010. Indeed, minorities and women were well represented among both applicants and winners.