

ANNUAL EEO PUBLIC FILE REPORT

For the period beginning February 1, 2022, and ending January 31, 2023

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, 2023

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 0 full-time job vacancies were filled by the employment unit during the reporting period.

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

Part 2 – Full-Time Vacancies

No full-time vacancies were filled during the Reporting Period.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

ACTIVITY # 1

Activity: MAB on Campus

Date: Wednesday, February 22, 2022

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
Larry Blakeney, President/CEO

Description of activity and scope of station participation:

Tom Colt, Operations Manager of Blakeney Communications, as well as Larry Blakeney, President 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 11:00 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. Minority and female students were very well represented among the students who participated and Blakeney representatives 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 16, 2022

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 2022 I-59 Job Fair

Participating Station
Personnel: Larry Blakeney, President

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 16, 2022, 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 275 radio spots on WBBN, WXRR, WKZW, WBBL and WKZW-HD2 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. We made available applications, contact information and information about Blakeney Communications as well as answering their questions about careers in radio.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #3

Activity: PINE BELT JOB FAIR

Date: November 3, 2022

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 2022 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 Thursday, November 3, 2022, from 9:00 A.M. until 1:00 P.M. at the Forrest County Multi-Purpose Center located at 962 Sullivan Drive, just off Highway 49 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 listed as co-sponsor for this event.

Blakeney Communications aired a total of 448 radio spots on WBBN, WXRR, WKZW, WKZW-HD2 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, WBBL and WKZW-HD2, 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.