

ANNUAL EEO PUBLIC FILE REPORT

For the period beginning February 1, 2021, and ending January 31, 2022

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, 2022

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, April 15, 2021

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 11:00 AM and concluded at 3:00 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 discussions that featured various broadcasters speaking and answering questions from students about each broadcaster’s area of expertise and experience, including the “Future of Broadcasting in Radio & TV”, “Getting Your Foot in the Door”, “Demo Reel Examples”, and “Small Markets vs Large Markets”.

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: PINE BELT JOB FAIR

Date: June 10, 2021

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 2021 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, June 10th from 10:00 A.M. until 3:00 P.M. at the Forrest County Multi-Purpose Center Parking Lot in Hattiesburg, Mississippi. 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 which was a "Drive-Thru Event" held outside for health and safety reasons due to Covid 19. Attendees drove through the parking lot from booth to booth (which were tents and tables set up by many area and regional employers).

Blakeney Communications aired a total of 385 radio spots on WBBN, WXRR, WKZW, WXRR-HD2 and WXHB promoting this job fair and the Governor's Job Fair Network, and the Win Job Center extensively promoted the event throughout the region, inviting the public to meet with employers to discuss job opportunities in many fields.

Blakeney Communications operated a tent and table with prominent signage and made available job applications, business cards with contact information and flyers about broadcasting. Larry Blakeney, President, representing WBBN, WXRR, WKZW, WXHB and WXRR-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.

Part 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #3

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

Date: January 12, 2022

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 Attorney Anne Goodwin Crump conducted a session on January 12, 2022, at 11:00 AM at the annual MAB Convention held at the IP Hotel in Biloxi, 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.

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.