

## ANNUAL EEO PUBLIC FILE REPORT

For the period beginning February 1, 2024, and ending January 31, 2025

**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, 2025

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.

A total of 5 persons were interviewed for possible future full-time vacancies. No full-time vacancies were filled during this 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: Thursday, February 29, 2024

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: Grey Manning, Morning Host & Producer

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

Grey Manning, B95 WBBN Morning Host & Producer of the B95 Breakfast Club, 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 Broadcasting & AI”, although the discussions were not limited to this topic. Minority and female students were very well represented among the students who participated and Grey Manning 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: Thursday, November 7, 2024

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 2024 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 7, 2024, 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 520 radio spots on WBBN, WXRR, WKZW-FM/HD1, WKZW-HD2/W249AO 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 # 3

Activity: Confer with Roy Howard Community Journalism Center

Date: Monday, November 25, 2024

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

Host/Sponsor of Activity: Roy Howard Community Journalism Center  
University of Southern Mississippi

Participating Station  
Personnel: Larry Blakeney

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

Larry Blakeney, President & CEO of Blakeney Communications, and Whitney Argenbright, the Managing Editor of the Roy Howard Community School of Journalism at the University of Southern Mississippi, had a lengthy discussion about the types of content that radio stations would be most interested in receiving from students participating in this grant-funded program at the University. Southern Miss was a finalist along with LSU and New Mexico for a grant to provide students with valuable hands-on journalism experience covering news in South Mississippi. Larry and Debbie Blakeney from Blakeney Communications, along with other broadcasters and media representatives, had met the committee to support the awarding of the grant to USM, and ultimately the effort was successful as the University of Southern Mississippi was the winner. Broadcasting and Journalism students, including many women and minority students will gain valuable experience reporting on and providing valuable information on issues and events in South Mississippi to area media.

## **PART 3**

### **SUPPLEMENTAL RECRUITMENT ACTIVITIES**

#### **ACTIVITY # 4**

Activity: Mississippi Association of Broadcasters Scholarship Program

Date: October 4, 2024 through October 30, 2024

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

Host/Sponsor of Activity: Mississippi Association of Broadcasters

Participating Station

Personnel: Debbie Blakeney, General Manager  
Blakeney Communications, Inc.

Description of activity and scope of station participation:

Blakeney Communications aired a total of 405 Thirty Second Public Service Announcements on WBBN, WBBL, WKZW-FM/HD1, WKZW-HD2/W249AO and WXRR for the Mississippi Association of Broadcasters Scholarship Program promoting Scholarships to be offered to Juniors or Seniors enrolled in Mississippi colleges and pursuing a career in broadcasting. These announcements created awareness of the scholarships and gave instruction on where to go online to apply and the deadline for applying. Minorities and Women are well represented among applicants and have won a significant number of MAB Scholarships through the years.