

ANN BAVENDER*
ANNE GOODWIN CRUMP
VINCENT J. CURTIS, JR.
RICHARD J. ESTEVEZ
PAUL J. FELDMAN
ROBERT N. FELGAR*
RICHARD HILDRETH
FRANK R. JAZZO
ANDREW S. KERSTING*
EUGENE M. LAWSON, JR.
HARRY C. MARTIN
GEORGE PETRUTSAS
RAYMOND J. QUIANZON
LEONARD R. RAISH
JAMES P. RILEY
KATHLEEN VICTORY
HOWARD M. WEISS

* NOT ADMITTED IN VIRGINIA

FLETCHER, HEALD & HILDRETH, P.L.C.

ATTORNEYS AT LAW

11th FLOOR, 1300 NORTH 17th STREET
ARLINGTON, VIRGINIA 22209-3801

(703) 812-0400

TELECOPIER

(703) 812-0486

INTERNET

www.fhh-telcomlaw.com

May 3, 1999

FRANK U. FLETCHER
(1939-1985)
ROBERT L. HEALD
(1956-1983)
PAUL D.P. SPEARMAN
(1936-1962)
FRANK ROBERSON
(1935-1961)
RUSSELL ROWELL
(1948-1977)

RECEIVED
MAY 3 1999
FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

EDWARD F. KENEHAN
(1960-1978)
CONSULTANT FOR INTERNATIONAL AND
INTERGOVERNMENTAL AFFAIRS
WELDON J. KRYS
U. S. AMBASSADOR (ret.)

OF COUNSEL
EDWARD A. CAINE*
MITCHELL LAZARUS*
EDWARD S. O'NEILL*
JOHN JOSEPH SMITH

WRITER'S DIRECT

BY HAND DELIVERY

Magalie Roman Salas, Esquire
Secretary
Federal Communications Commission
445 12th Street, S.W., Room TW-B204
Washington, D.C. 20554
Attention: Allocations Branch

DOCKET FILE COPY ORIGINAL

Re: MM Docket No. 99-74
RM-9367
Bay Springs/Ellisville, Mississippi

Dear Ms. Salas:

Transmitted herewith, on behalf of Blakeney Communications, Inc., licensee of WKZW(FM), Bay Springs, Mississippi, are an original and four copies of its "Comments and Alternative Counterproposal" in the above-referenced proceeding.

Should any further information be required concerning this matter, please communicate with this office.

Very truly yours,
FLETCHER, HEALD & HILDRETH, P.L.C.


Frank R. Jazzo
Counsel for Blakeney Communications, Inc.

Enclosures

No. of Copies rec'd 0+4
List ABCDE

BEFORE THE

Federal Communications Commission

WASHINGTON, D.C. 20554

In the Matter of)
)
Amendment of Section 73.202(b),) MM DOCKET NO. 99-74
Table of Allotments, FM Broadcast Stations.) RM-9367
(Bay Springs and Ellisville, Mississippi))

Directed to: Chief, Allocations Branch

COMMENTS AND ALTERNATIVE COUNTERPROPOSAL

Frank R. Jazzo
Anne Goodwin Crump

Attorneys for
BLAKENEY COMMUNICATIONS, INC.

FLETCHER, HEALD & HILDRETH, P.L.C.
1300 North 17th Street, 11th Floor
Arlington, Virginia 22209
(703) 812-0400

May 3, 1999

TABLE OF CONTENTS

	<u>Page</u>
Summary	ii
I. Comments	1
II. Alternative Counterproposal	12

SUMMARY

Blakeney Communications, Inc. ("Blakeney"), licensee of WKZW(FM), Bay Springs, Mississippi, by its attorneys, hereby respectfully submits its Comments and Alternative Counterproposal in response to the Commission's *Notice of Proposed Rule Making*, DA 99-498, released March 12, 1999, ("*NPRM*") in the above-captioned proceeding. Therein, the Commission proposed to amend Section 73.202(b) of its Rules, the Table of Allotments for FM Broadcast Stations, to reallocate Channel 232C2 from Bay Springs to Ellisville, Mississippi, and that the license for WKZW(FM) be modified to reflect the new community of license.

Blakeney continues to believe that the public interest would be best served by a change in WKZW(FM)'s community of license to Ellisville. Ellisville is an independent and thriving community on the verge of explosive growth. It is in need of a first competing audio service to provide a different viewpoint on local issues and a second advertising outlet for local businesses.

In the event, however, that the Commission determines that the considerations set forth herein are insufficient to favor the removal of WKZW(FM) from Bay Springs, Blakeney hereby alternatively counterproposes that Channel 232C2 instead be reallocated from Bay Springs to Sandersville, Mississippi, as that community's first local transmission service and that the license for WKZW(FM) be modified accordingly.

BEFORE THE

Federal Communications Commission

WASHINGTON, D.C. 20554

In the Matter of)
)
Amendment of Section 73.202(b),) MM DOCKET NO. 99-74
Table of Allotments, FM Broadcast Stations.) RM-9367
(Bay Springs and Ellisville, Mississippi))

Directed to: Chief, Allocations Branch

COMMENTS AND ALTERNATIVE COUNTERPROPOSAL

Blakeney Communications, Inc. (“Blakeney”), licensee of WKZW(FM), Bay Springs, Mississippi, by its attorneys, hereby respectfully submits its Comments and Alternative Counterproposal in response to the Commission’s *Notice of Proposed Rule Making*, DA 99-498, released March 12, 1999, (“*NPRM*”) in the above-captioned proceeding. Therein, the Commission proposed to amend Section 73.202(b) of its Rules, the Table of Allotments for FM Broadcast Stations, to reallocate Channel 232C2 from Bay Springs to Ellisville, Mississippi, and that the license for WKZW(FM) be modified to reflect the new community of license. With respect thereto, the following is submitted:

I. Comments

1. Blakeney herein reiterates its strong support for the proposal that the community of license for WKZW(FM) be changed from Bay Springs to Ellisville, Mississippi. As set forth in Blakeney’s Petition for Rule Making, this proposal is in accordance with the Commission’s policies for changes in community of license. *Modification of FM and TV Authorizations to Specify a New Community of License*, 4 FCC Rcd 4870 (1989), *recon. granted in part*, 5 FCC

Rcd 7094 (1990). The proposed reallocation of Channel 232C2 to Ellisville is mutually exclusive with the current operation of WKZW(FM) at Bay Springs. Further, the proposed reallocation would not deprive Bay Springs of its only local service, as WIZK(AM) will remain licensed to Bay Springs. Additionally, the proposed reallocation will result in a preferential arrangement of allocations consistent with the *Revision of FM Assignment Policies and Procedures*, 90 F.C.C.2d 88 (1982), in that the reallocation will result in a first competing service for the larger community of Ellisville and a substantial overall increase in the number of persons served by WKZW(FM). Accordingly, the proposed reallocation will serve the public interest.

2. Among the considerations favoring reallocation is the fact that the instant proposal would allow WKZW(FM) to serve a greater population and would provide a first competing service to Ellisville, a community more than twice as large as Bay Springs. As demonstrated in Blakeney's Petition for Rule Making, the facilities with which WKZW(FM) is currently operating serve 180,721 people and the facilities authorized in the currently outstanding construction permit for WKZW(FM) would provide service to an area of 8,489 square kilometers with a population of 214,180. In contrast, from the reference site proposed for Ellisville, the station would serve the same geographic area but with a population of 233,529. The net result would be that 52,808 people would gain service as compared to WKZW(FM)'s presently operating facilities and 19,349 persons would gain a new service, when compared to WKZW(FM)'s authorized but unconstructed construction permit facilities. None of the area included within the loss area is currently underserved, but approximately 212 persons within the gain area would gain a fifth aural reception service as a result of the proposed relocation. Thus, the changes proposed herein would result in new service within an underserved area. Although

the number of persons in the underserved area is small, the addition of a fifth service would nonetheless provide a significant benefit to those persons.

3. The reallocation to Ellisville also would provide that larger community with a first competing local transmission service. Ellisville currently has only one local aural transmission service, despite the fact that its 1990 U.S. census population of 3,634 persons is more than twice as large as that of Bay Springs, and despite the fact that it is a county seat of Jones County. In addition, as noted in the attached letter from Ernest Todd, Mayor of Ellisville, because Ellisville is a regional employment and education center, over 10,000 people are located in Ellisville during the day-time. *See Exhibit 2.* Moreover, as set forth below, because of recent developments, it is anticipated that Ellisville will attract an additional 10,000 to 15,000 jobs within the next ten years. *See Exhibit 1.* Obviously, this increase in jobs will create an even greater increase in population, as the influx of new workers will bring both the families of those workers and new service businesses to meet their needs. One community leader, Vern Geddie, notes in his letter that economic development experts are predicting that the population of Ellisville could grow to 20,000 to 30,000 within the next ten to fifteen years. *See Exhibit 2.* Indeed, information provided by the Jones County Junior College Small Business Development Center indicates that the population of Ellisville may well grow to surpass that of Laurel. *See Exhibit 3.*

4. Thus, it is clear that the community of Ellisville is a thriving and vibrant business center which is in need of a competing local service. Moreover, it is a growing community which is expected to have further exponential growth in the near future. Ellisville is an incorporated city with a mayor and five aldermen. It was the original county seat of Jones

County and now represents the First Judicial District of Jones County. As set forth in Mr. Geddie's letter, Ellisville has a long history as an independent and distinct community.

5. Ellisville is home to some of the largest employers in Jones County. *See* Exhibit 4. Among these is the Ellisville State School, which provides services to the mentally handicapped. The Ellisville State School is the second largest employer in the county, with 1,331 employees. In addition, Jones County Junior College is located in Ellisville. Jones County Junior College has 375 employees and also has Mississippi's largest enrollment on a single campus for any junior or community college. As set forth in Blakeney's Petition for Rule Making, Jones County Junior College recently was chosen by Cisco Systems, Inc., a worldwide leader in networking for the Internet, as the site for the Regional Cisco Networking Academy. This choice recognizes Jones County Junior College's prominent position in training students in advanced technology service. Further, the Jones County school system, which employs over 1,000 persons countywide, is based in Ellisville. *Id.*

6. In addition, since the filing of the Petition for Rule Making, plans have moved forward for a technology park to be located on land now owned by the Ellisville State School. As set forth in the copies of articles from the Laurel *Leader-Call* attached hereto as Exhibit 1, the Mississippi state legislature and Mississippi Governor Kirk Fordice have approved the sale of the necessary land for the technology park. Negotiations for the purchase of the land have begun and are proceeding forward. Upon conclusion of negotiations for the purchase, the technology park could be ready for occupancy within one and one-half to two years. Howard Computers, which is a division of Howard Industries, will make the new site its home upon completion of the construction. In addition, the state legislature approved a bond issue to provide for a high-tech

training center to be located at the new technology park. It is anticipated that the new technology park could bring an additional 10,000 to 15,000 jobs to Ellisville. The backing of Howard Industries adds to the expectations of success for the technology park. Howard Industries, with some \$400 million in sales, is the largest privately held company in Mississippi and is also the largest manufacturer of electrical transformers in the United States. *See* Exhibit 1. The founder and CEO of Howard Industries is a native of Jones County and looks forward to bringing the growth and development that the technology park will entail to his home county. *Id.* Thus, it is clear that Ellisville is on the verge of substantial growth.

7. Ellisville also is a banking center, the home of numerous businesses and manufacturing concerns, ranging from welding to truck trailer parts and repair to wood pallets. These businesses and manufacturers, together with the county government, Ellisville State School, and Jones County Junior College, attract employees from throughout the area to work in Ellisville. Indeed many workers commute from the larger community of Laurel to Ellisville to work. As a result, numerous service businesses have grown up in Ellisville to serve the needs of both residents and commuters. Ellisville is home to restaurants, hardware stores, garages, florists, insurance agents, and medical and dental clinics. There also are fourteen churches in Ellisville to serve the religious needs of residents. Further, the city of Ellisville has its own fire department, police department, and water works.

8. Clearly, therefore, Ellisville is a thriving community in need of a first competing local aural transmission service. Not only does Ellisville have a population more than twice as large as that of Bay Springs, but it attracts employees to Ellisville businesses from the surrounding area. Thus, the number of persons who would be served by a second local Ellisville station is actually

much greater than simply the resident population of the city. Moreover, with the explosive growth predicted for the community, numerous issues related to that growth will arise. Such issues as the development of new roads and improvements for old ones, the expansion of schools, the rate of growth, and the like are bound to become critical to the residents of Ellisville. Therefore, the addition of a new media voice to provide a second viewpoint on such issues is of even greater importance.

9. The attached letters from community leaders in Ellisville illustrate the need for a competing media service in Ellisville. Bobby Shows, the Ellisville representative in the Mississippi House of Representatives, notes that with the upcoming rapid growth of Ellisville, the community needs a second radio station in order to provide different viewpoints, better coverage of local news and events, and a competitive advertising outlet. *See* Exhibit 2. Similarly, William B. Stennett, President of the Economic Development Authority of Jones County notes that “[t]here is a need for competition as well as diversity there, especially since Ellisville has no local print media and little or no direct broadcast coverage.” *Id.* Ernest Todd, Mayor of Ellisville, states that he has discussed the possibility of a new local radio station with several Ellisville business leaders and “they agree that it would be a wonderful outlet for ‘hometown’ advertising and promotion.” *Id.* Clyde Woodruff, director of the Ellisville State School, notes in his letter the positive changes and growth which have occurred. Mr. Woodruff further comments that he and his wife recently purchased a home in the area because of their belief that it is the growing area of the county, and that he does his shopping in Ellisville rather than traveling to either Laurel or Hattiesburg. *Id.* Vern Geddie, who has held numerous leadership positions in Ellisville over the years, comments on the long history of Ellisville as an

independent community, as well as the town's distinct sense of identity. Mr. Geddie further states that Ellisville is now in need of a competing media outlet and, with the substantial projected growth of the community, will be even more in need in the near future. Clearly, therefore, community leaders in Ellisville perceive the community to be independent from any other community and in need of a first competitive radio service.

10. A comparison of the two counties in which the communities are located also illustrates the greater need for service in Ellisville as opposed to Bay Springs. As indicated above, Ellisville is a county seat of Jones County, while Bay Springs is located in Jasper County. The estimated population of Jasper County as of January 1, 1995 was 17,400. *Rand McNally Commercial Atlas and Marketing Guide* at 369. In contrast, Jones County had an estimated population of 63,200, three and one-half times as great. *Id.* Similarly, while Jones County has 22,900 households, Jasper County has only 6,200 households. *Id.* at 72. Further, a comparison of the median household incomes for Jasper County (\$19,763) and Jones County (\$22,900) shows that Jones County is the more prosperous and thriving county. *Id.* Additionally, as demonstrated in Blakeney's Petition for Rule Making, Jones County has substantially greater economic activity than does Jasper County. This fact is further reflected in the recent state unemployment figures. *See* Exhibit 5. Of the 82 counties in Mississippi, Jones County has the ninth lowest unemployment rate. Jasper County, in contrast, is ranked thirty-second. *Id.*

11. The greater economic activity in Jones County demonstrates that it encompasses more vibrant and thriving communities. The vitality of the county points out the need for a first competitive local transmission service in Ellisville, one of the county seats and the seat of the First Judicial District of Jones County. Jones County as a whole is currently suffering from a

relative lack of radio transmission service. Jasper County, with its small population has three radio stations, including two high-power FM stations (WKZW and WEEZ). In contrast, Jones County, with a population three and one-half times as great, has only five radio stations (two AM and three FM), with only two high-powered FM stations. Thus, despite the substantial differences in population and economic growth and activity, the two counties receive wide-area service from the same number of stations. Clearly, the larger and more vibrant county has been shortchanged of allocations, and an allotment to Ellisville would therefore result in a more efficient allocation of spectrum. Even with the removal of WKZW(FM), the community of Bay Springs would remain well served by the remaining station in the community and the remaining high powered FM station in the county.

12. While the proposed new facilities for WKZW(FM) would place a city-grade signal over in excess of 50 percent of the Urbanized Area of Hattiesburg, Mississippi, it is entirely clear that Ellisville is a community separate and apart from Hattiesburg.¹ As set forth above, Ellisville has its own local government, schools, fire department, police department, water works, churches, and businesses. Moreover, Ellisville is in a county separate from any included in the

¹ Moreover, WKZW(FM) already is authorized to serve more than 80 percent of the city of Hattiesburg. Attached hereto as Exhibit 6 is a coverage map from the December 1997 modification application for WKZW(FM) (then WIZK - erroneously identified as WIVK). This map shows, using the Longley-Rice method, that the WKZW(FM) 70 dBu contour as authorized by the currently outstanding construction permit would cover more than 80 percent of Hattiesburg. Accordingly, a showing as to the independence of Ellisville from the Hattiesburg Urbanized Area is moot. *Killeen and Cedar Park, Texas (NPRM)*, DA 98-1939, released September 25, 1998, at n. 2; *Georgetown and Garden City, South Carolina*, 12 FCC Rcd 13394, 13395 (1997).

Hattiesburg Urbanized Area. That Urbanized Area covers Lamar and Forrest Counties. As set forth above, however, Ellisville is located in Jones County.

13. The Commission has established eight criteria whereby it will judge whether a community should be considered to be part of an Urbanized Area or an independent community.

Those criteria are as follows:

(1) the extent to which community residents work in the larger metropolitan area rather than the specified community; (2) whether the smaller community has its own newspaper or other media that cover the community's local needs and interests; (3) whether the community leaders and residents perceive the specified community as being an integral part of, or separate from, the larger metropolitan area; (4) whether the specified community has its own local government and elected officials; (5) whether the smaller community has its own telephone book provided by the local telephone company or its own zip code; (6) whether the community has its own commercial establishments, health facilities, and transportation systems; (7) the extent to which the specified community and the central city are part of the same advertising market; and (8) the extent to which the specified community relies on the larger metropolitan area for various municipal services, such as police, fire protection, schools, and libraries.

Greenfield and Del Rey Oaks, California, 11 FCC Rcd 12681, 12683-84 n. 5 (M. Med. Bur. 1996), citing, *RKO General (KFRC)*, 5 FCC Rcd 3222 (1990); *Faye and Richard Tuck*, 3 FCC Rcd 5374 (1988).

14. The facts set forth above clearly demonstrate that at least seven of these eight factors show that Ellisville is a community independent from Hattiesburg. Starting with the first listed criterion, Ellisville has governmental agencies, schools, and businesses which are among the largest in the county. Thus, Ellisville attracts workers from outside the community to come to Ellisville, and it is not primarily dependent upon Hattiesburg for its jobs.

15. In the *NPRM*, the Commission specifically sought comment on the number of Ellisville residents who may work in the Hattiesburg Urbanized Area. As set forth in the attached "Hattiesburg MSA/Jones County, Mississippi Labor Market Analysis," attached hereto as Exhibit 7, there is very little labor exchange between Jones County and the Hattiesburg MSA. Indeed, 83 percent of Jones County residents work in Jones County. *Id.* At 16. Among those commuting outside the county, 5.8 percent commute to Forrest County, while 0.6 commute to Lamar County, the two counties within the Hattiesburg Urbanized Area. Thus, in all of Jones County, which includes Ellisville, only 6.4 percent of persons commute to the Hattiesburg Urbanized Area.

16. Secondly, the community of Ellisville has one local media outlet at the present time. The closest daily newspaper is the *Laurel Leader-Call*, published in Laurel. While Ellisville does have one local radio station, it is in badly need of a second local media outlet in order to provide some diversity of viewpoint in local coverage and competition for advertisers. A community as vital and prosperous as Ellisville assuredly is in need of more than one outlet of local expression. As set forth in the report provided by the Jones County Junior College Small Business Development Center, many Ellisville merchants perceive a need for another advertising outlet to serve their market, as neither Hattiesburg nor Laurel advertising sources can completely cover the Ellisville market. Exhibit 3 at 2.

17. The facts set forth above also demonstrate that the local leaders perceive Ellisville as its own community, apart from any larger urbanized area. The community has its own mayor and aldermen, and there are numerous businesses, churches, and civic organizations. In fact, Ellisville is in a separate Congressional district, Chancery Court district, Circuit Court district,

and Junior College district from Hattiesburg. Further, Ellisville does not share state senators or representatives with the Hattiesburg Urbanized Area. The community of Ellisville clearly functions independently from Hattiesburg. The demographics of the communities also are significantly different. Exhibit 3 at 2. The attached letters from community leaders attest to the independence of Ellisville from Hattiesburg or any other community. *See* Exhibit 2.

18. Other indicia of independent status include the facts that Ellisville has its own zip code and telephone exchange. While Ellisville is included in the same Bell South Pine Belt Area telephone directory along with Hattiesburg and Laurel, there is a separate White Pages section for Ellisville within that directory. Dixie Directory, however, publishes a separate phone directory for Ellisville and Jones County. Further, as described above, Ellisville has numerous business establishments, health facilities, churches, governmental agencies, and manufacturing concerns. Finally, the community of Ellisville does not depend upon Hattiesburg for basic governmental services, but rather has its own police and fire departments and water works, and is the seat of the First Judicial District of Jones County.

19. All of the above factors demonstrate that Ellisville is a thriving and independent community in need of a first competitive local transmission service. Ellisville is a center of business, industry, technology, and services. Its population is now over twice as large as that of Bay Springs and is projected to grow exponentially over the next few years. Community leaders in Ellisville are anxious to have a competing service which would provide a different viewpoint in covering local news and events and a competitive advertising source. Further, the proposed change in community of license would allow WKZW(FM) to provide service to an additional 52,808 persons, including a small number currently residing in an underserved area. At the same

time, Bay Springs would retain one local aural transmission service. While Bay Springs would lose its sole nighttime service, it is clear from all of the above factors that Ellisville has a much greater need for a first competitive service. The community of Ellisville is larger, is growing quickly, and is a center of business and industry. Its current sole media outlet is insufficient for its needs. Accordingly, Blakeney is requesting that the community of license for WKZW(FM) be changed to Ellisville. In the event that Channel 232C2 is reallocated from Bay Springs to Ellisville, Mississippi, Blakeney will apply to modify WKZW(FM)'s authorization to specify Ellisville as WKZW(FM)'s community of license, and upon grant, will expeditiously construct such facilities.

II. Alternative Counterproposal

20. As noted in the *NPRM*, the Commission's decision with regard to the proposed reallocation to Ellisville is to be made under priority (4), other public interest matters. Blakeney continues to believe that the public interest would be best served by a change in WKZW(FM)'s community of license to Ellisville. In the event, however, that the Commission determines that the considerations set forth above are insufficient to favor the removal of WKZW(FM) from Bay Springs, Blakeney hereby alternatively counterproposes that Channel 232C2 instead be reallocated from Bay Springs to Sandersville, Mississippi, as that community's first local transmission service and that the license for WKZW(FM) be modified accordingly. The Commission has previously found that a change in community which would result in the provision of a first local service outweighs retention of a community's only nighttime transmission service. *See, e.g., Chattahoochee, Florida*, 10 FCC Rcd 10352, 10355 (Allocations Branch 1995).

21. Sandersville is an incorporated community which also is located in Jones County. Its 1990 U.S. Census population was 853. *Rand-McNally Commercial Atlas and Marketing Guide 1996* at 399. Sandersville has its own post office and its own zip code. In addition, the community has its own governmental services, including a fire department, police department, and city clerk.² Schools which serve Sandersville include Sandersville Elementary School. Sandersville also has its own public library.

22. In addition, Sandersville is home to four churches of three different denominations. Banking needs of Sandersville residents are met by Community Bank, which is located there. Further, a Family Health Center is located in Sandersville.

23. The community also has a number of businesses, including Bob's Grocery & Market, Bogue Homa Trade Mart, Clint's Cut & Style, and Sandersville Exxon. Two restaurants also are located in Sandersville.

24. Thus, it is clear that the community of Sandersville is a thriving and independent community in its own right and is therefore deserving of a first local transmission service. As shown in the attached Engineering Statement, if the WKZW(FM) transmission facilities were located at the proposed Sandersville reference co-ordinates, no part of the Hattiesburg Urbanized Area would be encompassed by the WKZW(FM) 70 dBu contour. Accordingly, no *Tuck* (3 FCC Rcd 5374) showing is required with regard to the proposed reallocation to Sandersville. As set forth in the attached Engineering Statement, Channel 232C2 may be allotted to Sandersville at the co-ordinates specified therein in accordance with the Commission's Rules. See Exhibit 9.

² This information and the following information was obtained through an on-line search of Yellow Pages Listings. A copy of the information obtained is attached hereto as Exhibit 8.

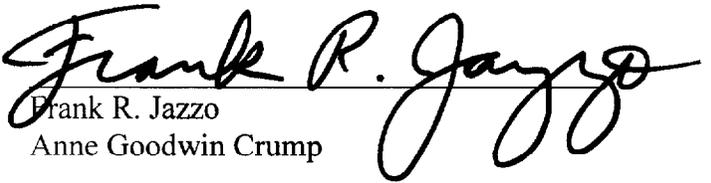
25. The public interest would also be served by a change in the WKZW(FM) community of license from Bay Springs to Sandersville. In addition to providing the community of Sandersville with its first local aural transmission service, the proposed change would allow WKZW(FM) to serve 35,798 more people than are currently served from WKZW(FM)'s licensed site and 2,339 more persons than would be served from the site authorized in the WKZW(FM) construction permit. None of those people who would either lose or gain service are located in an underserved area. *See* Exhibit 9.

26. In addition, the proposed change in community to Sandersville also would realize the benefits of increased service to Jones County as outlined above. In the event that Channel 232C2 is reallocated from Bay Springs to Sandersville, Mississippi, Blakeney will apply for a construction permit to specify Sandersville as WKZW(FM)'s community of license, and upon grant, will expeditiously construct such facilities.

WHEREFORE, the premises considered, Blakeney respectfully requests that the Commission adopt the proposal set forth in the *NPRM*, reallocate Channel 232C2 from Bay Springs to Ellisville, Mississippi, and modify the license for WKZW(FM) to reflect the new community of license. In the event that the Commission does not adopt this proposal, then Blakeney respectfully requests that Channel 232C2 be reallocated from Bay Springs to Sandersville, Mississippi, and that the license for WKZW(FM) be modified to reflect the new community of license.

Respectfully submitted,

BLAKENEY COMMUNICATIONS, INC.

By: 
Frank R. Jazzo
Anne Goodwin Crump

Its Attorneys

FLETCHER, HEALD & HILDRETH, P.L.C.
1300 North 17th Street
Eleventh Floor
Arlington, Virginia 22209
(703) 812-0400

May 3, 1999

EXHIBIT 1

LEADER-CALL

Laurel, Mississippi



Ex-Jackson City Councilman violates parole, sent to jail. See story, page 3-A.

Clinton dedicating Arkansas birthplace as historical site. See story, page 5-A.

West Jones whipped Raleigh in the Taylorsville Tourney. See more, page 1-B.

The Ole Miss Lady Rebels fell in the women's NIT. See story, page 1-B.

NCAA TOURNEY — Alcorn St. played well, but lost to Stanford Thursday. See story, page 1-B.

88TH YEAR, NO. 70

FRIDAY, MARCH 12, 1999

50 CENTS Less by subscription

LOCAL

Women urged to donate blood

In celebration of Women's History Month, United Blood Services has declared March as Women's Donor Month.

United Blood Services in Laurel is asking women to give the gift of life. There will be weekly drawings for dinners, health club passes, gift certificates and flowers.

United Blood Services is located at 1215 Jefferson St. Hours are Monday-Friday from 9 a.m. - 6 p.m.

STATE

rentiss Co. deputy hot to death

Technology park still in early planning stages

BY STEVE SWOGETINSKY
Staff writer

The potential of the announcement that a new technology park is in the works for Jones County and that it could be located in Ellisville is exciting news.

The park, which is being developed around Howard Computers, has been in the discussion stages for several months. Its existence became public Thursday.

But organizers say it will be at least a couple of years

before the project starts to become a physical reality.

"We've got to purchase the land, and then put in the infrastructure and roads," said Howard Industries founder and CEO Billy Howard Sr. "And then there are the various government approvals that you have to get.

"By our timetable, we are looking for the computer company to outgrow its location at the ballast plant in about one and a half to two years. Then we will need more space.

That will be about the time we will be ready to start on the new technology park."

The partners in the technology park include Howard Industries, Mississippi Power Co., the Economic Development Authority of Jones County, Howard Computers, Jones Junior College and the city of Ellisville.

The tentative location of the park is on Ellisville State School property currently owned by the Mississippi Mental Health Board. A bill

has been passed in the Legislature to authorize the mental health board to sell the property and is awaiting the governor's signature. Negotiations will soon begin for the purchase of that property.

The new technology park will be an upscale development with protective covenants that will house technology-oriented companies and "clean," light manufacturing, as well as call centers and back office business. It will be an aesthetically-pleasing park,

with interstate visibility, easy transportation access, landscaped terrain and hidden utilities.

This will mean an increase in good-paying jobs to the south Mississippi area and the unlimited potential for development. Howard Computers alone is projected to provide around 5,000 jobs within the next 10 years. Other companies will be recruited to the park which will bring in similar types of jobs.

See PARK, page 2-A

Airport to undergo \$1.2 million in improvements

From special reports
MOSELIE — The center-

Laurel Train Depot

Depot brick sales winding down

BY STEVE SWOGETINSKY
Staff writer

Brick sales for the Memorial Walk at the Laurel Depot are winding down for now, with 33 slots remaining.

"Originally, this was a project



Masonite workers ratify pact; Howard talks continue

LEADER-CALL

Laurel, Mississippi



Old Miss faces a stiff challenge in second round of NCAA Tourney, vs. Michigan State. See story, page 1-B.

People editor Paulette Boone features attorney Raynold L. Willett in her column. See page 1-C.

Experts: Clinton's foreign policy more short-term oriented than long-term. See story, page 6-A.

Bill would allow raccoon meat to be sold as a food product. See story, page 5-A.

Lanier captures state 5A boys championship with win over Provine. See story, page 1-B.

88TH YEAR, NO. 72

SUNDAY, MARCH 14, 1999

\$1.00 Less by subscription

HomeFolks

Howard: Our children can find jobs here

Technology park could have gone anywhere

BY STEVE SWOGETINSKY
Staff writer

Make no mistake. The new technology park, which may be located in Jones County near Ellisville State School, could have been located anywhere in the country.

Billy Howard Sr., founder and CEO of Howard Industries, wanted it here in his home county.

"We've been offered land in other places just to put it there," said Howard during an interview last week. "People from all over — north Mississippi, Alabama, even Chicago — have heard about the park, and have called to talk to us about it. The first thing they say is build it here.

"But this area is my home. We want to see the state grow, and to see this area grow. We want to do this kind of development in the community we grew up in," Howard said.

Negotiations will begin soon for the 425 acres of land which is owned by the state Mental Health Department. If an agreement can be reached, the site will one day be the home of Howard Computers, a division of Howard Industries. It is expected that other high tech and new tech companies will soon follow its lead.

Howard said that the idea of this type of technology park has been kicked around for a couple

of years. The Southern Co., Mississippi Power Co., the state and others were looking for a way to make it happen.

"When we decided to start the computer company, they got real interested," Howard said. "With us going in as the cornerstone, a technology park became feasible.

"I personally believe you'll have between 10,000 and 15,000 people working there once it develops," Howard said. "It will have a major impact on Jones County and South Mississippi. You'll see new housing and subdivisions being built.

"With that, you will see the need for all types of stores and services. Jones County is about to change."

This almost sounds like a dream. But consider that the man who is making the statement is a member of the Mississippi Business and Industries Hall of Fame with a reputation for making things happen in a big way.

In 1968, Mr. Howard had a dream of starting his own transformer company. Before the first product was shipped out in 1969, he had sold \$4 million worth of products. With his wife, Linda, Howard built Howard Industries into the largest manufacturer of transformers in the United States. They are also in markets around the world.



Staff photo by Steve Swogetinsky

Billy Howard, center, along with his wife, Linda, and their daughter, Cyndi, right, have started Howard Computers which one day is expected to be the cornerstone of the new technology park.

Over the years, Howard Transportation Co. and Howard Ballast Co. have come on line. Both became successes. Now, Howard Computers is in its start-up phase and it appears the sky is the limit.

Howard Industries had \$400 million in sales in See HOWARD, page 2-A

LOCAL

Hi employees OK 3-year contract

The employees of Howard Industries Transformer Division ratified a new three-year contract Saturday with the area's largest employer.

The new contract will be in effect until January 1, 2002.

The new agreement involves raises, including each year and improvements in disability, pension and insurance, in addition to other issues.

"Howard Industries remains committed to its employees and to its customers," said Michael Howard, president of the transformer division. "We are pleased that negotiations were concluded with a positive vote."

STATE

Judge rules suit
to be heard in DC

LEADER-CALL

Laurel, Mississippi



SPRING FOOTBALL — USM begins spring football drills Tuesday. Read more on page 1-B.

A flaw has been fixed in the state law on lice in public schools. See story, page 3-A.

Amtrak derailment in Illinois kills several. See more on page 5-A.

John Callpari has been fired as coach of the Nets. See story, page 1-B.

Heidelberg Academy whipped Columbia Academy in baseball. See story, page 1-B.

88TH YEAR, NO. 74

TUESDAY, MARCH 16, 1999

50 CENTS Less by subscription

Proposed technology park....

Governor signs bill to allow for negotiation of land

BY STEVE SWOGETINSKY
Staff writer

The technology park being proposed to be located in south Jones County crossed an important hurdle Monday on its path to becoming a reality.

Gov. Kirk Fordice signed a bill into law which would allow the Mississippi Board of Mental Health to negotiate the sale of 450 acres of land near Ellisville State School with the Economic Development Authority of Jones County. Should this be successful, construction

of the park could begin within the next two years.

It is envisioned that the park will become the home of Howard Computers, a division of Howard Industries. Later, more high tech and new tech companies are expected to locate in the technology park, with 10,000 to 15,000 high tech jobs projected for the park in the next 10 to 15 years.

Though the idea of the park has been on the drawing board for several

months, it was made public last Thursday. Developers say the project is in its early stages.

"Right now, we are trying to get an appointment with Jimmy Heidel and the Mississippi Department of Economic and Community Development to discuss funding mechanisms," said Mitch Stennett, president of the EDA. "We have talked with him earlier, and he said for us to get all of the cost estimates together."

Stennett had said earlier that land acquisition and infrastructure could cost between \$10 million and \$15 million.

Stennett added that the EDA was waiting to get an appointment with the state mental health board to begin land negotiations.

"The governor signing the bill was a big step," Stennett said. "We couldn't have gone on without it. But it's just the first step."

Beau Rivage opens to grand reception

BILOXI (AP) — The \$650 million Beau Rivage casino and 1,780-room hotel expected to help transform the Mississippi Gulf Coast into a destination resort opened to a grand reception.

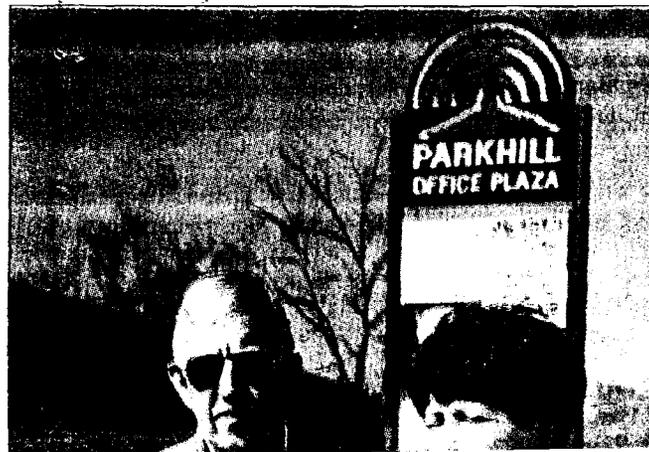
More than 1,000 dignitaries took part Monday night in a gala bash to commemorate the grand

Laurel honors Duff

BY STEVE SWOGETINSKY
Staff writer

John Duff of Pine Belt Ready Mix Concrete Inc. on Monday became the first to receive Laurel's Millenium Medallion for outstanding

Millenium Medal



Trial date set for Laurel man accused in Dahmer murder

HATTIESBURG (AP) — A judge has refused to dismiss murder and arson charges against Laurel businessman Charles Noble in the 1966 firebombing death of

LOCAL

W will not hold sister breakfast

The Laurel Business and Professional Women say they will not hold their annual Easter breakfast this year. BPW announced they will hold another breakfast this year and that it will be announced at a later date.

STATE

Attier sets up spring hotline

AUTIER (AP) — Gaugers can now call a hotline to turn in litterers. The city on Monday had a 24-hour telephone line for reports on litter.

Police Chief Allen Johnson said callers do not have to provide a name to report a car

LEADER-CALL

Laurel, Mississippi

SPORTS



CONN SHOCKS DUKE — Connecticut shocked Duke the NCAA title Monday. See more, page 1-B.

State Supreme Court refuses to hear appeal in Woodward case. See story, page 3-A.

The Dow Jones Industrials closed above 10,000 for the first time. Story, 7-A.

Northeast Jones remained unbeaten in prep tennis. See story, page 1-B.

Heidelberg Academy blanked Wayne Academy in prep baseball. Story, 1-B.

88TH YEAR, NO. 88 TUESDAY, MARCH 30, 1999 50 CENTS Less by subscription

Legislature approves bond issue for high-tech centers

BY STEVE SWOGETINSKY
Staff writer

A new high-tech training center planned for Jones County will mean higher wages and better job opportunities for south Mississippi workers.

Years of discussions and working the political system came to fruition Tuesday when the state Legislature approved a bond issue which will create two high-tech training centers, one under Jones Junior College and the other under Pearl River Community College. The JCJC center will be located in the new technology park, while the PRC center will be in the Forrest County Industrial Park.

The bill was still awaiting the signature of Gov. Kirk Fordice this morning. Each center would receive \$4 million

from the state, with each junior college district having to come up with \$1 million.

"This project has been kept on life support the entire session, and it actually died a couple of times," said JCJC President Dr. Ronald Whitehead.

"But our local legislative delegation kept working on it, and when the House Speaker (Tim Ford) got on board, things started happening."

There have been numerous sticking points which held the technology center up. Last year, its location — the JCJC campus, the airport or Hattiesburg — turned the legislation into a political hot potato that state leaders didn't want to touch.

The idea of dividing the money for

two centers to be administered by the junior colleges passed the state Senate earlier this year, but ran into a brick wall in the state House because: 1) similar centers around the state are divided between communities; 2) they have gone in communities that don't have a four-year university; and 3) they are under the administration of a four-year university.

A compromise bill was passed in the House which would create a training center at the Hattiesburg-Laurel Airport. It was to be under the University of Southern Mississippi. Neither bill was expected to make it out of the conference committee.

That's when the speaker became involved, according to state Rep. Bobby Shows.

"We told them that the training needs that they have in north Mississippi and the Delta are not the same as what we have in south Mississippi," said Shows. "That's what we sold the House leadership on. The Speaker understood this and got involved. That's when we got the training centers we wanted."

"This is a good example of what can happen if you stay positive about things," added state Rep. Joe Ellzey. "If you get negative, you aren't going to get anything done."

"This center will bring advanced training for our people in south Mississippi and will give them a chance to train for jobs that will give them a better income."

See CENTERS, page 2-A

LOCAL

Congress published Wednesday

The annual *Leader-Call* Congress edition will be published Wednesday. This year's theme is "Leaders in Progress." The extra section covers Education and Religion, Industry and Technology, Arts and Recreation, Commerce and Finance, Neighbors and Medical Care — will run in the paper, making this the 100th paper of the year.

Family in need assistance

LISVILLE — A fire on March 28 destroyed the home and all of the possessions of an Ellisville family. The Hembree residence at 202 Bay St. was a total loss. A fund has been set up to help the three children: Jesse, 14; Josh, 10; and

There's a new chief in town



Three area residents killed in one-car crash Sunday

BY BRIAN LIVINGSTON
Staff writer

A one-vehicle crash claimed the lives of two Laurel natives Sunday, March 28, according to a Mississippi Highway Patrol report.

The second passenger, Gail Satcher, 43, of Heidelberg.

The MHP couldn't release details of the crash because an investigation into the incident is still ongoing.

County



Staff photos by Brian Livingston

nson received new fire trucks and allocated to Jones Coun-

new trucks



wner George Dale, right, talks Monday at the Jones County

engines and the VFDs of Jones County receiving a Class 8 rating.

"When we were classed from a 10 to a 9, the people should have noted a reduction of around \$350 in their insurance premiums per year," Jones County Fire Council President Richard O'Neal said. "Now, we have achieved an 8, and that should save another \$200."

See VFDS, page 2-A

Legislature wraps up successful session

BY STEVE SWOGETINSKY
Staff writer

There is little doubt that the 1999 session of the Mississippi Legislature was good for the Laurel-Jones County area.

Topping the list would be legislation which would allow the state Mental Health Board to negotiate a deal with the Economic Development Authority of Jones County for the purchase of some 120 acres of land at Ellisville State School.

Should the deal go through, Howard Computers would become the anchor tenant of a new technology park which developers say could mean 10,000 to 15,000 jobs to Jones County and south Mississippi within the next 10 years.

Also slated to go in the technology park is a technology regional training center, which will be under the direction of Jones Junior College.

"I've been going up there seven years, and this was by far the most successful session that I've been a part of," said state Rep. Joe Ellzey of Jones County. "The technology park is something that is going to help Jones County and all of south Mississippi for years and years to come."

"I believe we (the Legislature) were able to do something for everyone. Maybe it wasn't as much as some people would have wanted. But we did everything we could."

Statewide, both Ellzey and Rep. Bobby Shows pointed to the move to put the money Mississippi received from the tobacco lawsuits into a special trust fund as an important piece of legislation.

"We put that money up, and only the interest will be used," said Shows. "It will go for health-related matters."

The Legislature also passed an 8 percent teacher pay raise



Shows



Ellzey

which Gov. Kirk Fordice has signed into law. The extra money was needed, Shows said. But he noted that the teachers had also been added to the state insurance pool.

"They will have the same insurance as state employees," said Shows. "So, they not only got a good raise, but their insurance should improve."

The Legislature recharged the Bridge Bill again for another 10 years.

Also, the rural fire truck fund was funded to help counties purchase fire trucks for the volunteer fire departments.

Shows noted that the state put up \$200,000 to help make sure Mississippi is prepared to get a complete counting in the Year 2000 Federal Census.

"This is so important," said Shows. "We could lose a congressional seat if we do not have a good count. And, the state stands to lose federal dollars for different health and aid programs if we don't get a good count."

Ellzey noted that a bill he sponsored passed, which would allow the 4-H and FHA groups to use the multipurpose buildings that were built with state funds, such as the Magnolia Center, three times a year with no charge.

"That's for the county shows, county sales, and some counties have district shows," Ellzey said. "Programs like this were the main reason these buildings were built."

and troops

tion about 5:40 p.m.

Firefighters at the scene said Thomas' legs, which had been pinned under the dashboard, seemed to be the most serious injuries. Thomas, 51, was coherent when pulled from his car, but he couldn't remember the accident, Fire Chief Mike Burns said.

An early morning shooting today resulted in two injuries.

At 6:39 a.m., the Laurel Police Department was called to the residence of William Steiner at 20 Clairmont Circle.

"An unidentified male is

cy room (of South Central Regional Medical Center) for a gunshot wound," said LPD Investigator Tyrone Stewart. "And an unidentified female was treated for injuries from a scuffle."

The suspect fled the scene before law enforcement offi-

Stew being been ca ing. Th under i No the tw was a time.

NATION

Promise Keepers cancel rallies

DENVER (AP) — Worried about possible Y2K problems, the men's ministry Promise Keepers is canceling plans to hold rallies at state capitols nationwide on New Year's Day 2000.

Law enforcement officials in several states have expressed concerns about "the prospects of large gatherings, public safety personnel needs and too many unknowns connected with Y2K," Promise Keepers' spokesman Steve Chavis said Tuesday.

INDEX

- Astrograph 3-B
- Bridge 8-A
- Business 5-A
- Calendar 3-A
- Classified 4-B
- Comics 3-B
- Crossword 7-A
- Dr. Gott 3-B
- Editorial 4-A
- Funerals 2-A
- Sports 1, 2, 5, 6-B
- Stocks 5-A
- TV Listing 7-A
- Weather 8-A

Technology training center to provide economic boost

BY STEVE SWOGETINSKY
Staff writer

An advanced technology training center will give economic developers an added edge in recruiting industry, even before it is built.

"Mississippi for years has been lacking in technology and capital," said Mitch Stennett, president of the Economic Development Authority of Jones County. "With the advanced technology center, we will be breaking down one of those barriers."

The state Legislature earlier this week passed a compromise bill which will create the Southeast Mississippi Center for Advanced Technology. This center will be divided into regional sites between Jones Junior College and Pearl River Community College. This bill is still awaiting Gov. Kirk Fordice's signature before it becomes law.

The Jones Junior College regional training site is to be built at the proposed technology park on property that is owned by the state Mental Health Department Board of Trustees and is located at Ellisville State School. Negotiations between the EDA and the board are expected to begin within the next few weeks.

It is likely that the start of construction on the advanced training center is a year or two away.

No one knows how long the land negotiations will take.



Stennett

Afterwards, the park's infrastructure must be developed with roads, water lines, power lines and sewer to be put in.

Even so, the fact that Jones County will one day have such an

advanced training center immediately helps economic development efforts.

"It's a marketing tool," said Stennett. "The perception that the center is coming gives us a competitive edge. And once everything happens and we get it, we will really be in full gear."

The center will not only help Jones County, but all of the counties in JCJC's eight-county district: Jasper, Smith, Covington, Perry, Clarke, Wayne and Greene. When a company with high-tech jobs is looking for a place to locate, they can point to JCJC as the place they can prepare their workforce.

"The companies can tell us what they need, and we can set up the training for them," JCJC President Dr. Ronald Whitehead said. "We can contact vendors and arrange training on their equipment."

See CENTER, page 2-A—

through Saturday.

Land talks under way for new technology park

BY STEVE SWOGETINSKY
Staff writer

Negotiations have begun for the land acquisition for the new Jones County Technology Park.

Representatives of the Economic Development Authority of Jones County and the state Mental Health Board held their first meeting earlier this week at Ellisville State School.

"The meeting was very positive," said EDA President Mitch Stennett. "We are proceeding with the negotiations."

Plans for the proposed technology park were revealed last month. Should the land deal go through, the technology park would be built on about 120 acres
See LAND, page 2-A

Gubernator

BY MURRAY TARTT
News editor

Two candidates for governor of Mississippi campaigned in Laurel Thursday — together.

Republican Shawn O'Hara of Hattiesburg and Democrat Katie Perrone of Gulfport spent a few hours Thursday morning at Laurel's main post office, meeting area residents and listening to their concerns.

This is the first time in the history of the state that a Republican and a Democrat have campaigned together, O'Hara said. The two have vowed to visit all 82 counties in Mississippi prior to the election.

So far, they have traveled to 43 counties, and O'Hara expects to put at least 35,000 miles on the car he bought to hit the campaign trail.

O'Hara and Perrone said one reason for their joint cam-

NATO airstrikes continue

BELGRADE, Yugoslavia (AP) — NATO unleashed wide-ranging airstrikes against Yugoslavia today that included attacks on an oil depot and a weapons complex containing the factory that makes the Yugo car.

The latest wave of NATO bombings came despite a Yugoslav declaration that its 14-month crackdown in Kosovo is over. They also coincided with a Cypriot lawmaker's mission to win the release of three U.S. soldiers held by Yugoslavia.

With the air campaign in its third week, tensions were rising along Yugoslavia's borders with neighbors Albania and Macedonia. Yugoslav forces fired heavy machine guns at Kosovo Liberation Army fighters in a seven-hour clash along Albania's northern frontier, international monitors said. And Macedonia said today a Macedonian soldier was killed along the border by fire it said came inside Yugoslavia.

NATO leaders pointed to what they said were successes against Serb police and army units on the ground in Kosovo, which are blamed for many of the alleged atrocities against the province's ethnic Albanians seeking independence from Serbia, the dominant republic of Yugoslavia.

"Their lines of communication are being cut, their vehicles' assembly areas are being attacked, their supplies are running low and they are taking casualties," said Gen. Sir Charles

Ole Miss

University of Mississippi...
The campus...
and beyond...

Katie Perrone...
technology...
including...
panels and...
home...



- Astrograph
- Bridge
- Calendar
- Classifieds
- Contact
- Database
- Database
- Database

He is survived by his wife, Edith Houston, 81, of Funeral Home in Cleveland, Betty Jean Wright Gordon of Raleigh, died Thursday, April Tenn.

Land

From page 1-A

of land that is now part of Ellisville State School. This property belongs to the state Mental Health Board.

The state Legislature authorized the Mental Health Board to negotiate the sale of the land to the EDA. Should a deal be made, it is envisioned that Howard Computers would move into the park as an anchor tenant. Also slated for the park is a new regional high tech training center which will be under the direction of Jones Junior College. This center was also approved during the recent session of the state Legislature.

The Southern Co. and Mississippi Power Co., which are also partners in this venture, will help recruit other high tech and new tech businesses to bring them into the park. During its meeting with the state Mental Health Board, the EDA was authorized to enter the property to conduct surveys and environmental studies. Stennett said this work should take four to six weeks.

"We appreciate the opportunity and willingness of the state Mental Health Board to open these negotiations and to work with us," said Stennett.

"Letting us enter the property for the survey and other studies will help speed the project us."

The total estimated price for the land purchase and putting in the infrastructure is

about \$15 million.

Stennett has said that if and when the land deal takes place, it will take one and a half to two years to prepare it for a tenant. Infrastructure, roads and utilities must first be built.

In an earlier interview, Howard Industries CEO and founder Billy Howard said that it would be about that time that Howard Computers would be outgrowing its current site in the back of the Howard Ballasts plant and would be needing a new site.

Howard and others have said that the new technology park could mean between 10,000 and 15,000 new high tech and new tech jobs to the area within the next 10 to 15 years.

"Dr. Jon Hendrix, the director of the state Mental Health Board, was very receptive to this," said state Rep. Bobby Shows. "He realizes the positive impact that it could have on Jones County and south Mississippi.

"It's his job to look out for the interests and well being of the Mental Health Board and Ellisville State School. I think he sees that this is an opportunity for the board to pick their neighbor for the state school, and that it will enhance Ellisville State School.

"This is a good thing for all involved," Shows concluded. "I believe these negotiations will result in us acquiring the land for the new technology park."

Public record

Laurel Police

The Laurel Police Department reported a total of 195 complaints, 31 arrests and two accidents with no injuries Thursday.

The arrests included:

—Thomas Davis, 30, 922 Sunflower Dr., Laurel; possession of marijuana, possession of cocaine.

—Christopher Livingston, 25, P.O. Box 256, Heidelberg; disturbing the peace, malicious mischief.

—John Dukes, 49, 308 S. Pine, Laurel; public drunk, open container.

WEDDINGS OF PORTRAITS

Have them done **YOUR WAY!**

CAMEO PORTRAITS 

BY APPOINTMENT

529 Central Ave. 426-9729

BEAUTIFUL BRIDAL RE CHOICE

Gail Pittman

HAND PAINTED DINNERWARE AND ACCESSORIES

Anthony's Flowers & Gifts

Heilig-Meyers FURNITURE

Northwood Village
1906 HWY. 15 NORTH
426-6373

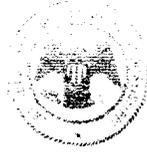
PRE-INVENTORY CLEARANCE SALE
going on now!

IF GOOD BY

Pin A

EXHIBIT 2

HOUSE OF REPRESENTATIVES

**BOBBY SHOWS**

District 89
Jones County
P. O. Box 373
Ellisville, Mississippi 39437
Bus (601) 477-3956
Res (601) 477-9225
In Session (601) 359-2424

STATE OF MISSISSIPPI

COMMITTEE ASSIGNMENTS:

Agriculture, Vice Chairman
Appropriations
County Affairs
Rules
Transportation
Agribusiness Council

April 21, 1999

Mr. Larry Blakeney
Blakeney Communications, Inc.
P. O. Box 6408
Laurel, MS 39441

Dear Larry:

I am very pleased to hear that you are proposing to have a second local radio station licensed to the City of Ellisville. The timing could not be better. This will coincide with the anticipated explosive growth of Ellisville.

We are very proud that the 1999 Session of the Mississippi Legislature passed two key pieces of legislation which will give Ellisville and Jones County a competitive edge in economic development and create thousands of new jobs.

First, we authorized the Mississippi Mental Health Board to sell 425 acres of land which will be part of the new 600 acre Technology Park at Ellisville. The partners in the Technology Park will include Howard Industries, Mississippi Power Company, the Economic Development Authority of Jones County, Howard Computers, Jones Jr. College and the City of Ellisville.

Second, the legislature approved a \$4 Million Technology Training Center to be located in Ellisville. This center will give Ellisville and Jones County a very clear competitive advantage for future economic development and create high paying jobs.

Experts forecast that together the Technology Park and Advanced Technology Training Center will help create 10,000 to 15,000 new jobs for Ellisville and Jones County in the near future.

With this kind rapid growth, Ellisville needs a second radio station of its own to provide different viewpoints on political issues, better coverage of local news and sporting events and advertising competition for Ellisville businesses. We hope you are successful in having a second station licensed to Ellisville.

Sincerely,

A handwritten signature in black ink, appearing to read "Bobby Shows", written over a horizontal line.

Bobby Shows

BS/sa

City of Ellisville

110 COURT STREET

Ellisville, Mississippi

ERNEST TODD, Mayor

ALDERMEN

Doug Landrum - Ward 1
Frank E. Williams - Ward 2
Walter Clark - Ward 3
James Odom - Ward 4
James Buckhaults - At Large

MRS. KATHY BREWER
City Clerk

FREIDA G. COLLINS
City Attorney

TELEPHONE 601-477-3323

April 28, 1999

Mr. Larry Blakeney
P. O. Box 6408
Laurel, MS 39441

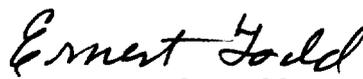
Dear Mr. Blakeney:

The Board of Aldermen and I join together to wish you much success in providing Ellisville with its own radio station. I have mentioned this possibility to several of our business leaders, and they agree that it would be a wonderful outlet for "hometown" advertising and promotion.

Although Ellisville only has a "nighttime" population of 4,000 happy souls, during the day there are well over 10,000 people in this town. We have students at Jones Junior College and South Jones. We have employees of both as well as Ellisville State School. All of these people need to be fed and provided with other essentials of life. A radio station would help, not only the businesses but those that will use them.

We have heard that Ellisville will be one of the largest growing communities in the State in the future with the advent of the technological park which will be our corporate limits. We hope you will be a part of our growth.

Sincerely,


ERNEST TODD, Mayor

ET/mt

Economic
Development
Authority
of Jones County
Phone: 601-649-3031



Jones County
Chamber
of
Commerce
Phone: 601-428-0574

April 20, 1999

Mr. Larry Blakeney
Blakeney Communications, Inc.
P. O. Box 6408
Laurel, MS 39441

Dear Larry:

I am pleased to provide comments to you on the Ellisville, Mississippi area and to especially note the amazing growth that the future holds for Ellisville and its immediate area.

I will attempt to address the issues as they relate to the economic development and prosperity of Ellisville in three stages: (1) what's happened in the recent past; (2) what's happening now; and (3) what's planned for future development in Ellisville.

To put those three stages in perspective, however, I feel I should note the singularity and individuality of the City of Ellisville.

Ellisville is home to the state's largest single-campus two-year institution of higher learning, Jones County Junior College (JCJC), with an enrollment of approximately 5,000 students. JCJC has been chosen by the National Science Foundation as a recipient of several technology grants in the millions of dollars because of their premier Information Technology program there. JCJC is also the 6th largest employer in Jones County. A large percentage of their student population commutes from Hattiesburg each day.

The second largest employer in Jones County is Ellisville State School, located in Ellisville. They employ well over 1,000 people, many of which commute to work there from surrounding areas.

Ellisville is also one of two county seats in Jones County, with their own court house and local government offices. The Jones County School District Office and the Jones County Jail are in the Ellisville area, too. The county's sports complex, Merchant's Park, is located in Ellisville, and is home to dozens of baseball and softball teams composed of thousands of boys, girls and adults.

(Page 2)

What's happened in the recent past in Ellisville?

During the past three years the following has occurred in or close to Ellisville:

- The new ultra-modern Jones County Jail has been constructed;
- New roads and bridges on Highway 11 have been installed;
- The Courthouse has been renovated;
- Merchant's Park has been expanded;
- The Bridgewater subdivision has been sold out and is under expansion;
- JCJC has added at least one new, major building a year and has completely renovated their Field House and Student Center;
- New highway entrances to JCJC have been added;
- The new South Jones Middle School was completed;
- New high-intensity lighting has been installed by the Mississippi Department of Transportation at the major interchange on Interstate 59;
- BancorpSouth just completed an expansion and renovation;
- The exterior of City Hall has been renovated and a new Fire Station has been constructed;
- A new manufacturer of water treatment equipment, Phoenix A & E Technologies, has opened in a 40,000 square foot building in the Ellisville Industrial Park;
- Over two dozen new businesses have opened;
- And much more.

What's happening now in Ellisville?

- A new multi-million dollar consolidated elementary school is under construction in Ellisville;
- JCJC is completing their new Technical Building and girls dormitory;
- A large historic home is being completely renovated to soon open as a restaurant;
- The City of Ellisville's wastewater treatment system is being upgraded;
- And much more.

What's in the future for Ellisville?

- Land acquisition and development for a new 600-acre Technology Park has started;
- The anchor tenant, who has already committed to the site, is Howard Computers, a new manufacturer of personal computers who will employ 5,000 new people within the next ten years, 80% of which will be white-collar employees;
- The Legislature has funded \$4 million for a new Advanced Technology Training Center, which will be constructed in Ellisville, in order to provide technological training to current and future employees and to offer life-long learning to the citizens of Jones County;

(Page 3)

- A new 2,000-acre gated residential community is being developed on property adjoining the south Ellisville City Limits just west of I-59;
- A new coffee shop and Bed and Breakfast Inn are planned for downtown Ellisville;
- Just south of Ellisville in the Moselle community a new elementary school will be constructed within the next two years;
- A new subdivision is being developed just west of the city limits on Highway 588;
- Additional revitalization of downtown Ellisville continues;
- And, much, much more.

Due to this rapid growth and future developments, Ellisville desperately needs another media outlet to service the businesses and residents of that community. It is the intention of the community leadership in Jones County to make Ellisville the "Silicon Valley of Mississippi".

Media in the Ellisville market will be positioned to participate in the technology "explosion" there and to benefit from the growth that will be evident in the future.

What is also sorely needed in Ellisville to help steer this growth is an additional media outlet that will cover markets not currently served by the format of the existing outlet. There is a need for competition as well as diversity there, especially since Ellisville has no local print media and little or no direct broadcast coverage. This will enable broader and more fair coverage of JCJC and South Jones school and athletic events, as well as providing news and advertising to Ellisville residents.

Rapid growth requires change. The positive and dynamic growth of Ellisville and its immediate area requires closer attention and better media coverage.

Sincerely,



William M. Stennett
President