

# 2008 ANNUAL EEO PUBLIC FILE REPORT

## Peg Broadcasting Crossville, LLC

Stations in Employment Unit:           WAEW (AM), WCSV (AM), WOWF (FM) & WPBX (FM)

Date Range of Annual Report:           April 1, 2007 to March 31, 2008

No. of Full-time Employees:           More than 10

Small Market Exemption:               Crossville, TN Metropolitan Statistical Area – Fewer than 250,000 population

During the Reporting Period, a total of one full time position were filled. The information required by FCC Rule 73.2080(c) (6) is provided in the charts that follow.

### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c) (2):

<b>TYPE OF INITIATIVE</b>	<b>DESCRIPTION OF ACTIVITY</b>
Intern Program (High School)	Peg Broadcasting Crossville, LLC employs high school students to complete an internship. These students must have an interest in pursuing broadcasting. From April 1, 2007 – March 31, 2008, Peg Broadcasting Crossville, LLC has employed high school programming interns. They participate in all facets of programming, included but not limited to, on-air, production, commercial writing, etc. After high school, they plan to pursue broadcasting in college.
Events sponsored by state broadcasting associations	August 13, 2007, Peg Broadcasting Crossville, LLC sent station representatives to participate in EEO and Management Seminar. Discussed different issues regarding EEO programs and how management handles them. This joint venture between Tennessee Association of Broadcasters and the College of Mass Communication, Jennings A. Jones College

	of Business at Middle Tennessee State University in Murfreesboro.
Events sponsored by educational institutions	August 29, 2007, Peg Broadcasting Crossville, LLC sent a station representative to participate in a Job Fair. This event was held to recruit students for the broadcast industry. This joint venture between University of Tennessee at Knoxville Office of Career Services and the University of Housing and Black Educators of Tomorrow.
Intern Program (College)	Peg Broadcasting Crossville, LLC employs college students to complete an internship. These students must have an interest in pursuing broadcasting. From September 12, 2007 – February 29, 2008, Peg Broadcasting Crossville, LLC employed a programming/sales intern. He participated in all facets of programming and sales that included remote broadcasts, production, commercial writing, sales presentations, etc. After college, he plans to pursue a position in broadcast programming.
Events sponsored by educational institutions	North Cumberland Elementary School held a Career Fair, Friday, February 15, 2008, 3:00 p.m.-5:00 p.m. Peg Broadcasting Crossville, LLC sent station representatives to the event to discuss the broadcasting profession and radio/TV/entertainment industry.
Scholarship Program	Rotary Radio Day, March 30, 2008, 1 p.m. to 4 p.m. This money will be used to fund scholarships for Cumberland County High School and Stone Memorial High School students. In addition, Rotary Radio Day was broadcast on WAEW (AM), WCSV (AM), WOWF (FM) & WPBX (FM) stations. Rotary Radio Day is a broadcast program featuring local and state community and civic leaders, who discussed current issues and upcoming events in Crossville, TN and Cumberland County, TN.

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LIST OF POSITIONS FILLED

List all full-time job vacancies filled by employment unit, identified by job title, and indicate source referring person hired.

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
07/09/07	Sales	Referral



## INTERVIEWEE REFERRAL SOURCE SUMMARY

Date of Annual Report: April 1, 2007 – March 31, 2008

(enter the anniversary of the date the station must file its renewal application, which is four months prior to expiration of the license)

Total Number of Persons Interviewed in Preceding Year: 10

List total number of interviewees generated by each recruitment source in the preceding year (use as many pages as necessary).

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Adecco Employment Services	0
Atwork Cumberland Staffing	0
Crossville Chronicle	0
Draughons Junior College	0
Holland Employment	0
Manpower	0
Middle Tennessee State University	0
Peg Broadcasting Employee Referral	2
Roane State Community College	0
Staffing Solutions	0
Tennessee Office of Labor & Work Force	0
Tennessee Technology Center of Crossville	0
Tennessee Technology University	0
University of Tennessee at Knoxville	0
WAEW-AM Radio Ad	0
WAEW-AM Website	0
WCSV-AM Radio Ad	0
WCSV-AM Website	0
WOWF-FM Radio Ad	5
WOWF-FM Website	3
WPBX-FM Radio Ad	0
WPBX-FM Website	0

*Retain until after the grant of the next renewal application.*

*Annually, on the anniversary of the date a station must file its renewal application, a station must place this list in the station's local public inspection file and post the list on the station's web site if it has one.*

