

# 2009 ANNUAL EEO PUBLIC FILE REPORT

## Peg Broadcasting, LLC

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

Date Range of Annual Report: April 1, 2008 to March 31, 2009

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 six full time positions 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):

TYPE OF INITIATIVE	DESCRIPTION OF ACTIVITY
Intern Program (High School)	Peg Broadcasting, LLC employs high school students to complete a paid internship program. These students must have an interest in pursuing broadcasting. From May 8, 2008 – August 15, 2008, Peg Broadcasting, LLC employed a programming/sales intern. She participated in all facets of programming and sales that included remote broadcasts, production, commercial writing, sales presentations, etc. After high school, she plans to pursue a degree in broadcasting.
Events sponsored by state broadcasting associations	August 21, 2008, Peg Broadcasting, 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 state broadcasting associations	January 26, 2008, Peg Broadcasting, LLC sent station representatives to participate in Career Fair. This event was to assist the

	<p>broadcasting industry managers, department heads and human resource personnel to find, mentor and employ a diverse cross-section of Tennessee students majoring in communications. This venture was presented by Tennessee Association of Broadcasters at the College of Mass Communication, Jennings A. Jones College of Business at Middle Tennessee State University in Murfreesboro.</p>
<p>Intern Program (High School)</p>	<p>Peg Broadcasting, LLC employs high school students to complete a paid internship program. These students must have an interest in pursuing broadcasting. From March 16, 2009 – March 31, 2009, Peg Broadcasting, 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, she plans to pursue a degree in broadcasting.</p>
<p>Scholarship Program</p>	<p>Rotary Radio Day, March 29, 2009, 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) &amp; 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.</p>



## 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
05/08/08	Intern	Cumberland County High School
06/12/08	Programming (Part-Time)	Cumberland County High School
07/01/08	Engineering	Acquisition *
07/04/08	Sales	WOWF Radio Ad
09/15/08	IT	Contract Employee
09/15/08	Programming	All Access
03/16/09	Intern	Peg Broadcasting Referral

---

*\* This employee came over with acquisition of McMinnville, TN and Sparta, TN stations on July 1, 2008*

INTERVIEWEE REFERRAL SOURCE SUMMARY

Date of Annual Report: April 1, 2008 – March 31, 2009

(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: 26

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
All About Country	0
All Access	10
Atwork Cumberland Staffing	0
Crossville Chronicle	2
Cumberland County High School	2
Holland Employment	0
Manpower	0
Middle Tennessee State University	0
Peg Broadcasting Employee Referral	3
Roane State Community College	0
Staffing Solutions	0
Stone Memorial High School	0
Tennessee Association of Broadcasters	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	2
WPBX-FM Radio Ad	2
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.*

