

2010 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, 2009 to March 31, 2010

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 five full time positions and one part-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):

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 April 1, 2009 – March 31, 2010, Peg Broadcasting, LLC employed a programming/sales intern. These interns participated in all facets of programming and sales that included remote broadcasts, production, commercial writing, sales presentations, etc. After high school, they plan to pursue a degree in broadcasting.
Events sponsored by state broadcasting associations	January 20, 2010, Peg Broadcasting, LLC sent a station representative to participate in EEO and Management Seminar. Discussed different issues regarding EEO programs and how management handles them. Tennessee Association of Broadcasters sponsored this event.
Events sponsored by state broadcasting associations	January 20, 2010, Peg Broadcasting, LLC sent station representatives to participate in Career Fair. This event was to assist the broadcasting industry managers, department heads and human resource personnel to find, mentor and employ a

	<p>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>
Scholarship Program	<p>Rotary Radio Day, March 28, 2010, 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.</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
06/29/09	Programming (Part-Time)	Peg Broadcasting Referral
06/29/09	Sales	WOWF Radio Ad
06/30/09	Sales	WOWF Website
10/28/09	Programming	* Current Part-Time Employee
12/07/09	Receptionist	* * Previous Employee
01/28/10	Sales	WOWF Radio Ad

** This employee was promoted to fill full time position*

** * This employee was rehired after being laid off in January 2010*

INTERVIEWEE REFERRAL SOURCE SUMMARY

Date of Annual Report: April 1, 2009 – March 31, 2010

 (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: 23

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	1
Atwork Cumberland Staffing	0
Cumberland County High School	0
Draughons Junior College	0
Holland Employment	0
Manpower	0
Middle Tennessee State University	0
Peg Broadcasting Employee Referral	1
Roane State Community College	0
Staffing Solutions	0
Stone Memorial High School	0
Tennessee Association of Broadcasters	4
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	8
WOWF-FM Website	4
WPBX-FM Radio Ad	2
WPBX-FM Website	3

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.

