

2012 ANNUAL EEO PUBLIC FILE REPORT

Peg Broadcasting, LLC

Stations in Employment Unit: WAEW (AM), WCSV (AM), WOWF (FM), WPBX (FM) and W245BJ

Date Range of Annual Report: April 1, 2011 to March 31, 2012

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, no positions were filled. Even though Peg Broadcasting LLC did not hire anyone in the Crossville market the outreach list is provided below. 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, 2011 – May 31, 2011, Peg Broadcasting, LLC employed a programming intern. These interns participated in all facets of programming that included remote broadcasts, production, commercial writing, news, etc. After high school, they plan to pursue a degree in broadcasting.
Intern Program (College)	Peg Broadcasting, LLC employs College students to complete a paid internship program. These students must have an interest in pursuing broadcasting. From June 1, 2011 – March 31, 2012, Peg Broadcasting, LLC employed a programming intern. These interns participated in all facets of programming that included remote broadcasts, production, commercial writing, news, etc.
Events sponsored by local schools	November 3, 2011 - Peg Broadcasting, LLC sent a station representative to

	participate in 8 th Grade Career Exploration Fair in Crossville, TN. This event was to assist elementary school students to choose a career path.
Scholarship Program	Rotary Radio Day, March 25, 2011, 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) and W245BJ 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.

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
07/14/11	Programming	All Access

INTERVIEWEE REFERRAL SOURCE SUMMARY

Date of Annual Report: April 1, 2011 – March 31, 2012

(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: 8

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	8
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	0
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	0
WOWF-FM Website	0
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.