

2011 ANNUAL EEO PUBLIC FILE REPORT

Peg Broadcasting, LLC

Stations in Employment Unit: WSMT (AM) & WTZX (AM)
Date Range of Annual Report: April 1, 2010 to March 31, 2011
No. of Full-time Employees: More than 10
Small Market Exemption: Sparta, TN Metropolitan Statistical Area – Fewer than 250,000 population

During the Reporting Period, a total of four 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 April 1, 2010 – March 31, 2011, 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 local/state agencies and/or businesses	February 2, 2011-Peg Broadcasting was part of the Crossville Job Fair for Cumberland and surrounding counties.
Events sponsored by state broadcasting associations	March 24, 2011-Peg Broadcasting was part of the Tennessee Association of Broadcasters Career Fair at the Nashville Marriott Airport Hotel.

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
6/26/10	P/T Intern	Employee Referral
8/22/10	Programming	WSMT ad
11/1/10	Sales	WOWC website
12/10/10	P/T Programming	WTRZ ad
3/7/11	Programming	WOWC website

INTERVIEWEE REFERRAL SOURCE SUMMARY

Date of Annual Report: April 1, 2010 – March 31, 2011

(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: 19

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
MOTLOW STATE CC-MCMINNVILLE	0
MOTLOW STATE CC-LYNCHBURGH	0
MIDDLE TENNESSEE STATE UNIVERSITY	0
PEG BROADCASTING EMPLOYEE REFERRAL	1
TENNESSEE DEPARTMENT OF LABOR & WORKFORCE -MCMINNVILLE	0
TENNESSEE DEPARTMENT OF LABOR & WORKFORCE -SPARTA	0
TENNESSEE DEPARTMENT OF LABOR & WORKFORCE -TULLAHOMA	0
TENNESSEE TECHNOLOGY CENTER	0
TENNESSEE TECH UNIVERSITY	0
TENNESSEE ASSOCIATION OF BROADCASTERS	0
WAKI-AM RADIO AD	0
WBMC-AM RADIO AD	1
WBMC-AM WEBSITE	0
WOWC-FM RADIO AD	4
WOWC-FM WEBSITE	5
WSMT-AM RADIO AD	2
WSMT-AM WEBSITE	0
WTRZ-FM RADIO AD	4
WTRZ-FM WEBSITE	2
WTZX-AM RADIO AD	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.
