

2023 ANNUAL EEO PUBLIC FILE REPORT

Peg Broadcasting, LLC

Stations in Employment Unit: WAKI (AM), WBMC (AM), WOWC (FM), WTRZ (FM), W221ED, W249DQ and W299AE

Date Range of Annual Report: April 1, 2022 to March 31, 2023

No. of Full-time Employees: Less than 10

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

During the Reporting Period, three positions were filled for the Peg Broadcasting LLC McMinnville, TN market. 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	Peg Broadcasting, LLC employs College and High School students to complete a paid internship program. These students must have an interest in pursuing broadcasting. From April 1, 2022 – March 31, 2023, Peg Broadcasting, LLC employed interns. These interns participated in all facets of programming that included remote broadcasts, production, commercial writing, news, etc. Also, these interns participated in sales that include marketing, digital, etc.
Event sponsored by Tennessee Association of Broadcasters	Week of September 26, 2022 - Peg Broadcasting, LLC participated in a Virtual Job Fair.
Event sponsored by Cumberland County School System	November 2, 2022 - Peg Broadcasting, LLC participated in a Student Career Fair in Crossville, TN

Event sponsored by Cumberland County School System	March 14, 2023 - Peg Broadcasting, LLC participated in a Student Career Fair in Crossville, TN
Event sponsored by Tennessee Association of Broadcasters	Week of March 27, 2023 - Peg Broadcasting, LLC participated in a Virtual Job Fair.

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
06/09/2022	PT Office & Programming	WBMC Radio Ad
06/09/2022	PT Programming & News	WOWC Radio Ad
10/06/2022	PT Sales	Peg Broadcasting Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

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Date of
Annual Report: April 1, 2022 – March 31, 2023

(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: 3

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 Community College - McMinnville	0
Motlow State Community College - Lynchburg	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 Department Of Labor Website	0
Tennessee Technology Center	0
Tennessee Tech University	0
Tennessee Association Of Broadcasters	0
WAKI-AM Radio Ad	0
WAKI-AM Website	0
WBMC-AM Radio Ad	1
WBMC-AM Website	0
WOWC-FM Radio Ad	1
WOWC-FM Website	0
WSMT-FM Radio Ad	0
WSMT-FM Website	0
WTRZ-FM Radio Ad	0
WTRZ-FM Website	0
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.
