

**ANNUAL EEO PUBLIC FILE REPORT FOR "OPTION A" BROADCAST STATIONS
COVERING THE PERIOD FROM : AUGUST 1, 2017 TO JULY 31, 2018**

FOR

WRCO AM & FM RADIO
1900 Highway 14 East
Richland Center WI 53581
608-647-2111

Full-Time Job Vacancy Information

Full-time Positions Filled	Total Number of Interviewees from All Recruitment Sources	Recruitment Source of Hire
None	Does Not Apply	Does Not Apply

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Narrative Description of Initiatives Undertaken During this Reporting Period: AUGUST 1, 2017 TO JULY 31, 2018

Fruit Broadcasting, LLC provided a \$500 scholarship to a graduating senior at Richland Center High School to encourage a career in broadcasting. The winner of the scholarship was Collin Thompson who has been active in forensics and theater work at Richland Center High School. Collin was chosen for the scholarship by the staff at Richland Center High School for his work, attitude and ability. Richland Center High School follows guidelines for the scholarship provided by Fruit Broadcasting that it go to help encourage broadcast career considerations for students.

Fruit Broadcasting, LLC / WRCO AM & FM Radio also participated in the Wisconsin Broadcasters Association Foundation's scholarship program. Participation included a monetary contribution, promotion of the scholarship with on-air broadcasts and distribution of applications to potential applicants. Ron Fruit also participated as a evaluator of the applications for the scholarship.

Ron and Beth Fruit participated in the annual Wisconsin Broadcasters Association Job Fair along with the EEO Continuing Education program during the annual WBA Winter Conference in January 2018 in Madison.

Ron Fruit participated as a judge in the District FBLA contest hosted by Ithaca High School February 3, 2018. Fruit was one of the judges for radio and television entries in the contest. Fruit joined two other judges in listening to the presentations from several different schools. In addition to providing a score, the judges discussed the strong points of each presentation and offered points of encouragement.

Friday, April 27, WRCO Radio participated in the annual IRIS Job and Career Mentoring Day. Four local students spent two hours observing broadcast staffers at work and had a chance to be able to use recording equipment to experience what it is like to use broadcast equipment at WRCO Radio.

Fruit Broadcasting, LLC / WRCO AM & FM Radio also provided an opportunity for internship experiences. Jed Sieber, a student at Ithaca High School, has been provided an internship for the summer months in 2018 to gain experience. Jed has been tasked with writing a news story about himself; preparing a daily sports brief that airs evenings at 6:35 Monday through Thursday; and has also been tasked with production preparing music for the broadcast computers. Jed was also a guest on WRCO's Morning Show for a live 40 minute interview. Jed is scheduled 20 hours per week.

Fruit Broadcasting, LLC / WRCO AM & FM Radio offers the Richland School District, Riverdale Schools, the River Valley School District and Ithaca School District job shadowing experiences for students interested in broadcasting as a career. Participating students are given a chance to spend two hours watching different station employees complete a variety of tasks and also to try their hand at recording in the studio. Jed Sieber of Ithaca High School took advantage of the opportunity during the second semester of the 2017-2018 school year.

Ron Fruit was presented to six different sessions of the Kids Career Day hosted by UW Richland in May of 2018. Fruit spoke about the value of radio and the opportunities for careers in broadcasting. Students from both the Richland School District and Riverdale participated. Students had a chance to record audio on WRCO equipment. The audio was played for the group.

WRCO AM & FM broadcast a regular series of announcements, one per week on each station with the following information: WRCO Radio is looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at WRCO, please contact us at 608-647-2111, visit us at 1900 Highway 14 East, Richland Center, or send an email from our website at wrco.com. WRCO is an Equal Opportunity Employer.