

**ANNUAL EEO PUBLIC FILE REPORT FOR "OPTION A" BROADCAST STATIONS
COVERING THE PERIOD FROM : AUGUST 1, 2011 TO JULY 30, 2012**

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
One - Receptionist	Four	Internal Posting

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Recruitment Source Information

List of All Recruitment Sources Maintained During Reporting Period:

FIRST	LAST	ORGANIZATION	ADDRESS	CITY	STATE	ZIP
Kathy	Witzig	SW Wisconsin Tech Coll/Women's Res.	1800 Bronson Blvd.	Fennimore	WI	53809
Joe	Deschler	Radio1 Broadcast School	700 3rd Street N LL- 7	La Crosse	WI	54601
Karla	Stanek	University of La Crosse	1725 State Street Placement & Career Advising	La Crosse	WI	54601
Karol	Parr	Western Wisconsin Community College- Employment Services	304 Sixth Street, North	La Crosse	WI	54601
Bob	Kramer	University of Wisconsin, La Crosse - Career Services Office	1725 State Street	La Crosse	WI	54601

FIRST	LAST	ORGANIZATION	ADDRESS	CITY	STATE	ZIP
Dominique	Davis	Wisconsin Women of Color Network	PO Box 2337	Madison	WI	53701
Shahla	Werner	National Organization for Women-Madison	122 State Street #403	Madison	WI	53703
Dena	Constantineau	Madison Area Technical College	3550 Anderson Street, Room 159AA	Madison	WI	53704
Career	Coordinator	Edgewood College - Careers	1000 Edgewood College Drive	Madison	WI	53711
Susan	Miller	Madison Media Institute	2702 Agriculture Drive	Madison	WI	53718
Becky	Troy	UW-Platteville - Dept. of Comm Tech	1 University Plaza	Platteville	WI	53818
Dorothy	Thompson	UW Richland	1200 Highway 14 West	Richland Center	WI	53581

Narrative Description of Initiatives Undertaken During this Reporting Period:

for

Fruit Broadcasting, LLC - WRCO AM & FM RADIO

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Fruit Broadcasting, LLC General Manager Ron Fruit and Office Manager Beth Fruit represented WRCO AM/FM Radio at two job fairs hosted by the Wisconsin Broadcasters Association. The first was held in January 25, 2012 in Madison, Wisconsin and the other June 20, 2012 in LaCrosse, Wisconsin. WRCO broadcast :60 promotional announcements advertising both events.

Fruit Broadcasting, LLC General Manager Ron Fruit and Office Manager Beth Fruit represented WRCO AM/FM Radio in the continuing education workshops sponsored by the Wisconsin Broadcasters Association on hiring and employment rules. At the annual WBA winter convention January 25, 2012, the Fruits attended "Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination. On June 20, 2012, the Fruits attended "Discrimination Law for Broadcasters – Legal Issues and Effective Strategies to Prevent Unlawful Discrimination During the Employment Relationship."

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 Rhianon Morgan who has been active in forensics and theater work at Richland Center High School. Rhianon was chosen for the scholarship by the staff at Richland Center High School for her work, attitude and ability.

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.

Fruit Broadcasting, LLC / WRCO AM & FM Radio also provided an opportunity for internship experiences. Ryan Zoelick, a graduate of Richland Center High School and a current student at University of Wisconsin Platteville majoring in broadcasting, was given the chance to work news shifts. Ryan's work was scheduled through the summer as an assistant in the newsroom, anchoring newscasts and producing broadcast material.

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. The 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.

WRCO Radio welcomed three students in conjunction with the annual Mentoring Day in 2012. Mentoring day includes students from Ithaca, Kickapoo, Richland Center, Westby, River Valley and Riverdale High Schools. WRCO agreed to participate to allow interested students the chance to tour the studios, watch announcers work and spend time in the studio. Three students, Justin from Richland Center, Logan from Ithaca, and Nicole from Kickapoo all participated in a tour of the studio, spent time with Phil Nee in the on-air studio and then created a commercial with Ron Fruit in a production studio. The students had a chance to ask any question they liked about what a career in broadcasting would be like and what they should do if they want to be in broadcasting.

Fruit Broadcasting, LLC provided opportunities for local youth organizations and schools to tour the studios and learn more about broadcasting. Several scouting groups were among the guests at the station to be able to earn communication badges. In May of 2012, Ron Fruit provided a tour and discussion of broadcast careers to the 25 members of Lisa Guy's Careers Class at Richland Center High School. The students, all juniors and seniors, had a chance to ask questions and tour the studios. In June of 2012, elementary students from the Ithaca Summer School toured the studio and each student was given a chance to speak on the air.

On May 22, 2012, the Oral Communications Class at Riverdale High School taught by Cindy Rasmussen were guests on Ron Fruit's public affairs talk show program. The students were all individually interviewed live by Fruit to give them both an experience to be on the air and have to ad lib answers to a variety of questions. The students also had a chance to tour the studio and ask questions about broadcasting careers.

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 wrcocom.com. WRCO is an Equal Opportunity Employer.