

**ANNUAL EEO PUBLIC FILE REPORT FOR "OPTION A" BROADCAST STATIONS
COVERING THE PERIOD FROM: AUGUST 1, 2018 TO JULY 31, 2019**

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, 2018 TO JULY 31, 2019

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 Veronica Carpenter who has been a four year gold medal winner in the state forensics and theater work at Richland Center High School. Veronica was chosen for the scholarship by the staff at Richland Center High School for her 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 an evaluator of the applications for the scholarship.

Ron and Beth Fruit participated in the Wisconsin Broadcasters Association Job/Career Fair January 30, 2019 during the annual WBA Winter Conference at the Concourse Hotel in Madison.

Ron and Beth Fruit participated in the Wisconsin Broadcasters Association EEO Seminar, **"Effective Strategies to Address Legal Issues and Prevent Unlawful Discrimination During the Employment Relationship** Job Fair, January 30, 2019, during the annual WBA Winter Conference at the Concourse Hotel in Madison.

Ron & Beth Fruit participated in the Wisconsin Broadcasters Association Job/Career Fair at the Osthoff Resort in Elkhart Lake, Wisconsin on June 12, 2019.

Ron & Beth Fruit participated in the Wisconsin Broadcasters Association EEO Seminar, **"Keeping Up with EEO at the FCC,"** at the Osthoff Resort in Elkhart Lake, Wisconsin on June 12, 2019.

Fruit Broadcasting, LLC / WRCO AM & FM Radio also provided an opportunity for paid internship experiences. Landon Moore, a student at UW Oshkosh, has worked in the WRCO News Room. He has written and reported news, anchored newscasts, and conducted interviews for news programming. Isaac Morris was also afforded a paid internship to assist with the WRCO Walk with Grace Radio Auction. Isaac, who will be a senior at Richland worked with the station's promotional efforts.

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.

Ron Fruit participated In the 2019 Career Exploration at UW Platteville Richland. There were presentations to seven different groups of students of elementary age. The groups were from 15 to 30 students. Fruit talked about the rewards of broadcasting and how many career paths can result from engineering to sales to on-air. Each student was also given a chance to do a short recording in a mock studio set up for the day. The recordings were then played back for all students to hear.

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.

WRCO AM & FM also broadcast an announcement once per week promoting jobs in broadcasting and openings and information posted on the Wisconsin Broadcasters Association website with the following information: Everyone wants a great job. And some want a great career. Whether you want a different job, a better job or a whole new career, television and radio provide plenty of great opportunities... opportunities ready for you... right now. Broadcasting is a rewarding career with opportunities both on and off the air. Learn more about available jobs and careers at the Wisconsin Broadcasters Association website: wi-broadcasters dot org.