

**ANNUAL EEO PUBLIC FILE REPORT FOR "OPTION A" BROADCAST STATIONS  
COVERING THE PERIOD FROM : AUGUST 1, 2013 TO JULY 31, 2014**

FOR

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

Full-Time Job Vacancy Information

| <b>Full-time Positions Filled</b> | <b>Total Number of Interviewees from All Recruitment Sources</b> | <b>Recruitment Source of Hire</b> |
|-----------------------------------|--|-----------------------------------|
| No Openings                       | No Openings  | No Openings                       |
|                                   |  |                                   |

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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<br>Tech<br>Coll/Women's<br>Res.                            | 1800 Bronson Blvd.                                  | Fennimore | WI    | 53809 |
| Joe   | Deschler | Radio1 Broadcast<br>School  | 700 3rd Street N LL-<br>7                           | La Crosse | WI    | 54601 |
| Karla | Stanek   | University of<br>La Crosse  | 1725 State Street<br>Placement & Career<br>Advising | La Crosse | WI    | 54601 |
| Karol | Parr     | Western<br>Wisconsin<br>Community<br>College-<br>Employment<br>Services | 304 Sixth Street,<br>North                          | La Crosse | WI    | 54601 |
| Bob   | Kramer   | University of<br>Wisconsin, La<br>Crosse - Career<br>Services Office    | 1725 State Street                                   | La Crosse | WI    | 54601 |

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

**Narrative Description of Initiatives Undertaken During this Reporting Period:**

for

**Fruit Broadcasting, LLC - WRCO AM & FM RADIO**

1900 Highway 14 East  
Richland Center WI 53581  
608-647-2111

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 22, 2014 in Madison, Wisconsin and the other June 18, 2014 in Sheboygan, Wisconsin. WRCO broadcast :60 promotional announcements advertising the fairs.

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 22, 2014, 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 18, 2014, the Fruits attended "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 Garrett Morris who has been active in forensics in Radio Speaking and theater work at Richland Center High School. Garrett was chosen for the scholarship by the staff at Richland Center High School for his 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. Landen Moore, a student at Richland Center High School was given the chance to work news shifts and create news reports from school that were broadcast on the station. Landen is also active in Radio Speaking in the school forensics program.

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. Kaidon Cowley of River Valley School visited WRCO Radio on October 14, 2013. Ben Bloedow, a student at Riverdale, and Alex Toney, a student at Richland Center, shadowed at WRCO on April 9, 2014 as a part of the National mentoring Day.

Ron Fruit was the keynote speaker at the Iowa Grant High School Career Fair April 16. Fruit addressed all participating students to share insight about choosing a career and how broadcasting had served him well.

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](http://wrcocom.com). WRCO is an Equal Opportunity Employer.