

**ANNUAL EEO PUBLIC FILE REPORT FOR "OPTION A" BROADCAST STATIONS
COVERING THE PERIOD FROM : AUGUST 1, 2012 TO JULY 31, 2013**

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	83	RC Shopping News & Friend Referral

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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
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 23, 2013 in Madison, Wisconsin and the other June 19, 2013 in Elkart Lake, 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 23, 2013, the Fruits attended "Avoiding Discrimination in Employment Terminations." On June 19, 2013, the Fruits attended "Compliance with the FCC's EEO Nondiscrimination and Outreach Regulations – Part 4."

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 Melissa Houman who has been active in forensics and theater work at Richland Center High School. Melissa 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. Lexi Klatt, a student at Ithaca High School who is also enrolled at UW Richland, was given the chance to work news shifts. Lexi'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 extended the opportunity to two local students to be news reports for school events at their school. The program was implemented with the approval of Richland Center High School and Riverdale High School. Garrett Morris of Richland Center and Lyric Simonson of Riverdale were provided digital recorders and microphones to produce community news items at their school. Their recorded and/or written reports were featured on the air.

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.