

**ANNUAL EEO PUBLIC FILE REPORT FOR "OPTION A" BROADCAST STATIONS
COVERING THE PERIOD FROM : AUGUST 1, 2016 TO JULY 31, 2017**

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	Four	Richland Center Shopping News

**ANNUAL EEO PUBLIC FILE REPORT FOR "OPTION A" BROADCAST STATIONS
COVERING THE PERIOD FROM AUGUST 1, 2016 TO JULY 31, 2017**

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

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
Shawna	Conner	UW Richland	1200 Highway 14 West	Richland Center	WI	53581

Narrative Description of Initiatives Undertaken During this Reporting Period: AUGUST 1, 2016 TO JULY 31, 2017

Fruit Broadcasting, LLC - WRCO AM & FM RADIO

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

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 Acacia Berg who has been active in forensics and theater work at Richland Center High School. Acacia 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 a evaluator of the applications for the scholarship.

Fruit Broadcasting, LLC / WRCO AM & FM Radio also provided an opportunity for internship experiences. Garrett Morris, a graduate of Richland Center High School who will be a senior at Edgewood College in Madison majoring in communications with a desire at a career in radio, was given a paid internship that started in May at the conclusion of class. It continues at the time of this report. Morris was required to complete at least 200 hours to complete the internship experience. Garrett has had the chance to be involved in many aspects of the radio station's community service both on and off air.

A short-term paid internship was also granted to Yevheniy Mizin, a senior at Richland Center High School, in April and May of 2017. Yevheniy shadowed in the WRCO News department, collecting interviews and preparing information from the administration, faculty and staff of Richland Center High School for broadcast to the community.

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. Brandon Joyce and Nick Stoddard of River Valley High School took advantage of the opportunity in December of 2016.

Ron Fruit was presented to six different sessions of the Kids Career Day hosted by UW Richland in May of 2017. Fruit spoke about the value of radio and the opportunities for careers in broadcasting. Students from both the Richland School District and Riverdale participated.

Ron and Beth Fruit attended the Career and Job Fair representing Fruit Broadcasting LLC at the Wisconsin Broadcasters Association's Summer Conference in Sheboygan on June 14, 2017.

Ron and Beth Fruit attended the Wisconsin Broadcasters Association's EEO Seminar What's New with EEO at the FCC at the WBA Summer Conference in Sheboygan June 14, 2017.

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.