

**ANNUAL EEO PUBLIC FILE REPORT FOR "OPTION A" BROADCAST STATIONS
COVERING THE PERIOD FROM : AUGUST 1, 2008 TO JULY 31, 2009**

FOR

WRCO AM & FM RADIO

2111 Bohmann Drive
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
No Openings	Does Not Apply	Does Not Apply

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Recruitment Source Information

List of All Recruitment Sources Used During Reporting Period:

Job Center of Wisconsin - Rock County Job Center, Contact Information :Telephone: 608-741-3400
FAX: 608-741-3429 Address: 1900 Center Avenue, Janesville, WI 53546

University of Wisconsin- Richland, 1200 Highway 14 West, Richland Center, WI 53581-1399 Contact:
Dorothy Thompson: Phone (608) 647-6186 Fax (608) 647-2275

Wisconsin Broadcasters Association Job Bank, 44 E Mifflin Street, Suite 900, Madison, WI 53703
Phone: (608) 255-2600 Fax: (608) 256-3986

SOURCE OF APPLICANTS:

Does Not Apply – No openings

Narrative Description of Initiatives Undertaken during this Reporting Period:

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Fruit Broadcasting, LLC General Manager Ron Fruit represented WRCO AM/FM Radio at two job fairs hosted by the Wisconsin Broadcasters Association. The first was held in January 2009 in Madison, Wisconsin and the other in June in Elkhart Lake, Wisconsin.

Fruit Broadcasting, LLC General Manager Ron Fruit represented WRCO AM/FM Radio in two Nondiscrimination & Outreach in Hiring Workshops sponsored by the Wisconsin Broadcasters Association. On January 28, 2009, Fruit was in attendance for a presentation by Tom O'Day, an Attorney with Godfrey and Kahn. The second workshop was June 17, 2009 by Cliff Harrington, an Attorney with Pillsbury Winthrop Shaw Pittman.

Fruit Broadcasting, LLC provided a \$400 scholarship to a graduating senior at Richland Center High School to encourage a career in broadcasting. The winner of the scholarship was Ryan Zoellick who has been active in forensics and public address work at Richland Center High School. Ryan 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 offered opportunities for high school students to be sports stringers for high school events. During this time period, Kyle Rasmussen, a Senior at River Valley High School in Spring Green, was given the chance to file reports from the field via cell phone that were played on WRCO Radio during sports reports and game coverage. Kyle's career goal is to be a sports broadcaster. He was given a stipend for his efforts as an encouragement.