

Red Rock Radio

Annual EEO Public File Report

The purpose of this EEO Public File Report (³Report²) is to comply with Section 73.2080(c)(6) of the FCC¹s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit and is required to be placed in the public inspection files of the station and posted on the station¹s websites, if they have websites.

The FCC¹s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station

Employment Unit during the Applicable Period;

2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including

if applicable, organizations entitled to notification pursuant to Section

73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified),

identified by name, address, contact person, telephone number, fax number and email

address (if applicable);

3. The recruitment source that referred the hiree for each full-time vacancy during the

Applicable Period;

4. Data reflecting the total number of persons interviewed for full-time vacancies during

the Applicable Period and the total number of interviewees referred by each

recruitment source utilized in connection with such vacancies; and

5. A list and brief description of the initiatives undertaken pursuant to Section

73.2080(c)(2) of the FCC rules.

EEO PUBLIC FILE REPORT

STATIONS:

Period covered: *August 1, 2009 – July 31, 2010*

EEO Public Inspection File Report

The Report covers full-time vacancy recruitment data for the period:

August 1, 2009 – July 31, 2010

1) Employment Unit: Amery, Wisconsin

2) Unit Members (Stations and Communities of License):
WXCE(AM), Amery, WI and WLMX-FM, Balsam Lake, WI.

3) EEO Contact: Ron Revere/General Manager

Mailing Address:
PO Box 1260
Amery, WI 54001

Telephone Number: 715-268-7185
Contact Person: Ron Revere
E-mail Address:
ron@1049online.com

4) List all Full-Time vacancies Filled by Each Station in the Employment Unit: na

Full-time Positions Filled by Job Title	Total Number of People Interviewed	Recruitment Source that Referred the Hiree
2	7	On air ads

5) Total number of people interviewed for all full-time vacancies: 7

6) Total number of interviewees referred by each recruitment source:

Recruitment Source (name, address, telephone, contact person)	Total Number of Interviewees From These Sources During this Period	Full-time Positions for which this source was utilized.
WXCE-AM/WLMX-FM Amery, WI	7	2

www.allaccess.com	0	0
WLMX-FM Radio website	0	0
Wisc. Broadcasting Website	0	0
Minnesota Broadcasters website	0	0
Amery Free Press newspaper	0	0

**7) Supplemental outreach initiatives during the time period:
(below)**

**8) Number of Community Organizations requesting notice of
full-time vacancies. 0**

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WXCE(AM), WLMX-FM

Type of activity listed under Outreach Initiative worksheet: WBAF Student Scholarship Program

Date of station participation: (on date; from date to date) Sept – Oct 2009

Participating employees: Ron Revere

Host/Sponsor of activity: Wisconsin Broadcasters Association Foundation, Madison WI, 800-236-1922

Brief description of activity and station participation: To encourage students from area schools to apply for the prestigious scholarships offered by the WBAF. We participated in the evaluation of the candidates for the evaluation committee. WXCE-AM/WLMX-FM, Amery, WI.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WXCE(AM), WLMX-FM

Type of activity listed under Outreach Initiative worksheet: Job Fair

Date of station participation: (on date; from date to date) March 24, 2010

Participating employees: Terry Modl/KKIN

Host/Sponsor of activity: Central Lakes College, Brainerd MN

Brief description of activity and station participation: Job fair at the college in which Terry Modl represented Red Rock Radio Stations including WXCE AM & WLMX-FM, Amery, WI.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WXCE(AM), WLMX-FM

Type of activity listed under Outreach Initiative worksheet: Job Fair

Date of station participation: (on date; from date to date) March 17, 2010

Participating employees: Dennis Martin, KSDM/KGHS

Host/Sponsor of activity: International Falls Chamber of Commerce & MN WorkForce Center Job Fair held at the Rainy River Community College, International Falls MN

Brief description of activity and station participation: Job fair at the college in which Dennis Martin represented Red Rock Radio Stations including WXCE AM & WLMX-FM, Amery WI.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WXCE(AM), WLMX-FM

Type of activity listed under Outreach Initiative worksheet: Career Fair

Date of station participation: (on date; from date to date) July 17, 2010

Participating employees: Ron Revere

Host/Sponsor of activity: Upper Midwest Communications Conclave Career Fair, St Louis Park, MN

Brief description of activity and station participation: Job fair at the Radio Convention in which Ron Revere represented Red Rock Radio Stations including WXCE AM & WLMX-FM, Amery WI.