

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 FCC's 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 station's websites, if they have websites.

The FCC's 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: AMERY, WI. WXCE-AM

Period covered: August 1, 2010 – July 31, 2011

EEO Public Inspection File Report

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

August 1, 2010 – July 31, 2011

1) Employment Unit: Amery, Wisconsin

2) Unit Members (Stations and Communities of License):
WXCE-AM AMERY, WI.

3) EEO Contact:

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: 1

Full-time Positions Filled by Job Title	Total Number of People Interviewed	Recruitment Source that Referred the Hiree
Account Executive	3	WBA Web-site MBA Web-site Allaccess.com Radio-online.com New Richmond Newspaper WLMX-FM Radio

5) Total number of people interviewed for all full-time vacancies: 3

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.
WLMX FM Balsam Lake/Amery, WI 715-268-7185	2	1
WXCE-AM	0	1
WLMX Radio web-site	0	1
WXCE Radio web-site	0	1
WBA Website	1	1
Allccess.com	0	1

New Richmond Herald	0	1
MBA web-site	0	1
Radioonline.com	0	1

**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

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

Date of station participation: (on date; from date to date) Sept – Oct 2010

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. WLMX-FM,

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WXCE-AM

Type of activity listed under Outreach Initiative worksheet: Job Fair

Date of station participation: (on date; from date to date) 1/27/2011

Participating employees: Dennis Martin

Host/Sponsor of activity: Sponsored by KGHS-KSDM Radio, Held at KGHS/KSDM Radio, 519 3rd St., International Falls, MN 56649.

Brief description of activity and station participation: Job fair at KGHS, International Falls, Mn. WLMX-FM Balsam Lake, WI

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WXCE-AM

Type of activity listed under Outreach Initiative worksheet: Job Fair

Date of station participation: (on date; from date to date) 3/21/2011

Participating employees: Tom Martin

Host/Sponsor of activity: Sponsored by Brainerd Lakes Chamber of Commerce workforce committee.

Brief description of activity and station participation: Job fair in Brainerd, Mn. WLMX-FM Balsam Lake, WI

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WXCE-AM

Type of activity listed under Outreach Initiative worksheet: Conclave Job Fair

Date of station participation: (on date; from date to date) 7/17/2011

Participating employees: Ron Revere

Host/Sponsor of activity: Brown College, Mendota Heights, MN 651-905-3499

Brief description of activity and station participation: Job fair at Brown College, Mendota Heights MN. WLMX-FM, Balsam Lake, WI