



Maverick Media

WAXX 104.5 NEWS/TALK 790 WAYY ESPN 1150
99.9 THE CARP 92.9 THE BIG CHEESE I-94

Annual EEO Report

August 1, 2007 – July 31, 2008

Internship Program

Each year, students participate in Maverick Media's Marketing/Promotion Internship program administered by WAXX 104.5 Promotion Director John Murphy. These students are majoring in Marketing, Promotions, Public Relations and Advertising from primarily five area Universities and Technical Colleges, such as UW-Eau Claire, UW-Stout, UW-River Falls, Chippewa Valley Technical College and Brown College of Broadcasting.

Up to six times each year, Maverick Media Representatives visit area schools to give presentations to potential interns, as well as to teach students about broadcast marketing. These on-campus recruitment visits are in addition to Maverick Media's participation in broader based Internship recruitment events held in the Eau Claire area. Events such as Internship Mania provide interview opportunities and exposure of Maverick Media's Internship program to more than 4,000 area students, both at the High School and College level.

Students who respond to our recruitment efforts are brought in for an initial interview with WAXX 104.5's Promotion Director, John Murphy. If interns are required for special functions (web design, event marketing, and database management), promotion directors or operation managers with those needs are brought in to be a part of the initial interview process.

The interview process includes the presentation of a resume by the candidate, follow-up questions regarding the candidate's future goals, past experiences, reasons for choosing the field, and sharing of what special qualities or skills a candidate may possess. The interview process also involves a detailed presentation of what tasks are to be completed by the intern and a discussion of how the intern's progress will be evaluated. Following the initial interview, a second interview may be held to clarify goals, availability, and specific job tasks. This interview often involves a tour of the facility, brief introductions to the staff members, a brief explanations of company policies, and a discussion of the intern's planned weekly work schedule.

Questions asked by the interviewer may include:

- What do you eventually hope to do in the marketing field?
- What past experiences have prepared you for the specific challenges of broadcast marketing?
- What made you want to get into the field of broadcast marketing?
- What skills or experiences do you have that make you an ideal candidate for a broadcast marketing internship?

*CVTC = Chippewa Valley Technical College, Eau Claire WI
UW-Stout = Menomonie WI
UW- Eau Claire = Eau Claire WI*

The following interns participated in our Promotion/Marketing Internship Program, as detailed by their job duties:

Note: Each intern was scheduled for a 128-155 hour, one semester internship which included office duties as well as event duties.

SUSAN JOHNSON--Chippewa Valley Technical College, Eau Claire August 1-December 12, 2007

Susan's internship included extensive work with data base management and event management. She helped to staff events for THE CARP, WAXX 104.5 and I94. She assisted WAXX 104.5's promotion director with the REWARDS PROGRAM (WAXX 104.5's on line frequent listener program)

CAITLYN O'BRIEN --UW EAU CLAIRE, Eau Claire September 20-December 15, 2007

Caitlyn's role as one of Maverick Media's Promotion Department interns included projects to create montages for WAXX 104.5 and WAYY displays at farm shows and fairs, organization of the WAXX 104.5 REWARDS program.

LINDSAY GREEN--UW EAU CLAIRE January 10, 2008-May 1, 2008

Lindsay's term as Maverick Media intern included data base management, event management, coordination of prize giveaways and creation of mass email campaigns launched by WAXX 104.5 and I-94.

AMANDA BLAKE--UW EAU CLAIRE February, 2008—mid-May, 2008

Amanda Blake, our intern for spring semester of 2008, was a creative writing major from UW-Eau Claire. She worked from late February through mid-May. She was scheduled at 6 ½ hours per week working Tuesday and Friday afternoons writing spots & getting them ready for air.

KELSIE BAUER--UW EAU CLAIRE March 12, 2008--July 31, 2008

Kelsie's internship involved event management assistance with The Northern Wisconsin State Fair, Country Jam USA, WAXX 104.5 Jammin Jukebox Events, and the Festival Foods 4th of July Fireworks.

VALERIE BONNER--UW EAU CLAIRE July 8, 2008 -Ongoing

At the time of this report, Valerie has just begun her internship, helping out with event staffing at the Northern Wisconsin State Fair, Country Jam USA and other Maverick Media Events.

LIZZIE POWERS--UW EAU CLAIRE March 15-July 31, 2008

Lizzie's internship included event staffing assistance at WAXX 104.5 Jammin Jukebox events, The Northern Wisconsin State Fair, Country Jam USA, Sawdust City Days, Festival Foods Fourth of July Celebration as well as REWARDS program organization, email design for emails sent by WAXX 104.5 and I94 .

KATELYN A. BRODA--UW GREEN BAY May 15-July 31, 2008

Katelyn's internship included assistance at WAXX 104.5 Jammin Jukebox events, Sawdust City Days, Carp Calendar Cutie Search events, The Northern Wisconsin State Fair, The Festival Foods Fourth of July Celebration and Country Jam USA. She also assisted with the WAXX 104.5 REWARDS program and assisted at WAXX 104.5 and I94 morning show stunts.

TAYLOR VOELZ--Brown Institute/Brown College--Broadcasting April 1, 2008-July 31, 2008

Taylor's internship included staffing help at WAXX 104.5's Jammin Jukebox, The Festival Foods Fourth of July Celebration, Sawdust City Days, as well as prize coordination, and assistance with WAXX 104.5, I94 and NEWSTALK 790 WAYY morning show events and stunts.

JEFFREY KOOP --UW EAU CLAIRE March 15, 2008 - July 31, 2008

During his internship, Jeff assisted THE CARP with the weekly Carp Calendar Cutie search contests, as well as assisting Maverick Media promotions by staffing events at The Northern Wisconsin State Fair, WAXX 104.5's Jammin Jukebox and Country Jam USA.

MICHELLE BUTKUS--UW EAU CLAIRE June 1, 2008-August 15, 2008

During her internship, Michelle helped with creating elements for WAXX 104.5's Jammin Jukebox campaign, assisted with event staffing for The Northern Wisconsin State Fair, Country Jam USA, and helped with organization of the WAXX REWARDS program.