



# Annual EEO Report

August 1, 2005 – July 31, 2006

## Internship Program

Each year approximately 8-10 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 5 area Universities and Tech Schools, such as UW-Eau Claire, UW-Stout, UW-River Falls, Chippewa Valley Technical College and Brown College of Broadcasting.

Up to 6 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 participation in broader based Internship recruitment events held in the Eau Claire area. Events such as Career Valley 2006 and Internship Mania provide interview opportunities and exposure of Maverick Media's Internship program to more than 4000 area students, both at the high school and college level.

Students who respond to our recruitment efforts are brought in for a first 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 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 marketing interns and a discussion of how the interns' 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 of staff members an intern may come in to contact with and brief explanations of company policies and a discussion of the intern's planned weekly work schedule.

### Questions asked by the interviewer include, but are not limited to:

- What do you hope to eventually do in the marketing field?
- What past experience has 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*

## **Internship Mania 2-8-06**

Maverick Media of Eau Claire LLC participated in the annual Internship Mania event at UW-Eau Claire, Wednesday, February 8, 2006. This daylong event featured a display booth from Maverick Media, staffed by WAXX 104.5 Promotion Director and Intern Coordinator John Murphy, WIAL Promotion Director Luc Anthony, News Intern Sara Davis and a Promotional Intern. More than 100 resumes were received during the event. Three internship programs were promoted during this event: News Internship, Creative/Copy Internship, and Promotional Internship. More than 3000 students attended Internship Mania 2006.

A total of 12 students interned with Maverick Media during the period of August 1, 2005 – July 31, 2006, as follows:

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

**Intern #1, attending UW-Eau Claire                      September – December 2005**

WIAL promotion department intern.

**Intern #2, attending UW-Eau Claire                      September – December 2005**

WIAL promotion department intern.

**Intern #3, attending CVTC                                  October 2005 – January 2006**

This student interned 10 hours a week in the Maverick Media creative department Monday through Thursday afternoons, writing spots and getting them ready for air.

**Intern #4, attending CVTC                                  October 2005 – July 2006**

WAXX 104.5/WIAL promotion department intern.

**Intern #5, attending CVTC & UW-Stout                      January – July 2006**

WAXX 104.5/WIAL promotion department intern.

**Intern #6, attending CVTC                                  February – July 2006**

This student interned in the Maverick Media creative department for spring semester starting in February 2006 for 6 hours a week Tuesday and Thursday afternoons, writing spots and getting them ready for air. This student also interned for the WAXX 104.5/WIAL/WAYY promotion department from May through July 2006.

**Intern #7, attending CVTC                                  March – July 2006**

WAXX 104.5/92.9 The Big Cheese/WIAL promotion department intern.

**Intern #8, attending UW-Eau Claire                      April – July 2006**

WAXX 104.5/WIAL promotion department intern / webmaster assistant.

**Intern #9, attending UW-Eau Claire                      June – July 2006**

WAXX 104.5/99.9 The Carp/WIAL promotion department intern.

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**Intern #10, attending CVTC-Menomonie Campus      June 2006 – Ongoing**

WAXX 104.5/WIAL/99.9 The Carp promotion department intern.

**Intern #11, attending Winona State University      July 2006 – Ongoing**

WAXX 104.5 promotion department intern.

**Intern #12, attending UW-Eau Claire      Spring Semester starting February 2006**

This student heard about our program from “Internship Mania” and started in February 2006 interning in the Maverick Media creative department for 9 hours a week Monday, Wednesday and Friday afternoons, writing spots and getting them ready for air. This student also recorded satellite feeds for later broadcast.