



Annual EEO Report

August 1, 2004 – July 31, 2005

Internship Program

Each year up to 8 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 2004 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 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 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*

Re: Internship Mania 2-9-05

Maverick Media representatives staffed a booth during the University of Wisconsin Eau Claire 7th annual Internshipmania, organized by UW-Eau Claire Career Services Department. The daylong event attracted hundreds of students interested in interacting with potential employers for internship opportunities.

The intern candidates chosen: Tony Rozmenosky, Business Major, UW-Eau Claire and Laura Giralomo, Marketing Major, Chippewa Valley Technical College. Both were assigned to be involved in the Maverick Media Booth at the 27th Annual Spring Home & Garden Show. Tony and Laura will also be involved in other upcoming events, contests and promotions through spring and summer 2005.

The following interns participated in our 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.

Shannon Myren-UW Eau Claire February 24 – May 20, 2005

Shannon heard about the internship not from "Internshipmania," the Eau Claire event where employers meet with potential intern candidates, but from the information sheet I sent to my usual UW-Eau Claire contact, the Communication Arts/Journalism department head. She posted it; Shannon saw it and called for information. She was the first intern under my supervision to get college credit for her time spent here. Shannon worked 10 hours a week - Tuesday and Thursday mornings, writing spots and getting them ready for air.

Tony Rozmenosky – UW- Eau Claire February – August, 2005

Tony was chosen from Internshipmania on February 9, 2005 at UW- Eau Claire. Tony was assigned to help staff the Maverick Media Booth at the 27th Annual Spring Home & Garden Show. Tony will also be involved in other upcoming events, contests and promotions through spring and summer 2005.

Laura Giralomo – CVTC February – August, 2005

Laura was chosen from Internshipmania on February 9, 2005 at UW- Eau Claire. Laura was assigned to help staff the Maverick Media Booth at the 27th Annual Spring Home & Garden Show. She will also be involved in other upcoming events, contests and promotions through spring and summer 2005.

Alisha Nelson - CVTC November 2004 - June 2005

Served primarily in the WAXX 104.5 promotion department, helping to plan and produce events and conduct contesting.

Jessica Weiss - CVTC November 2004 - June 2005

Served primarily in the WAXX 104.5, CARP and News/Talk 790 WAYY promotion departments, helping to plan and produce events and conduct contesting.

Christopher Holm - CVTC January – May 2005

Served primarily in the WAXX 104.5 and CARP marketing departments, assisting with data base development, contest execution and event set up and planning.

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Amada Lazarz - CVTC February - June 2005

Served primarily in the WAXX 104.5 promotion department, assisting with database, contest execution and production, event staffing and planning.

Erin Yearneau - UW-Eau Claire March - May 2005

Worked with all promotional departments assisting with contest and event planning, production and execution.

Ben Buheger- CVTC May - August 2005

Works primarily with WAXX 104.5 promotion department in contest and event planning, production, staffing and execution.

Kyle Cance- UW – River Falls June – August 2005

Working primarily with the WAXX 104.5 Promotion Department in contest and event planning, production, staffing and execution.

Spencer Shimon - CVTC May – August 2005

Works primarily with WAXX 104.5, WECL, CARP and WIAL promotion departments in contest and event planning, production, staffing, execution and data base management.

Phil Trepanier - UW – Eau Claire June – August 2005

Assisting the WIAL, WAXX 104.5 AND CARP promotion departments in data base management, quality control, contest and event planning, production, staffing, and execution.