



Annual EEO Report

August 1, 2004 – July 31, 2005

Scholarship Program

The following letter was sent on April 26, 2005:

FFA Advisors, Ag Education Instructors and Guidance Counselors:

It's entry time for WAXX 104.5's **\$500 Pat Keliher Ag Scholarship**. Applicants can now enter **ONLINE**. Please tell your students to go to waxx104online.com and click on the area on the home page that says "Pat Keliher Ag Scholarship."

Graduating high school seniors who are pursuing post-secondary Ag Education programs and current 2 and 4 year college students who are entered in a post-secondary Ag Education program are eligible for the scholarship. Students must also be actively showing livestock at the Northwest Junior Livestock Show, county fairs, or other livestock shows to be eligible. (See official rules on our web site for details.)

The scholarship will be awarded at the Northwest Junior Livestock Show in Eau Claire in August. Judging will take place in early summer, with finalist interviews scheduled with the judges in early August.

Please inform your students that if they wish to enter the scholarship competition, they should visit waxx104online.com and submit their completed entry no later than June 4, 2005. A complete list of rules is available on the web site as well.

If you have any further questions, please feel free to call me at (715) 832-1530.

Sincerely,

John Murphy
WAXX 104.5 Promotion Director

The letter was sent to the attached list of addresses.

WAXX 104 PAT KELIHER AGRICULTURE SCHOLARSHIP

2005 OFFICIAL RULES

1. Amount of the scholarship of five hundred dollars (\$500.00).
2. Students must be active in 4-H and/or FFA Livestock Programs. Scholarship is open to eligible students involved in the Wisconsin Livestock Breeders Association Junior Livestock Shows in the WAXX 104 listening area or to students who are showing Dairy, Beef, Swine or Sheep at County Fairs during the Summer of 2005.
3. Applicants must have achieved an overall high school grade point average (GPA) of 2.75 or above on a 4.0 point scale. Students must be enrolled or plan to enroll in an agricultural curriculum at a two (2) year Technical College or a four (4) year college. Students already enrolled in college programs must be carrying a minimum of 2.50 GPA on a 4.0 scale. High School Principals, Guidance Counselors or College Registrars must provide verification. Students who are graduating High School Seniors or are completing the first year of post secondary education are eligible.
4. Applicants must return the Scholarship, Application, Certification, Questionnaire, and three (3) reference names, which include address, phone number and relation to applicant to: John Murphy, c/o WAXX 104 Scholarship, P.O. Box 1, Eau Claire, WI 54702-0001, by **June 4, 2005**, or it must be submitted to waxx104online.com by that time.
5. Applicants are asked to submit their photograph. Photographs become the property of Maverick Media of Eau Claire LLC (WAXX 104).
6. Interviews will be scheduled with finalists. All interviews will be conducted in one afternoon. Judges will interview up to six (6) finalists and the winner will receive the scholarship award at the Northwest Junior Livestock Show in Eau Claire in August. All finalists who are interviewed will be asked to appear at the Northwest Junior Livestock Show banquet.
7. Employees of Maverick Media of Eau Claire LLC, and their families are ineligible to apply for this scholarship. Prior WAXX 104 scholarship winners are ineligible.
8. An independent group of five (5) judges will be selected with no more than one (1) judge from Maverick Media of Eau Claire LLC. The judges' decision will be final.
9. Winner must be enrolled in 2005- 2006 school year or forfeit the scholarship.
10. The scholarship check will be made payable to student and school to be attended. The scholarship check will be issued upon proof of acceptance to the school of choice.
11. If applying for financial aid, please attach a copy of the application.
12. Maverick Media of Eau Claire LLC reserves the right to alter this scholarship and the official rules of this scholarship contest.
13. Maverick Media of Eau Claire LLC reserves the right to award the scholarship to an alternate if the scholarship winner is unfit or unable to accept the scholarship.
14. Maverick Media of Eau Claire LLC has the right to use the winner's and finalists' names, pictures, comments and voices as no cost to Maverick Media of Eau Claire LLC or the winner/finalists now or ever.



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The 2004 – 2005 PAT KELIHER AGRICULTURE SCHOLARSHIP was presented to:

Brian John Heffelt of Bruce, Wisconsin in August 2004.

Brian is attending UW-River Falls, majoring in Animal Science.