



# Annual EEO Report

August 1, 2004 – July 31, 2005

## Station Activities

### Co-Sponsor Job Fair in Marshfield, WI

On September 9, 2003, WAXX 104.5 co-sponsored the job fair in Marshfield, WI. WAXX 104.5's station manager, George House did a live broadcast from the event. The event had approximately 400 people in attendance who had the opportunity to meet with Marshfield area job personnel. Attendees tapped into the expert's knowledge and found out what full or part-time jobs were available in the Marshfield area.

The following script is from the radio commercials that we aired to promote the event:

**Start date: 9/9/03      End date: 9/9/03**

*Looking for a job? How about a better one? The 2003 Fall Employment Job Link is today, Tuesday, September 9 from 11am – 5pm at the Knights of Columbus Hall, 400 West Upham Street, Marshfield. This is your source to the workforce! Come and find out what jobs and careers are available, in either full or part-time. Make plans to attend the 2003 Fall Employment Link today! Sponsored by the Marshfield Buyer's Guide in conjunction with Wisconsin Job Center, the Marshfield Buyer's Guide and WAXX 104.5. Go out and get that job!*

In the file, please find a copy of the newspaper coverage from the Fall Job Fair.

## Discussion Panel on Limitation of Media

George Roberts, Vice President and Market Manager of Maverick Media of Eau Claire LLC represented Maverick Media on a panel discussion presented by the Society of Professional Journalists and Western Wisconsin Press Club on a panel on Wednesday, March 2, 2005 at 7pm. Attendees included members of the organization, UW-EC students, UW-EC professors and other professional journalists as well as members of both organizations.

The panel called "How Far Can You Go?" contained a discussion of the limits that the media impose on themselves in regard to language use in various contexts. It covered the subject from legal and/or ethical and/or credibility concerns . . . and focused specifically on criteria and practice for the use of language regarding "indecent" (whether or not that can be defined with precision) and concerning language that might be seen as racist or sexist.

Other panelists included Mark Gunderman, assistant editor of The Chippewa Herald, John Hoffland, news director of WEAU-TV, Don Huebscher, editor of the Leader Telegram and DJ Slater, chief copy editor of the Spectator (campus paper)