



Annual EEO Report

August 1, 2004 – July 31, 2005

Station Activities

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)