

# Annual EEO Report

August 1,2006-July 31,2007

## **Internship program**

Each year, up to 12 students participate in Maverick Media's Marketing/Promotion Internship Program coordinated by WAXX 104.5 Promotion Director John Murphy and WIAL Promotion Director Luc Anthony. These students are majoring in Marketing,Promotions, Public Relations, Advertising and Communications from primarily the following area Universities and Technical Colleges: UW Eau Claire, Chippewa Valley Technical College in Eau Claire and Menomonie , Wisconsin Indianhead Technical College in New Richmond,and Winona State University in Winona,Minnesota.

Up to 10 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 such as Career Valley 2007, and Internship Mania provide interview opportunities and exposure of Maverick Media's internship program to more than 5000 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 assignments (web design,data base management,event marketing) additional promotion directors or operation managers are involved in the interview process.

The Interview process includes presentation of a resume by the candidate, follow up questions regarding the candidates 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?

The following interns participated in the Maverick Media Promotion/Marketing Internship Program:

*Note: Each intern was scheduled for a 128-155 hour one semester internship which included both office and event duties. Some of the internship terms were split between two or three semesters.*

**Brandon Schillinger-Wisconsin Indianhead Technical College- February 2007-August 2007**

At the time of this report, Brandon continues to serve in the Maverick Media Promotion department. He actively pursued the opportunity through phonecalls to Maverick Media, resulting in an interview. Maverick Media worked with WITC to design a custom program for Brandon. Brandon's duties have include event preparation, execution and follow up after events, Data Base Management, Contest development, Backstage duties at Country Jam USA and serving as an assistant to WAXX 104.5's Promotion Director, John Murphy.

**A.J. Leidl-Chippewa Valley Technical College-Eau Claire- January 2007-July 2007**

A.J. Leidl's background as a chef, business owner and marketer helped to guide him in his role serving all of Maverick Media's stations at various promotional events throughout the winter, spring and summer. AJ's problem solving skills and rapport with people of all walks of life, as well as his focussed and mature attitude are among his best qualities.

**Janelle Marie Ligocki-Chippewa Valley Technical College-Eau Claire- February 2007-August 2007**

At the time of this report, Janelle continues to serve as one of Maverick Media's Promotion and Marketing Interns, assisting at promotional events and helping to coordinate promotional activities for Maverick Media.

**Amanda Schmick-Winona State University-Winona,Minnesota July 2006-July 2007**

Because Amanda attends school 2 hours from WAXX 104.5's studios, Amanda's promotional duties are primarily at major events on weekends, in the summer and on holiday breaks. Her amazing energy, ability to connect with listeners, drive, ambition and attitude help to drive her to excellence as one of Maverick Media's most outstanding Interns of the past 10 years !

**Kimberly Walters-UW Eau Claire-May 2007-August 2007**

Kimberly was hired as a Maverick Media Marketing/Promotion Intern when our original candidate couldn't fulfill her obligation. Kimberly was recommended by that candidate and Kimberly has done an excellent job in preparing materials for promotional events and helping to coordinate activities at events.

**Jennifer Lynn Yealey -Chippewa Valley Technical College -September 2006-July 2007**

Because of Jennifer's role as single mother,fulltime student and fulltime employee of XCEL ENERGY in Eau Claire, Jennifer's internship was stretched over several semesters allowing her to participate in a variety of promotional activities for Maverick Media. Her ability to multi task and still remain focussed served her well in her role as primarily WAXX 104.5 Promotional Assistant.

**Susan Johnston-UW Eau Claire- May 2007-September 2007**

Susan continues to serve primarily as a WAXX 104.5 and CARP 99.9 Promotional and marketing assistant and is very capable performing a variety of promotional tasks.

**Darren La Page-UW Eau Claire- September 2007-December 2007**

Darren served primarily as WAXX 104.5 Promotional and Marketing assistant in fall 2006 and performed a variety of promotional tasks and served at several events,including a car giveaway and the Country Jam USA launch party..

**Stephanie Wundrow-UW Claire- September 2007-December 2007**

Stephanie's outgoing nature and love of people proved to be a perfect combination in her role as primarily a WAXX 104.5 and CARP 99.9 Promotional and Marketing assistant in Fall 2006. Her extraordinary abilities were put to use at several events,including a car giveaway and the Country Jam USA launch party.