



Maverick Media

WAXX 104.5 NEWS/TALK 790 WAYY ESPN 1150
99.9 THE CARP 92.9 THE BIG CHEESE I-94

Annual EEO Report

August 1, 2008 – July 31, 2009

Internship Program

Each year, 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 five area Universities and Technical Colleges, such as UW-Eau Claire, UW-Stout, UW-River Falls, Chippewa Valley Technical College and Brown College of Broadcasting.

Up to six 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's participation in broader based Internship recruitment events held in the Eau Claire area. Events such as Internship Mania provide interview opportunities and exposure of Maverick Media's Internship program to more than 4,000 area students, both at the High School and College level.

Students who respond to our recruitment efforts are brought in for an initial 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 the 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 the intern and a discussion of how the 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 to the staff members, a brief explanations of company policies, and a discussion of the intern's planned weekly work schedule.

Questions asked by the interviewer may include:

- What do you eventually hope to do in the marketing field?
- What past experiences have 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?

*Chippewa Valley Technical College – Eau Claire WI
UW-Stout – Menomonie, WI
UW- Eau Claire – Eau Claire, WI
Globe University – Eau Claire, WI*

The following interns participated in our Promotion/Marketing 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.

Valerie Bonner -- UW Eau Claire -- July 8, 2008 – August 31, 2008

Valerie helped out with event staffing at the Northern Wisconsin State Fair, Country Jam USA and other Maverick Media Events.

Katelyn Broda -- UW Green Bay -- May 15, 2008 - August 31, 2008

Katelyn's internship included assistance at WAXX 104.5 Jammin Jukebox events, Sawdust City Days, Carp Calendar Cutie Search events, The Northern Wisconsin State Fair, The Festival Foods Fourth of July Celebration and Country Jam USA. She also assisted with the WAXX 104.5 REWARDS program and assisted at WAXX 104.5 and I-94 morning show stunts.

Michelle Butkus -- UW Eau Claire -- June 1, 2008 - August 15, 2008

During her internship, Michelle helped with creating elements for WAXX 104.5's Jammin Jukebox campaign, assisted with event staffing for The Northern Wisconsin State Fair, Country Jam USA, and helped with organization of the WAXX REWARDS program.

Jamie Westby -- Chippewa Valley Technical College -- September 2008 – December 2008

Jamie worked in our Creative Department and was scheduled for 8 hours per week working Monday and Tuesday afternoons writing spots & getting them ready for air.

Kelly Custer -- Chippewa Valley Technical College -- March 2009 - July 2009

Kelly's internship included extensive work with data base management and event management. She helped to staff events for THE CARP with the weekly Carp Rock Chick search contests, WAXX 104.5, and I-94 events. She assisted WAXX 104.5's promotion director with the REWARDS PROGRAM.

Amy Bell -- Chippewa Valley Technical College -- March 2009 - July 2009

Amy's term as Maverick Media intern included data base management, coordination of prize giveaways and assisting with various events such as the Ag Appreciation Dinner and Country Jam USA.

Valerie Meskill -- Chippewa Valley Technical College -- March 2009 - July 2009

Valerie's term as Maverick Media intern included data base management, event management, coordination of prize giveaways and creation of mass email campaigns launched by WAXX 104.5 and I-94.

Jessica Hanson -- UW Eau Claire -- March 2009 - June 2009

Jessica was a graphic artist intern and did logo work, website artwork, and some signage work.

Brittany Smith -- UW Eau Claire -- March 2009 - Ongoing

Brittany was a graphic design intern and assisted our Interactive Manager with the design of our Maverick Media websites. She also helped out at some events such as the Northern Wisconsin State Fair and Country Jam USA.

*Chippewa Valley Technical College – Eau Claire WI
UW-Stout – Menomonie, WI
UW- Eau Claire – Eau Claire, WI
Globe University – Eau Claire, WI*

Fiona Erdman -- UW Eau Claire -- April 2009 - Ongoing

Fiona is a graphic design intern and worked on numerous projects. She designed the layout and got the 2009-2010 Maverick Media Sport Book print ready.

Chelsey Quine -- UW Eau Claire -- April 2009 - July 2009

Chelsey's internship included coordination of prize giveaways and event management. She helped to staff events for THE CARP, WAXX 104.5 and I-94 including Jammin Jukebox events, the Northern Wisconsin State Fair, and Eau Claire Express baseball games. She assisted WAXX 104.5's promotion director with the REWARDS PROGRAM organization, email and web design for WAXX 104.5 and I-94.

Geoff Bourassa -- UW Eau Claire -- April 2009 - July 2009

Geoff's internship involved event management assistance with The Northern Wisconsin State Fair, Country Jam USA, WAXX 104.5 Jammin Jukebox Events, and the Festival Foods 4th of July Fireworks.

Kelli Sullivan -- UW Eau Claire -- May 2009 -- August 2009

Kelli's internship included event staffing assistance at WAXX 104.5 Jammin Jukebox events, The Northern Wisconsin State Fair, Country Jam USA, as well coordination of prize giveaways.

Sam Lynch -- UW Eau Claire -- May 2009 - Ongoing

Sam's internship included assisting Bob Bosold with various projects as well as event staffing at WAXX 104.5's Jammin Jukebox, Carp Rock Chick searches, the Northern Wisconsin State Fair, and Country Jam USA.

Stephanie Peterson -- UW Eau Claire -- May 2009 - Ongoing

Stephanie's internship included work with data base management and event management. She helped to staff events for THE CARP with the weekly Carp Rock Chick search contests, WAXX 104.5, and I-94 events.

Shelby Carlson -- UW Eau Claire -- May 2009 - Ongoing

Shelby's internship included work with coordination of prize giveaways and event management. She helped to staff events for WAXX 104.5, Carp and I-94 including Jammin Jukebox events and Country Jam USA.

Morgan Wilson -- UW Eau Claire -- May 2009 - Ongoing

Morgan is an Office Manager's assistant intern. She helps cover the reception area, complete various projects to help the sales staff, and assist the Office Manager with various projects.

Nathan Shere -- UW Eau Claire -- June 2009 -- Ongoing

Nathan's internship included helping out in the office and event management including Country Jam USA.

Cody Haas -- Globe University, Eau Claire -- June 2009 -- Ongoing

He assists at various events including Country Jam USA.

Alyssa McMahon -- UW Eau Claire -- July 2009 - Ongoing

At the time of this report, Alyssa has just begun her internship, helping out with event staffing at the Northern Wisconsin State Fair, Country Jam USA and other Maverick Media Events.