



Maverick Media

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

Annual EEO Report

For License Renewal due August 2010

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WDRK-FM, WECL-FM, WEAQ-AM, WIAL-FM, WAXX-FM, and WAYY-AM. This report is required to be placed in the public inspection files of these stations and posted on their websites, if they have a website. The information contained in this report covers the time period beginning August 1, 2009 to and including July 31, 2010.

The FCC's EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the stations comprising the Station Employment Unit during the applicable period.
2. For each vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hiree for each full-time vacancy during the applicable period.
4. Data reflecting the total number of persons interviewed for full-time vacancies during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies.

Pursuant to FCC regulations, Maverick Media of Eau Claire has chosen to participate in the following activities relative to Equal Opportunity Guidelines:

- Scholarship Program
- Internship Program
- Station and Other Activities
- Upper Level Postings

Job Postings:

From August 1, 2009 thru July 31, 2010, the following people have been hired for full-time employment:

Hired Date	Name	Position	# of Resumes Received	# of Interviews	Recruitment Method
8/3/2009	Scott Driver	WECL Personality	211	11	Radio, Newspaper, WBA, cvhw.com, All Access, attached list
3/22/2010	Becca Walls	WAXX Personality	98	4	Radio, Newspaper, WBA, cvhw.com, All Access, attached list

For the purpose of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree began employment. A person was deemed "interviewed" whether he or she was interviewed in person and/or over the telephone.

EEO Public File Report

A station may accumulate the relevant information for the past year (using the previous EEO Internal Job Vacancy Summary Form) and place a completed EEO Public File Report in the public inspection file annually on the anniversary of the deadline for filing its renewal application.

A. Full-time Vacancies Filled During Past Year

1. On Air Personality Date Filled: 08/03/2009
2. On Air Personality Date Filled: 03/22/2010

B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

<u>Source</u>	<u>Address</u>
Radio	WAXX, WIAL, WECL, WDRK, WAYY, WEAQ
Internet	chippewavalleyhelpwanted.com, the Broadcast Compliance Services website, craigslist.com, nab.org, and allaccess.com for on-air position
Newspaper	Eau Claire Leader Telegram, Chippewa Herald
Referral	Current Maverick Media employee
Employment Expo	Employment Expo 2009 at the Indoor Sports Center in Eau Claire, WI

C. Total Number of Persons Interviewed For All Full-Time Vacancies Filled During the Past Year (this will be a raw number)

1. On Air Personality 11
2. On Air Personality 4

A person was deemed "interviewed" whether he or she was interviewed in person and/or over the telephone.

D. Total Number of Interviewees For All Full-Time Vacancies Filled During the Past Year Per Recruitment/Referral Sources.

<u>Source</u>	<u>Number of Interviewees</u>
Radio	1
Internet	6
Newspaper	0
Referral	2
Employment Expo	6

Annual EEO Report

August 1, 2008- July 31, 2009

Upper Level Job Postings

For each full-time job opening, we post a job description at www.bcs-ok.com (Broadcast Compliance Services website), which in turn sends the posting to the following list that we supplied to Broadcast Compliance Services.

All Access.com, Malibu, Ca
Area Hmong Assistance Association, Eau Claire, WI
Asian American Student Union, Madison, WI
Atwood Community Center, Madison, WI
Barron County Job Center, Rice Lake, WI
Beloit College, Beloit, WI
Blackhawk Technical College, Janesville, WI
Broadcast Employment Services, Oceanside, CA
Burnett County Dept of Health & Human Services, Siren, WI
Burnett County Social Services, Siren, WI
Career Center, UW-Parkside, Kenosha, WI
Carrol College, Waukesha, WI
Century College, White Bear Lake, MN
Chippewa County Human Services, Chippewa Falls, WI
Chippewa County Social Services, Chippewa Falls, WI
Chippewa Herald Telegram, Chippewa Falls, WI
Chippewa Valley Technical College, Eau Claire, WI
Clark County Job Center, Neillsville, WI
Columbia College, Chicago, IL
CWA Local 4630, Madison, WI
Dane County Job Service, Madison, WI
Dept. of Workforce Development, La Crosse, WI
Division of Academic Support, Oshkosh, WI
Division of Vocational Rehabilitation-- La Crosse, WI
Division of Workforce Solutions - Job Service -La Crosse, WI
Dunn County Job Center & Workforce Dev., Menomonie, WI
Eau Claire Area Hmong Association, Eau Claire, WI
Eau Claire Job Center, Eau Claire, WI
Eau Claire Leader Telegram, Eau Claire, WI
Eau Claire Women's Network, Chippewa Falls, WI
Edgewood College, Madison, WI
Employment Services Program, Marshfield, WI
Fox Valley Technical College, Appleton, WI
Gateway Technical College, Kenosha, WI
Globe College of Business, Oakdale, MN
Green Thumb Neillsville, WI
Hmong Mutual Assistance Association, La Crosse, WI
Ho Chunk Nation, Black River Falls, WI
Jackson County Job Center, Black River Falls, WI
Just for Starters, Onalaska, WI
La Crosse County Job Service, La Crosse, WI
Labor Ready, La Crosse, WI
Lakeshore Technical College, Cleveland, WI
LDS Employment, Chicago City, MN
Legal Action, Madison, WI
Logan High School, La Crosse, WI
Lutheran Social Services of La Crosse, La Crosse, WI
Lutheran Social Services, Eau Claire, WI
Madison Area Technical College, Madison, WI
Madison Community Foundation, Madison, WI
Madison Equal Opportunities Commission, Madison, WI
Madison Equal Opportunity Communication, Madison, WI
Madison Media Institute, Madison, WI
Manpower, Onalaska, WI
Marquette University, Milwaukee, WI
Marshfield Job Center, Marshfield, WI
Mid-State Tech College, Wisconsin Rapids, WI
Milwaukee Area Technical College, Milwaukee, WI
Minnesota Bible College, Rochester, MN
MN State College SE Tech--Job Placement Ctr, Winona, MN
Minnesota Workforce Center, North St Paul, MN
Minnesota Workforce Center, Rochester, MN
Minority Department, La Crosse, WI
Monroe County Job Center, Sparta, WI
Moraine Park Technical College, Fond du Lac, WI
Mount Zion Baptist Church, Madison, WI
Multicultural Student Center, Madison, WI
Multicultural Student Coalition, Madison, WI
NAACP Madison, Madison, WI
Nicolet Area Technical College, Rhinelander, WI
North central Technical College, Wausau, WI
Northeast WI Tech College, Green Bay, WI
Northwest Wisconsin CEP Inc. Medford, WI
Office of Multi Cultural Affairs, Eau Claire, WI
ORC Industries, Inc., La Crosse, WI
Outreach, Inc., Madison, WI
Pepin County Job Center, Durand, WI
Pierce County Job Center, Ellsworth, WI
Pine Technical College, Pine City, MN
Polk County Dept of Social Services, Balsam Lake, WI
Polk county Job Center, Balsam Lake, WI
Price County Job Center, Phillips WI
Radio 1 Broadcast School, La Crosse, WI
Radio and Records, Los Angeles, CA
Reach, Inc., Eau Claire, WI
Red Wing Workforce Center, Red Wing, MN
Rochester Technical College, Rochester, MN
Rusk County Social Services Dept, Ladysmith, WI
S. Madison Neighborhood Center, Madison, WI
Salvation Army, La Crosse, WI
Southwest WI Tech College, Fennimore, WI
St. Mary's University of Minnesota, Winona, MN
St. Croix County Job Center, New Richmond, WI
St. Mary's Ridge Church, Cashton, WI
St. Mary's University of Minnesota, Winona, MN
St. Mary's Univ. of Minnesota--Career Services, Winona, MN
Staffing Network, La Crosse, WI
Taylor County Job Center, Medford, WI
UMOS, Wautoma, WI
UMOS, Madison, WI
Urban League of Greater Madison, Madison, WI
UW-Barron County Student Career Center, Rice Lake, WI
UW-Eau Claire Student Career Center, Eau Claire, WI
UW-Green Bay Student Career Center, Green Bay, WI
UW-La Crosse, Student Career Services, La Crosse, WI
UW-Madison Student Career Center, Madison, WI

UW-Stevens Point Student Career Center, Stevens Point, WI
UW-Stout Student Career Center, Menomonie, WI
UW-Superior Student Career Center, Superior, WI
UW-Milwaukee Student Career Services, Milwaukee, WI
UW-Platteville Student Career Center, Platteville, WI
UW-River Falls Student Career Services, River Falls, WI
UW-White Water Student Career Center, Whitewater, WI
Viterbo University-Career Planning, La Crosse, WI
Vocational Rehabilitation, Rochester, MN
Vocational Rehabilitation of La Crosse, WI
Waukesha County Area Tech, Pewaukee, WI
WBA, Madison, WI
WEAU-TV, Eau Claire, WI
West Wisconsin Workforce Dev, Independence, WI
Western Job Center Private Industry Council, Austin, WI
Western Wisconsin Community College-Employment Services, La Crosse, WI
Western Wisconsin Tech College, Tomah, WI
Western Wisconsin Technical College, La Crosse, WI
Western Wisconsin Workforce Dev, La Crosse, WI
WI Black Student Union, Madison, WI
WI Indianhead Technical College, Shell Lake, WI
WI Job Center, Ladysmith, WI

WI Division of Vocational Rehab, Sparta, WI
Winona County Workforce Dev, Winona, MN
Winona St. University, Winona, MN
Winona State College-SE Tech, Winona, MN
Winona State University, Winona, MN
Winona State University, Career Services, Winona, MN
Winona Technical College, Winona, MN
Wisconsin Div. of Vocational Rehabilitation, La Crosse, WI
Wisconsin Indianhead Technical College, Rice Lake, WI
Wisconsin Job Center, Spooner, WI
Wisconsin Job Center, Eau Claire, WI
Wisconsin Job Center-Burnett Co, Siren, WI
Wisconsin NOW, Madison, WI
WKBT-TV, La Crosse, WI
Women of Color, Madison, WI
Workforce Connections, Inc., La Crosse, WI
Workforce Development, Dodge Center, MN
WRJC Radio, Mauston, WI

We also post job openings in the Wisconsin Broadcasters Association Employment Corner newsletter and their website's online Job Bank, the National Association of Broadcaster's website, and Chippewa Valley Help Wanted.com. Locally we send to the newspapers: the Eau Claire Leader Telegram and the Chippewa Herald Telegram and attend two Job Fairs each year. We make announcements on our radio stations as well. For some positions, we recruit through the Marshfield News Herald. On-air positions are listed with All Access (www.allaccess.com). We also post an online description on the chippewavalleyhelpwanted.com website.