



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

August 1, 2009 – July 31, 2010

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?

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.

Sam Lynch -- UW Eau Claire -- May 2009 – September 2009

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 – September 2009

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 – September 2009

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 – September 2009

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 – September 2009

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

Alyssa McMahon -- UW Eau Claire -- July 2009 – October 2009

Alyssa helped out with event staffing at the Northern Wisconsin State Fair, Country Jam USA and other Maverick Media Events. She also worked in prizing and updating the web sites.

Brittany Smith -- UW Eau Claire -- March 2009 – August 2009

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.

Fiona Erdman -- UW Eau Claire -- April 2009 – September 2009

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.

Amanda Hornick -- UW Eau Claire -- September 2009 – January 2010

Amanda's internship included work with coordination of prize giveaways and event management. She helped to staff events for WAXX 104.5, The Big Cheese, and I-94 including the Emmis Interactive Summit.

Britany Rezin -- UW Eau Claire -- September 2009 – December 2009

Britany's internship included work with coordination of prize giveaways and event management. She updated the Living Green information on the websites and worked on updating our Sale's database. Britany helped to staff events for WAXX 104.5, and I-94 including WAXX-itude Wednesdays.

Angela Hill -- UW Eau Claire -- September 2009 – December 2009

Angela's internship included work with coordination of prize giveaways and event management. She helped to staff events for WAXX 104.5, The Big Cheese, and I-94 including the Emmis Interactive Summit and WAXX-itude Wednesdays.

Ciara Latz – Chippewa Valley Technical College -- March 2010 – July 2010

Ciara's internship included work with coordination of prize giveaways and event management. Ciara helped keep the station's web sites up-to-date and also updated the FaceBook pages. She helped to staff events for WAXX 104.5, The Big Cheese, and I-94 including Ag Appreciation Day, the Becca Bash, Rock Chick searches, WAXX-itude Wednesdays, and Country Jam USA.

Kelli Renstrom -- UW Eau Claire -- March 2010 – May 2010

Kelli's internship included work with coordination of prize giveaways and event management. She helped add pictures to the Maverick Media websites and FaceBook pages.

Jaclyn Tucker -- UW Eau Claire -- March 2010 – August 2010

Jaclyn is a web/graphic design intern and worked on numerous projects. She designed the layout and got the 2010-2011 Maverick Media Sport Book print ready.

Gabrielle Griffin -- UW Eau Claire -- March 2010 – July 2010

Gabrielle's internship included work with coordination of prize giveaways and event management. She helped to staff events for WAXX 104.5, The Big Cheese, and I-94 including Ag Appreciation Day, the Becca Bash, Rock Chick searches, the Northern Wisconsin State Fair, and Country Jam USA.

Samantha Bergner -- UW Eau Claire -- May 2010 – August 2010

Samantha's internship included work with coordination of prize giveaways and event management. She helped to staff events for WAXX 104.5, The Big Cheese, and I-94 including Rock Chick searches, the Budweiser/Festival Food remote, the Northern Wisconsin State Fair, and Country Jam USA.

Samantha Cobb -- UW Eau Claire -- May 2010 – August 2010

Samantha's internship included work with coordination of prize giveaways and event management. She helped to staff events for WAXX 104.5, The Big Cheese, and I-94 including Rock Chick searches, the Northern Wisconsin State Fair, and Country Jam USA.

Kalyn Johnson -- UW Eau Claire -- May 2010 – August 2010

Kalyn's internship included work with coordination of prize giveaways and event management. She helped to staff events for WAXX 104.5, The Big Cheese, and I-94 including Rock Chick searches, the Northern Wisconsin State Fair, and Country Jam USA.