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**

**Outreach Initiatives:**

**EMPLOYMENT EXPO 2010**
**Thursday April 22**
**11am to 6pm**
**Indoor Sports Center**

George House, Luc Anthony, Scott Driver, Dan Lea, Tim Abraham and John Murphy manned an information booth at Employment Expo 2010 in Eau Claire. They spoke with candidates about careers in radio broadcasting and handed out printed descriptions of the different positions that are needed to keep a broadcast facility operating.

Live broadcasts on WIAL, WAXX, and WECL invited listeners to attend the expo and apply for positions on-site.

**CAREER VALLEY 2010**
**Thursday May 6**
**8am to 2pm**
**Eau Claire County Exposition Center**

George House, Tim Abraham, Luc Anthony and Rick Roberts manned a hands-on information booth at Career Valley 2010 in Eau Claire. They spoke with hundreds of middle and high school students about careers in radio broadcasting. Students also recorded commercials and worked a radio station control board.

**Career Opportunities in Broadcasting Sponsored by Educational Institutions:**

Dan Lea, Maverick Media's News Director, participated in Chippewa Falls Middle School "Walk and Talk" event. The event was held on October 20, 2009. Dan discussed radio careers with students while exercising.

On April 7, 2010, John Murphy, WAXX 104.5 Promotion Director/WAYY Morning Co Host; Curt St. John of I-94; Tim Abraham, Interactive Manager; and Luc Anthony, Maverick Media's Webmaster participated in a tour and training day with students from 3 Eau Claire area high schools (Regis, Memorial and North). Students learned about creating web pages and creating on air commercials.

John Murphy, WAXX 104.5 Promotion Director/WAYY Morning Co Host spoke to two classes of learning disadvantaged students at Chippewa Falls High School about careers in broadcasting on April 16, 2010.

Bob Bosold, Farm & Food Service Director of Maverick Media, is a Junior Achievement volunteer who teaches 4th graders at Mound View Elementary School in Elk Mound. He taught 6 sessions in their 2009 fall semester. Throughout the course, he discusses his career as well as the various career opportunities available in the broadcast industry. The unit that Bob teaches deals with how we take our natural resources and combine them and turn them into value added products that show how our economy works.

**HANDOUTS**

Maverick Media created and printed the following handout to distribute at the Employment Expo and Career Valley. The purpose of the handout is to explain the different areas of radio broadcasting and possible career paths relative to radio.

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## Whether or not on-air announcing appeals to you, you can have a career in Radio!

The following Maverick Media job descriptions will give you an idea of the many different professional paths Radio offers, including on air.

**Market Manager -** Manages all properties in the market for the corporation. Responsible for exemplifying, teaching and defending corporate values throughout the organization; building an extraordinary team; optimizing the listenership of the radio stations; marketing of the stations; growth of revenue; improving profitability; keeping the company within compliance of the law; and representing the company with customers and the community, in a way that enhances the company's business prospects and image.

**Office Manager -** Facilitates coordination between the sales, clerical, business departments and all departments that interact with those departments. Assists in the specific area of political advertising. Coordinates/supervises the physical plant operation, expense control, maintenance and supply. Complies and records required documentation such as EEO files and Programs & Issues. Assists the sales department in analysis, systems, strategies, detail tracking and coordination. Supervises receptionist and traffic department.

**Business Manager** – Manages and coordinates the business operation of the office. Responsibilities include assistance in budget preparation and control, human resources administration, accounts payable, accounts receivable, payroll, and manage the daily financial activities of the office. Works closely with and supervises the Office Assistant.

**Director of Sales** - Duties include strategic and tactical planning and implementation to reach/exceed top line revenue goals. Supervise and coach national sales manager/sales trainer and account managers to maximize sales performance. Help implement plans in all areas of advertising sales: planning sales incentives, sales training, sales meetings, recruitment and retention of account managers, inventory management. Work closely with all departments, including production, traffic, programming and market manager. Previous sales and management experience required.

**National Sales Manager, Sales Trainer** - Assists the sales department/account managers in training, systems, strategies and tracking. Conduct in-field training with selected account managers, conduct one-

with-one meetings with account managers, collaborate with DOS to create training program for new sellers. Participate in recruitment of new account managers. Represent Maverick Media with national rep firm, Katz Radio. Oversee all political advertising. Handle a select list of local/regional accounts. Work closely with director of sales and account managers to achieve greater efficiency. Previous sales experience required.

**Account Manager** - Outside sales position. Duties include prospecting for new advertisers; possessing a command of the radio stations; creating sales solutions for advertisers. Work closely with promotions, traffic and billings departments. Meet or exceed sales budgets on each station represented. Previous sales or customer service experience preferred.

**Interactive Account Manager** - Sells radio station website opportunities and integrated programs with on-air and on-line products. Also serves as a key liaison for continuity between sales and webmasters.

**Webmaster** – Oversees and maintains radio station websites. Coordinates web projects from sales and programming.

**Receptionist –** Greets clients and listeners. Answer telephone and distribute calls. Mail and record all daily prizewinners. Assist in the preparation of billings and mailings of monthly invoices and statements. Match supporting invoices and complete necessary paperwork for client co-op documentation. Assist Office Manager with project work including projects for sales and promotions departments.

**Traffic Manager** – Compile logs of radio commercials and public service spot announcements in order to prepare a minute-by-minute schedule of the broadcast day. Enter in on-air time sales orders into computer to compose daily log.

**Creative Director** – Supervise the writing and production of commercials. Prepare production projects for the announcers and coordinate schedules. Coordinate the majority of the Westwood One weekly commercial requirements. With help of Copy Writer, match supporting invoices and complete necessary paperwork for client co-op documentation; and complete and submit monthly affidavits.

**Copy Writer –** Write commercials. Record satellite feeds and send to proper stations. Process all spots sent by MP3 and other formations. Check for missing spots. Other duties as assigned.

**Station Manager/Program Director -** Responsible for developing and implementing programming strategies and tactics that maximize ratings and revenue potential. Supervise and coach air staff including hiring and scheduling personnel for live radio operation. Maintain and develop on-air programming. Oversee music direction including maintaining play list and making music decisions. Supervise promotion department and work with Promotion Director on marketing and promotional events both on air and on site. Work on programming opportunities for sales. Report directly to Market Manager. Substantial broadcast experience required. Business and computer education/training helpful.

**Promotion Director -** Responsible for planning and implementing all promotional events and activities for station, including contesting and marketing, both on and off air. Other duties include station imaging, commercial production and announcing. Supervised and coached by professional broadcast programming team. Full-time position. Prefer previous experience, broadcast education or related experience. Opportunities for advancement.

**Professional Radio Announcer -** Duties include preparing and hosting radio shows, commercial production, personal appearances, and promotional activities. Full and part-time positions. Supervised and coached by professional broadcast programming team. Handle all on-air board operations, software and live announcements. Prefer previous experience, broadcast education or related experience. Opportunities for advancement.

**Professional Farm Broadcaster –** Work to include farm programming as a fluid and seamless entry into the daily radio station format. Duties include on-air announcing, control board operation, gathering, writing and editing news and markets. Conduct live and phone interviews with people who influence farming and agricultural policy. Public speaking, judge various events and be a part of the community.

**News Director** - Duties include newsroom management, developing and maintaining news contacts, conducting interviews, editing news stories, recording wraps, and anchoring newscasts. Take initiative in finding news throughout the state of Wisconsin, go above and beyond the call of duty when big stories break, and understand the value of conversational writing and presentation style. Should also be computer literate; experience with CoolEdit and Scott Studio is a huge plus.

**News Reporter** - Duties include developing and maintaining news contacts, conducting interviews, editing news stories, recording wraps, and anchoring newscasts. Need to be able to take initiative in finding news throughout the state of Wisconsin, go above and beyond the call of duty when big stories break, and learn the value of conversational writing and presentation style. Should also be computer literate; experience with CoolEdit and Scott Studio is a huge plus. A tremendous amount of experience is not necessary, but must be willing to be a team player and driven to perform.

**Public Service Director -** Opens public service mail, writes PSA's, helps coordinate station charity events and carries out any other tasks as directed by the station manager.

**Technical and Media Manager -** Qualifications include possessing specialized skills and training in broadcast engineering and information technologies fields. This would include many years of experience with high power radio frequency transmission facilities, microwave transmission, radio broadcast studio facilities, power generation, automation and computer network operations. Responsibilities include (but not limited to) the design, construction, maintenance and repairs of all technical facilities of the broadcast operation at both studio/office operations and five remote high power transmission facilities. The position requires being "on-call" 24 hours/7 days per week, carrying a pager and cell phone, and varied hours as needed.

*Maverick Media is an Equal Opportunity Employer.*