

**EEO ANNUAL PUBLIC FILE REPORT  
ENTERCOM MILWAUKEE**

**This report covers full-time vacancy recruitment for the period of July 31, 2009 through July 31, 2010**

<b>Employment Unit:</b> Entercom MILWAUKEE, LLC	<b>Address:</b> Entercom Milwaukee, LLC 11800 West Grange Avenue Hales Corners, WI 53130	<b>Contact Person/Title:</b> Michael Keck VP/General Manager
<b>Unit Members, Community of License</b> WMYX-FM, MILWAUKEE, WI WXSS-FM, MILWAUKEE, WI WSSP-AM, MILWAUKEE, WI	<b>Telephone Number:</b> <b>(414) 529-1250</b>	<b>E-mail Address:</b> mkeck@entercom.com

**1. Full-Time Job Vacancies Filled by the Employment Unit:**

	Title	Recruitment Source Referring Hire	Recruitment Sources Utilized to Fill the Full-Time Vacancy ( See #2: "Recruitment Sources for Corresponding List )				Referral Source of Interviewees		
			Outreach Organizations	Company Postings	Advertising	Job Fairs	Referral Source	Number Interviewed	New Interviewees
A	8/10/2009 Producer	On Air Announcement	1 – 47	1 - 3	4 & 6	0	Employee Referral 1 Current Employee 1 AllAccess.com 2 Former Employee 1 On Air Announcement 1	6	6
B	10/1/2009 Account Executive	Entercom Website	1 – 47	1 – 3	6	0	Entercom Website 2 Client Referral 1 Radio Ad 2 Employee Referral 2	7	7
C	10/1/2009 Account Executive	Entercom Website	1 – 47	1 - 3	0	13	Employee Referral ( 2 Repeat from Pool B) Entercom Website (1 Repeat from Pool B) +2 Bucks 2009 Job Fair 1	6	3
D	2/1/2010 Account Executive	Industry Referral	1 – 47	1 - 3	0	0	Employee Referral 2 Entercom Website 2 Industry Referral 1	5	5
E	3/16/2010 Account Executive	Employee Referral	1 – 47	1 - 3	0	13	Bucks 2010 Job Fair 2 Employee Referral 3 Entercom Website 2	7	7



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F	3/23/2010 Account Executive	Employee Referral	1 – 47	1 - 3	0	13	Bucks 2010 Job Fair (2 Repeats from Pool E) Employee Referral (2 Repeats from Pool E) Entercom Website (1 Repeat from Pool E)	5	0
G	5/1/2010 Account Executive	Client Referral	1 – 47	1 - 3	0	0	Entercom Website 1 Employee Referral 2 Client Referral 1	4	4

<b>Total # of new interviewees for full-time job vacancies during the reporting period:</b>	<b>32</b>
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**2. Recruitment Sources**  
**Outreach Organizations**

#	Name		Organization	Address (Street or Email)	City	State	Zip	Phone Number	Total Number Interviewees Referred	Did Entercom contact organization to request to send job vacancy information?	Did organization contact Entercom to request job vacancy information?
1	Angela	Davis	Beloit College	700 College St. <a href="mailto:facs@beloit.edu">facs@beloit.edu</a>	Beloit	WI	53511	(608) 363-2673		Yes	No
2	Barb	Erlandson	Blackhawk Tech College	P.O. Box 6099 <a href="mailto:belandson@blackhawk.edu">belandson@blackhawk.edu</a>	Janesville	WI	53847	(608) 757-7713		Yes	No
3	Betty	Erby	Bryant & Stratton College	310 West Wisconsin Avenue Ste. 500 East <a href="mailto:Baerby@bryantstratton.edu">Baerby@bryantstratton.edu</a>	Milwaukee	WI	53203	(414) 276-5200		Yes	No
4	Chris	Roland	Career Develop. & Place. UW-Waukesha	1500 North University Drive <a href="mailto:chris.roland@uwc.edu">chris.roland@uwc.edu</a>	Waukesha	WI	53186	(262) 547-9150		Yes	No
5	Career Website		Broadcast Employment Services	P.O. Box 4116 <a href="http://jobs@tvjobs.com">jobs@tvjobs.com</a>	Oceanside	CA	92052	(800) 374-0119		Yes	No



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6	Pegs	Givhan	Cardinal Stritch University	6801 Yates Rd. <a href="mailto:pegsgivhan@stritch.edu">pegsgivhan@stritch.edu</a>	Milwaukee	WI	53217	(414) 410-4288		Yes	No
7	Jean	Frederick	Carthage College	2001 Alford Park Dr <a href="mailto:jfrederick@carthage.edu">jfrederick@carthage.edu</a>	Kenosha	WI	53140	(262) 551-5959		Yes	No
8	Eugene	Relanford	Chronicle-African American News	P.O. Box 133 <a href="mailto:fraggle142@sbcglobal.net">fraggle142@sbcglobal.net</a>	Beloit	WI	53512	(608) 363-9110		Yes	No
9	Maxine	Evans	Columbia College	600 S. Michigan Ave <a href="mailto:mevans@colum.edu">mevans@colum.edu</a>	Chicago	IL	60605	(312) 344-6844		Yes	No
10	Marilyn	Albert	Edgewood College	1000 Edgewood College Dr. <a href="mailto:malbert@edgewood.edu">malbert@edgewood.edu</a>	Madison	WI	53711	(608) 663-2281		Yes	No
11	Lucia	Nunez	Equal Opportunity Commission	210 Martin Luther King, Rm. 523 <a href="mailto:lnunez@cityofmadison.com">lnunez@cityofmadison.com</a>	Madison	WI	53703	(608) 266-4910		Yes	No
12	Thomas	Gauthier	Goodwill Industries of SE WI	6055 N. 91 <sup>st</sup> ST <a href="mailto:thomas.gauthier@goodwillsew.com">thomas.gauthier@goodwillsew.com</a>	Milwaukee	WI	53186	(414) 353-6400		Yes	No
13	Chip	Egan	Illinois School of Broadcasting	55 W. 22 <sup>nd</sup> Street STE 240 <a href="mailto:eganc@beonair.com">eganc@beonair.com</a>	Lombard	IL	60148	(630) 916-1700		Yes	No
14	Gary	Doester	International College of Broadcasting	6 South Smithville Rd <a href="mailto:admissions@icbcollege.com">admissions@icbcollege.com</a>	Dayton	OH	45431	(937) 258-8251		Yes	No
15	Janet	Wrensch	Keller Graduate School of DrVry University	20935 S Swensen Dr <a href="mailto:jwrensch@keller.edu">jwrensch@keller.edu</a>	Waukesha	WI	53186	(262) 798-9889		Yes	No
16	Lisa	Stephan	Lakeland College	PO Box 359 <a href="mailto:stephanlm@lakeland.edu">stephanlm@lakeland.edu</a>	Sheboygan	WI	53082	(920) 565-1255		Yes	No
17	Brian	Weis	Madison Jobs.com	<a href="mailto:Brian.weis@jobbing.com">Brian.weis@jobbing.com</a>	Madison	WI		(608) 242-1990		Yes	No
18	Laura	Kestner	Marquette Univ. Dept. of Communications	P.O. Box 1881 <a href="mailto:laura.kestner@marquette.edu">laura.kestner@marquette.edu</a>	Milwaukee	WI	53201	(414) 288-7423		Yes	No
19	Rochelle	Warner	MATC – Madison	3550 Anderson St. <a href="mailto:rwarner@matcmadison.edu">rwarner@matcmadison.edu</a>	Madison	WI	53704	(608) 243-4273		Yes	No
20	Jenny	McGilli	MATC - Milwaukee	700 W. State St. #203 <a href="mailto:mcgillij@matc.edu">mcgillij@matc.edu</a>	Milwaukee	WI	53233	(414) 297-6302		Yes	No
21	Laurie	Kahn	Media Staffing Network	<a href="http://Mediajobsandmore.com">Mediajobsandmore.com</a>	Chicago	IL	60657	(312) 944-9194 ext 7		Yes	No



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22	Cathy	Ferraro	Milwaukee School of Engineering	1025 N. Broadway <a href="mailto:ferraro@msoe.edu">ferraro@msoe.edu</a>	Milwaukee	WI	53202	(414) 227-4517		Yes	No
23	Career Website		Mount Mary College	2900 N. Menomonee River Pkwy <a href="mailto:adcardeve@mtmary.edu">adcardeve@mtmary.edu</a>	Milwaukee	WI	53222	(414) 256-1243		Yes	No
24	Career Website		Native American Journalists Assoc.	395 W. Lindsey <a href="mailto:info@naja.com">info@naja.com</a>	Norman	OK	73019	(405) 325-9008		Yes	No
25	Career Website		Natl. Assoc. of Hispanic Journalists	529 14 <sup>th</sup> St., NW <a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>	Washington	DC	20045	(202) 662-7145		Yes	No
26	Career Website		National Lesbian & Gay Journalists Association	1420 K St, Ste 910 <a href="mailto:info@nlga.org">info@nlga.org</a>	Washington	DC	20005	(202) 588-9888		Yes	No
27	Career Website		National Association of Broadcasters	1771 N Street <a href="mailto:nab@nab.org">nab@nab.org</a>	NW Washington	DC	20036	(202) 429-5300		Yes	No
28	Matthew	Johnson	Strive Media Institute	1818 N. MLK Dr <a href="mailto:mjohnson@strivemedia.com">mjohnson@strivemedia.com</a>	Milwaukee	WI	53212	(414) 374-3511		Yes	No
29	Career Website		Unity Journalists of Color	7950 Jones Branch Dr. <a href="mailto:info@unityjournalists.org">info@unityjournalists.org</a>	McLean	VA	22107	(703) 854-3585		Yes	No
30	Career Website		Univ. of WI Milwaukee Career Development Center	P.O. Box 413 <a href="mailto:cdc@uwm.edu">cdc@uwm.edu</a>	Milwaukee	WI	53201	(414) 229-4486		Yes	No
31	Thaj	Ying Lee	United Asian Refuges Service	312 N. 3rd St. <a href="mailto:thaiyinglee@tds.net">thaiyinglee@tds.net</a> & <a href="mailto:Kouayang@tds.net">Kouayang@tds.net</a>	Madison	WI	53704	(608) 256-6400		Yes	No
32	Katrice	McNeal	Urban League	151 East Gorham St. <a href="mailto:Kmcneal@ulgm.org">Kmcneal@ulgm.org</a>	Madison	WI	53703	(608) 251-8550		Yes	No
33	Ann	Hart-Halbach	UW Madison Dept. of Communication Arts	6117 Vilas Hall 821 Univ. <a href="mailto:ah@education.wisc.edu">ah@education.wisc.edu</a>	Madison	WI	53706	(608) 262-8119		Yes	No
34	David	Meinhardt	UW - Platteville Dept. of Communication	1 University Plaza <a href="mailto:meinhard@uwplatt.edu">meinhard@uwplatt.edu</a>	Platteville	WI	53818	(608) 342-1627		Yes	No
35	Career Website		UW-Eau Claire Dept of Communication	152 Hibbard Humanities Hall <a href="mailto:uwstudent@uwec.edu">uwstudent@uwec.edu</a>	Eau Claire	WI	54702	(715) 836-2528		Yes	No



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36	Marge	O'Leary	UW – Whitewater – Careers	800 West Main Street <a href="mailto:careers@uww.edu">careers@uww.edu</a>	Whitewater	WI	53190	(262) 472-1471		Yes	No
37	Karla	Stanek	UW – La Crosse – Careers	1725 State-Wider Hall <a href="mailto:stanek.karla@uwlax.edu">stanek.karla@uwlax.edu</a>	La Crosse	WI	54601	(608) 785-8514		Yes	No
38	Career Website		UW Stout	103 Administration Building <a href="mailto:placementcoop@uwstout.edu">placementcoop@uwstout.edu</a>	Menomonie	WI	54751	(715) 232-1122		Yes	No
39	Fritz	Oppenlander	Upper Iowa University	6610 W Greenfield Ave <a href="mailto:oppenlanderf@uiw.edu">oppenlanderf@uiw.edu</a>	Milwaukee	WI	53214	(414) 475-4848		Yes	No
40	Career Website		UW – Madison	432 East Campus Mall <a href="mailto:uwstudent.jobcenter@finaidwisc.edu">uwstudent.jobcenter@finaidwisc.edu</a>	Madison	WI	53706	(608) 262-5627		Yes	No
41	Jane	Hampden	UW-Milwaukee Mass Communications Dept	P.O. Box 413 <a href="mailto:jhampden@uwm.edu">jhampden@uwm.edu</a>	Milwaukee	WI	53202	(414) 229-4436		Yes	No
42	Career Website		UW-River Falls	410 S. 3rd St. <a href="mailto:jobs@uwrf.edu">jobs@uwrf.edu</a>	River Falls	WI	54022	(715) 425-3572		Yes	No
43	Career Website		Wisconsin Women's Network	122 State Street #201B. <a href="mailto:wiwomen@execpc.edu">wiwomen@execpc.edu</a>	Madison	WI	53703	(608) 255-9809		Yes	No
44	Judy	Postuna	Waukesha Co. Tech College	892 Main St <a href="mailto:bsuyamat@wctc.edu">bsuyamat@wctc.edu</a>	Pewaukee	WI	53072	(262) 695-7842		Yes	No
45	Jeff	Weber	WI Lutheran College	8800 W. Bluemound Rd. <a href="mailto:careerdevelopment@wlc.edu">careerdevelopment@wlc.edu</a>	Milwaukee	WI	53226	(414) 443-8800		Yes	No
46	Career Website		Wisconsin Job Center	235 N. Roosevelt St. <a href="http://Wisconsinjobcenter.org">Wisconsinjobcenter.org</a>	Green Bay	WI	54301	(888) 258-9966		Yes	No
47	Torrie	Kennedy	Wisconsin Broadcasters Association	44 E. Mifflin Street Suite 900 <a href="http://wi-broadcasters.org">wi-broadcasters.org</a>	Madison	WI	53703	(800) 236-1922		Yes	No



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## OUTREACH ORGANIZATIONS

<b>COMPANY POSTINGS AND COMPANY WEBSITES</b>						
1	Molly Engle	Entercom Corp Website	<a href="mailto:mengle@entercom.com">mengle@entercom.com</a>	206 577-2500	9	N/A
2	Jim Morales	Station Websites WMYX, WXSS & WSSP	<a href="mailto:jmorales@entercom.com">jmorales@entercom.com</a>	608 826-0077	0	N/A
3	AnneMarie Dobrovolsky	Internal postings (Current Employee's, Common Bulletin Board or e-mail to all Milwaukee employees)	<a href="mailto:adobrovolsky@entercom.com">adobrovolsky@entercom.com</a>	414-529-1250	1	N/A

<b>ADVERTISING</b>						
4	All Access Music Group	Industry Internet Classified			2	N/A
5	LinkedIn.com	Career Website			0	N/A
6	On Air Announcement	Note: DJ mentioned on-air that his producer was leaving and applicant contacted the station.			1	N/A
7	Entercom Radio Ad	Entercom Milwaukee Station Radio recruitment commercials on WMYX, WXSS and/or WSSP			2	N/A

<b>OTHER SOURCES</b>						
8	Employee Referral				10	N/A
9	Client Referral				2	N/A
10	Industry Referral				1	N/A
11	Former Employee				1	N/A

<b>JOB FAIRS</b>						
12	NAB Job Fair --- See Supplemental Initiatives #4 & #8				0	N/A
13	WBA Summer Career Fair --- See Supplemental Initiatives #12				0	N/A
14	2009 Milwaukee Bucks Job Fair (Previous Reporting Period)				1	N/A
15	2010 Milwaukee Bucks Job Fair --- See Supplemental Initiatives #6				2	N/A

<b>Total # of New Interviewees Referred:</b>	<b>32</b>
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### 3. Supplemental Recruitment Initiatives.

Initiatives		Date	Location	Description	Titles of Employees Involved
1	Internships	On-going throughout the year	Entercom Milwaukee	Entercom Milwaukee offers internships at its radio stations in our Promotions and Programming departments. Interns must be college students and receive college credit for the internships. The Promotions Director and two Programming Directors oversee the internships to evaluate the interns and ensure they are receiving information and education. Internships are ongoing throughout the year. Seventeen interns completed this program during the reporting period.	Two Director's of Programming and the Promotions Director
2	RAMP Sales Training	On-going throughout the year	Entercom Milwaukee	Entercom Milwaukee participates in Entercom RAMP training. RAMP is a comprehensive training program designed to teach the Account Executives about the company, the industry, the market, the station and solving their client's marketing challenges. The program consists of 12 weekly training sessions conducted by the Sales Trainer of all stations in the cluster. After completing the twelve weekly sessions, the Account Executives become RAMP graduates. Two account executives graduated from this program during the reporting period.	Sales Managers Account Executives
3	GM Advanced Education Conference Calls	Ongoing throughout the year	Entercom Milwaukee	Bi-monthly conference calls are held with all Entercom General Managers and other managers/professionals as determined by the call content to enhance learning, skills and internal communication in key revenue generating areas.	GM Sales Managers
4	NAB Job Fair	9/23/09	NAB Convention Philadelphia PA	Entercom Corporate employees represented the entire company by providing company-wide job postings to the job fair attendees. The openings included our Market. They met with over 1,000 attendees, distributed job openings throughout the company and discussed careers in radio at Entercom.	Entercom Corporate Employees on behalf of Entercom Milwaukee
5	Personal People Meter Preparedness Training	Ongoing throughout the year	Entercom Milwaukee	Many Entercom markets are impacted by the change in ratings service methodology provided by the Arbitron Company. To help our employees maximize the opportunity this change represents, and improve their ability to be more successful in their careers, we have created a training program. This program is for Entercom General Managers, Program Directors, Sales Managers, Account Executives, Sales Support and On-Air Personnel. The program includes comprehensive on-line and on-site training for Arbitron professionals, Entercom training personnel, outside consultants and more. The program takes place over a 6-month period.	GM Program Director's Sales Manager's Account Executives Sales On-Air Personalities
6	Milwaukee Bucks Career Fair	3/10/2010	Bradley Center Milwaukee, WI	During this career fair presented by JobNoggin.com/Monster over three hundred people interested in either internship programs or a career in radio visited the Entercom Booth where they learned about all the exciting career opportunities. All interested persons received employment applications, a current job posting, contact information and information regarding internships available.	Site Promotions Manager
7	Management Retreat	March 22-23, 2010	Denver, CO	Our CEO facilitated a two-day retreat in Denver for our general managers, senior sales manager and corporate directors. The retreat covered "Improving Caliber of our Sales Teams" (including have a diverse workforce), "Building Strong Senior Customer Relationships", Game Changing Audio Content and Great Brands", "PPM Best Practices and Lessons Learned", "Building Strong and Highly Profitable Digital Platforms" as well as "Leadership Training".	Milwaukee General Manager



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8	NAB Job Fair	4/14/10	NAB Convention Las Vegas, NV	An Entercom corporate representative attended this job fair on behalf of all Entercom stations. He met with over 2,000 attendees, distributed job openings throughout the company and discussed careers in radio and at Entercom.	Entercom Corporate Employees on behalf of Entercom Milwaukee
9	EEO Breakfast	4/22/2010	Entercom Milwaukee & Madison	Entercom Milwaukee hosted an EEO breakfast for their recruitment contacts representing both the Milwaukee and Madison Markets. The agenda included a presentation on the many careers in radio and managers describing their departments. This meeting was beneficial to the groups in attendance, as it allowed them to ask questions and better understand the job responsibilities for present and future job opportunities. Before the meeting the General Manager conducted a tour of the Milwaukee radio stations and shown the different departments.	Milwaukee General Manager Milw General Sales Manager Market Business Manager Milwaukee Operations Manager
10	Preventing Discrimination, Harassment and Retaliation Management Training Seminar	4/29/2010	Entercom Milwaukee	Entercom's VP of Human Resources, facilitated a seminar for our managers and supervisors that covered Entercom's EEO policy, Entercom's FCC/EEO program requirements and managers' responsibilities, and Federal and State Employment Laws. The seminar also included a review of Protected Classifications, managers' responsibilities in preventing discrimination, harassment and retaliation with applicants and employees, and Entercom's policy and procedures for employee complaints and responding to complaints.	All Station Managers and Supervisors
11	Marketing Workshop	May 2010	Entercom Milwaukee	This program was held for all sales people and all sales managers. It was a one-day off-site seminar conducted by key managers and training personnel. Participants learn advanced integrated marketing techniques and skills, and share best practices.	Sales Managers Account Executives
12	WBA Summer Career Fair	6/17/2010	Wisconsin Dells, Wisconsin	Milwaukee General Manager and Sales Manager represented the Madison and Milwaukee Markets by attending 2010 Summer Conference hosted by the Wisconsin Broadcasters Association. The conference sponsored a Job/Career Fair where they met with over 50 people telling them all about the exciting career opportunities available in radio.	Milwaukee General Manager and Sales Manager
13	Entercom Radio Station Tours	On-Going December 2009 through April 2010	Entercom Milwaukee	Promotion Coordinator conducted over 13 station tours throughout the reporting period for such organizations such as: Cub and Tiger Scouts, Boy Scouts, their leaders and parents. Participants were taken through the radio stations and shown the different departments. The functions of each department and job descriptions within the departments were described on the tours. Tour participants had the opportunity to ask questions and were told about the exciting internships and career opportunities available in radio.	Promotions Coordinator



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