

**EEO ANNUAL PUBLIC FILE REPORT
ENTERCOM NEW ORLEANS**

This report covers full-time vacancy recruitment for the period of February 1, 2009 through January 31, 2010

Employment Unit: Entercom New Orleans	Address: Entercom New Orleans 400 Poydras Street, Suite 800 New Orleans, LA 70130	Contact Person/Title: Chris Claus Vice President /GM & Market Manager
Unit Members, Community of License WWL 870 AM – New Orleans WWL 105.3 FM – New Orleans WEZB 97.1 FM – New Orleans WLMG 101.9 FM – New Orleans WKBU 95.7 – New Orleans WWWL 1350 AM – New Orleans	Telephone Number: 504-593-6376	E-mail Address: CClaus@entercom.com

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

	Title	Recruitment Source Referring Hiree	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	2/16/09 Director of Sales	Former Employee	1-32	33-35	36-37, 41	0	Employee Referral: 1 ETM Website: 1 Current Employee: 1 Former Employee: 1 RBR.com: 3	7	7
B	3/16/09 Account Executive	Referred by Friend	1-32	33-35	36-37, 41-42	0	Self Referral: 1 ETM Website: 1 Employee Referral: 3 Referred by Friend: 1	6	6
C	4/1/09 Account Executive	Employee Referral	1-32	33-35	36-37, 41-42	0	Employee Referral: 3 Radio Ad: 1	4	4
D	4/20/09 Account Executive	Employee Referral	1-32	33-35	36-37, 41-42	43	Employee Referral: 2	2	2
E	4/20/09 Account Executive	Employee Referral	1-32	33-35	36-37, 41-42	43	Employee Referral: 2	2	2
F	5/4/09 Account Executive	Employee Referral	1-32	33-35	36-37, 41-42	43	Employee Referral: 1 Craig's List: 3	4	4



G	6/1/09 Board Operator	PT to FT	1-32	33-35	36-37, 41	0	All Access.com: 3 ETM Website: 2 Current Employees: 2	7	7
H	6/30/09 Sales Assistant	Employee Referral	1-32	33-35	36-37, 41	0	Employee Referral: 2 Craig's List: 4	6	6
I	8/10/09 Digital Coordinator	Radio Ad	1-32	33-35	36-37, 41-42	0	Radio Ad: 3 Craig's List: 5	8	8
J	9/14/09 General Sales Manager	ETM Website	1-32	33-35	36-37, 41	0	RBR.com: 5 Employee Referral: 2 ETM Website: 1	8	8
K	10/20/09 Account Executive	Referred by Friend	1-32	33-35	36-37, 41-42	45	Radio Ad: 3 Craig's List: 16 Referred by Friend: 1	20	20
L	11/3/09 Account Executive	Craig's List	1-32	33-35	36-37, 41-42	45	Same Post as Line "K"	20	0
M	11/9/09 Promotions Assistant	PT to FT	1-32	33-35	36-37	0	Current Employee: 5 University of New Orleans: 1 IMDiversity: 1	7	7
N	11/13/09 HR/AP/Payroll	Craig's List	1-32	33-35	36-39, 41	45	Times Picayune: 2 Employee Referral: 2 Craig's List: 3 NOLA.com: 1 InDeed.com: 1	9	9
O	11/16/09 Account Executive	Former Employee Referral	1-32	33-35	36-37, 41-42	45	Former Employee Referral: 1	1	1
P	1/4/10 Account Executive	Employee Referral	1-32	33-35	36-37, 41-42	45	Radio Ad: 1 Current Employee: 5 Craig's List: 1 Employee Referral: 1	8	8
Total # of Interviewees for full-time job vacancies during the reporting period:									99



2. Recruitment Sources

OUTREACH ORGANIZATIONS

#	Name	Organization	Address (Street or E-Mail)	City	ST	Zip	Phone	Total Number of Interviewees Referred	Pursuant to Prong 2	
									Did Entercom contact organization to request to send job vacancy information?	Did organization contact Entercom to request job vacancy information?
1	Joe Cook	American Civil Liberties Union	P.O. 70496	New Orleans	LA	70176	504-522-0617	0	YES	NO
2	Vivian P. Unger	American Women in Radio and Television	4139 Briargrove Lane	Dallas	TX	75287	972-248-3394	0	YES	NO
3	Lenore Espanola	Asian American Journalist Association	1675 Sutter Street, #1000	San Francisco,	CA	94115	415-346-2051	0	YES	NO
4		Black Collegian Magazine	140 Carondelet Street	New Orleans	LA	70130	504-523-0154	0	YES	NO
5	Edgar Chase, Jr.	Black Economic Development Council	10917 N. Hardy	New Orleans	LA	70127		0	YES	NO
6	Nita Hutter	Delgado Community College, Career Services	501 City Park Ave.	New Orleans	LA	70119	504-583-4114	0	YES	NO
7	Patricia Rochon	Dillard University, Mass Communications	2601 Gentilly Blvd.	New Orleans	LA	70122	504-816-4670	0	YES	NO
8	Rama Tunuguntla	Grambling State University	P.O. Box 71245	Grambling	LA	71245	318-274-2403	0	YES	NO
9		Hispanic News Media Association	1400 N. Street, NW	Washington	DC	20005		0	YES	NO
10	Rhonda Bartlett	League of Women Voters of LA	234 Loyola Ave.	New Orleans	LA	70112	504-581-9601	0	YES	NO
11	Maria Palomo	LA Hispanic Chamber of Commerce	1204 Jackson Ave.	New Orleans	LA	70130	504-885-4262	0	YES	NO
12	John Hamilton	Louisiana State University	Manship school of Mass Communications	Baton Rouge	LA	70803	225-578-2002	0	YES	NO
13	Carol Dotson	Loyola University, Women in Communications	7214 St. Charles Ave.	New Orleans	LA	70118	504-864-7880	0	YES	NO
14	Nancy McKenzie Dupont	Loyola University of New Orleans	6363 St. Charles Ave.	New Orleans	LA	70118	504-865-3293	0	YES	NO



15		National Association of Hispanic Publications	742 Quail Drive	Los Angeles	CA	90065	202-662-7250	0	YES	NO
16	Marguerite Albert	National Association of University Women	1028 Horace Street	New Orleans	LA	70114	504-246-6244	0	YES	NO
17		National Council of Negro Women of NO	2020 Liberty Street	New Orleans	LA	70113	504-525-0798	0	YES	NO
18	Charlotte Klasson	National Organization for Women	charlotte@klasson.cx www.now.org	New Orleans	LA	70175	504-364-4444	0	YES	NO
19	Frank Blythe	Native American Public Broadcasting	P.O. Box 83111	Lincoln	NE	68501	402-472-3522	0	YES	NO
20	Cathy Carnegie	RBR & TVBR Radio & Television Business Report	cjcarnegie@rbr.com mwhalen@rbr.com	Woodbridge	VA	22195	813-909-2916	8	YES	YES
21	Ted White	Southern University	P.O. Box 9770	Baton Rouge	LA	70813		0	YES	NO
22	Grant Burns	Southern University of New Orleans, English Department	6400 Press Drive	New Orleans	LA	70126	504-286-5123	0	YES	NO
23	Norbert Davidson	Southern University of New Orleans, School of Journalism	6400 Press Drive	New Orleans	LA	70126	504-286-5466	0	YES	NO
24	Paul Beaulie	The Black Business Network	9727 W. Rockton Circle	New Orleans,	LA	70127		0	YES	NO
25	Phillip McNaira	Tulane University, Department of Communications	6823 St. Charles Avenue	New Orleans	LA	70118	504-865-5730	0	YES	NO
26	Kevin Graves	University of New Orleans, Performing Arts Center	Performing Arts Center, 307	New Orleans	LA	70148	504-280-6317	0	YES	NO
27	Ernestine Montgomery	University of New Orleans, Director of Career Placement	2000 Lakefront Drive, Union Center #268	New Orleans	LA	70151	504-280-6635	1	YES	NO
28	Clarence Barney	Urban League	1929 Bienville Street	New Orleans	LA	70112		0	YES	NO
29	Carolyn Thomas	Xavier University	7325 Drexel Drive, Box 65-A	New Orleans	LA	70125	504-486-7411	0	YES	NO
30	Dr. Chris Campbell	Xavier University, Communications Department	P.O. Box 93 C	New Orleans	LA	70125	504-486-7411	0	YES	NO
31	Joyce R. Green	Affirmative Action Register	8356 Olive Blvd.	St. Louis	MO	63132	314-997-1788	0	YES	NO
32	Jane Chauvin	Loyola University, Women's Study	211 Mercy, Box227	New Orleans	LA	70188	504-864-7840	0	YES	NO



COMPANY POSTINGS AND COMPANY WEBSITES						
33	Noreen McCormack or Donna Kerper	Entercom Corp Website	nmccormack@entercom.com, dkerper@entercom.com	206.726.7099 610-660-5612	5	N/A
34	June Magri-Smith or Steve Mohammed	Internal postings (Kitchen)/ Current Employees	jmagri-smith@entercom.com , smohammed@entercom.com	504-593-1896	13	N/A
35	Donna Kerper	Station websites (WWL, WKBU, WLMG, WEZB)	dkerper@entercom.com	610-660-5612	0	N/A

ADVERTISING						
36	AllAccess.com	www.allaccess.com 28955 Pacific Coast Hwy., Suite 210-5, Malibu, CA 90265 (310) 457-6616			3	N/A
37	Craigslist.org	www.craigslist.org New Orleans, LA job postings list			32	N/A
38	Times-Picayune Newspaper	West Bank Bureau			2	N/A
39	NOLA.com	www.NOLA.Com Hosted by the Times-Picayune			1	N/A
40	Monster.com	Monster.com 1-800-MONSTER			0	N/A
41	Inside Radio	365 Union St., Littleton, NH 03561 (800-640-8852) streaming@insideradio.com			0	N/A
42	Entercom New Orleans	Radio Station Ads			8	

JOB FAIRS						
43	Louisiana Collegiate Career Fair	See supplemental recruitment initiative #11			0	
44	Latino Bilingual & Diversity Career Expo	See supplemental recruitment initiative #13			0	

OTHER SOURCES						
-	Former Employee Referral				1	
-	Self-Referral				1	
-	Employee Referral				19	
-	InDeed.com				1	
-	IMDiversity.com				1	
-	Referred by Friend				2	
-	Former Employee				1	

Total Interviewees Referred	99
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2009 Initiatives

3. Supplemental Recruitment Initiatives.

Initiatives		Date	Location	Description	Titles of Employees Involved
1	Internship Program	Ongoing throughout the year	Entercom New Orleans	Entercom New Orleans offers internships at the radio stations in our Promotions and Programming departments. Interns must be college students and receive college credit for the internships. The Promotions Directors and the Programming Directors oversee the internships to evaluate the interns and ensure they are receiving information and education. Internships are ongoing throughout the year. One participated in this program.	Director of Programming Promotions Director Market Controller HR/AP/payroll
2	ETM Engage Program	December 1, 2009	Entercom New Orleans	This program is designed to help our sales people and managers understand the value of our digital assets and how to position them effectively to qualified advertisers. After successfully completing this program, account executives are approved to make digital presentations to clients. This additional training contributes to their growth and success, especially for account executives with goals to be promoted in the company. They are trained on pricing and inventory and impression reports. 25 account executives and 6 sales managers participated.	Corporate VP of Business Development Business Dev Director Sales Managers Account Executives
3	RAMP Sales Training Program	On-going throughout the year.	Entercom New Orleans	Entercom New Orleans participates in Entercom RAMP Training. RAMP is a comprehensive training program designed to teach the AEs 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 Managers of all of Entercom New Orleans' stations. After completing the twelve weekly sessions, the AEs become RAMP graduates. 9 account executives graduated from this program during the annual reporting period.	Sales Managers Account Executives
4	SHRED Sales Training Program	April 26, 2009	Holiday Inn Express, New Orleans, LA	SHRED is an internal name for an initiative designed to convert newspaper advertising to radio. After successfully completing this program, account executives are approved to make SHRED presentations to clients. This additional training contributes to their growth and success, especially for account executives with goals to be promoted in the company. 23 AE's and 7 Sales Managers have completed the SHRED training program.	VP/General Manager Corporate VP of Business Development Account Executives Sales Managers



5	NABEF-BEA-RTNDA Job Fair	April 22, 2009	NAB Convention Las Vegas	An Entercom corporate representative attended this job fair on behalf of all Entercom stations. He met with over 2,000 attendees, distributed job opening throughout the company and discussed careers in radio and at Entercom.	Corporate Representative
6	NAB Job Fair	September 23, 2009	NAB Job Fair Phila., PA	Entercom Corporate employees represented the entire company by providing company-wide job postings to the job fair attendee. The openings included our market. They met with over 1,000 attendees, distributed job openings throughout the company and discussed careers in radio in Entercom.	Entercom Employees on behalf of Entercom New Orleans
7	Advanced Leadership Training	March 2009	Entercom Corporate Phila., PA	A dynamic 2-day group setting session taking part in a series of engaging, informative and enriching conversation. Discussion of key common issues and challenges, leadership and leading change. Topics also included digital elements, financial analysis and decision making. 1 manager participated in this seminar.	VP/General Manager Entercom CEO
8	Advanced Leadership Training	June 15-16, 2009	Denver, CO	A dynamic 2-day group setting session taking part in a series of engaging, informative and enriching conversation. Discussion of key common issues and challenges, leadership and leading change. Topics also included digital elements, financial analysis and decision making. 1 manager participated in this seminar.	Entercom CEO General Sales Manager
9	GM Advanced Education Conference Calls	Ongoing throughout the year	Entercom New Orleans	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.	VP/General Manager
10	Integrated Marketing Workshop	Ongoing throughout the year	Entercom New Orleans	This program is for advanced sales people and all sales managers in select Entercom markets. It is a one-day off-site seminar conducted by two to four Entercom key managers and training personnel. Participants learn advanced integrated marketing techniques and skills, and share best practices.	Sales Managers Account Executives
11	Louisiana Collegiate Career Fair	April 17, 2009	Baton Rouge River Center, Baton Rouge, LA	HR Director & Market Controller attended this Career Fair sponsored by the Louisiana Association of Colleges and Employers. Over 500 job seekers attended the event. Handed out job applications, Internship information and applications, Entercom New Orleans job postings and company's information.	HR Director Market Controller
12	Loyola University Student Trip to Entercom New Orleans	February 18, 2009	Entercom New Orleans Offices and Studios, 400	WEZB Program Director & ETM New Orleans Market Manager hosted this event which was attended by 18 university students. They spoke about careers and opportunities in the broadcasting industry, particularly radio. The purpose was to give the students an overview of what is needed to get in to the industry	WEZB Program Director VP/General Manager



			Poydras St., #800 New Orleans, LA	as far as education and skills. All aspects of radio jobs were discussed including on-air, programming, sales, promotions, support staff & engineering.	
13	Latino Bilingual & Diversity Career Expo	September 10, 2009	Ramada Inn New Orleans Airport, 110 James Dr., East St. Rose, LA	Over 250 job seekers attended the event. The HR Director & Market Controller spoke with approximately 150 individuals about Entercom New Orleans and job openings available. Handed out job applications, Internship information and applications, Entercom New Orleans job postings and company's information.	HR Director Market Controller
14	RAB Conference	March 16 - 18, 2009	Rosen Shingle Creek Resort, Orlando, FL	A WWL-AM Account Executive attended the Annual RAB Conference and Training. There were approximately 650 attendees representing radio and television from markets all over the world. The AE received the RAB Radio Account Executive of the Year Award.	Account Executive

