

**EEO ANNUAL PUBLIC FILE REPORT
ENTERCOM NORFOLK**

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

Employment Unit: Entercom Norfolk, LLC	Address: Entercom Norfolk, LLC 236 Clearfield Avenue Suite 206 Virginia Beach, VA 23462	Contact Person/Title: Jeffrey S. Brown VP/General Manager
Unit Members, Community of License WWDE-FM, Hampton WNVZ-FM, Norfolk WPTE-FM, Virginia Beach WVKL-FM, Norfolk	Telephone Number: 757-497-2000	E-mail Address: jbrown@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	Account Executive 6/1/2009	Station Website	1-28	38-40	41,42, 44		Station Website -7	7	7
B	Account Executive 6/15/2009	Employee Referral	1-28	38-40	41,42 44		Employee Referral – 3 Client Referral – 2	5	5
C	Account Executive 6/15/2009	Client Referral	1-28	38-40	41,42 44		Same As Pool B	5	0
D	Programming/ Promotions 6/15/2009	Industry Referral	1-28	38-40	41-42		Industry Referral -2	2	2
E	Sales Associate 6/15/2009	Employee Referral	1-28	38-40	41-42		Same As Pool B	5	0
F	Sales Assistant 6/24/2009	Client Referral	1-28	38-40	41-42		Station Website – 1 Walk In -1 Employee Referral - 2 Client Referral -1	5	5
G	Account Executive 7/20/2009	Station Website	1-28	38-40	41,42 44		Station Website - 2 Employee Referral – 4	6	6
H	Account Executive 8/31/2009	Employee Referral	1-37	38-40	41-42		Station Website – 2 Employee Referral – 2	4	4



I	Account Executive 1/20/2010	Radio Ad	1-37	38-40	41,42 44	10	Station Website – 1 Employee Referral – 3 Radio Ad - 1	5	5
J	Sales Assistant 1/25/2010	Current Employee transfer Part-time/Full- time	1-37	38-40	41,42 47		Client Referral – 1 Employee Referral -1 Craig's List – 3 Current Employee - 1	6	6
K	Digital Account Executive 2/1/2010	Employee Referral	1-37	38-40	41-42		Same Pool as I	5	0
L	Sales Assistant 2/16/2010	Tidewater Community College	1-37	38-40	41,42 47		Same as Pool J+ Tidewater Community College-1	7	1
M	Account Executive 3/16/2010	Urban League	1-37	38-40	41,42 44	10	Corporate Website – 4 Employee Referral – 2 Station Website – 1 Urban League – 1 Radio Ad - 1	9	9
N	Account Executive 4/20/2010	Employee Referral	1-37	38-40	41,42 44,48	10,12	Employee Referral – 4 Job Fair – 2 Old Dominion University -1	7	7
O	Account Executive 5/10/2010	Old Dominion University	1-37	38-40	41,42 48	10,12	Same Pool as N	7	0
Total # of New Interviewees for full-time job vacancies during the reporting period:									57



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	C Brooks	Old Dominion University	cdbrooks@odu.edu employers@odu.edu	Norfolk	VA		757-683-4388	1	Yes	No
2	Lisa Fentress	Va Wesleyan College	lfentress@vwc.edu	Virginia Beach	VA		757-455-3338		Yes	No
3	Steve Wilson	Urban League	swilson@ulhr.org	Norfolk	VA		757-627-0864	1	Yes	No
4	Emmagene Slade	Newport News of Human Affairs	329 Maple Drive	Newport News	VA	23607	757-247-6747		Yes	No
5	Erin Bucchignano	ECPI	ebucchignano@ecpi.edu	Virginia Beach	VA		757-838-9191		Yes	No
6	Sharon Lue	Christopher Newport University	1 University Place	Newport News	VA	23606	757-594-7047		Yes	No
7	Sheila Vanderbunte	Virginia Employment Commission	5145 E. Virginia Beach Blvd.	Norfolk	VA	23502	757-431-4978		Yes	No
8	Nash Montgomery	Norfolk State University	ndmontgomery@nsu.edu	Norfolk	VA		757-823-2406		Yes	No
9	Derek Breen	VA Association of Broadcasters	Derek.Breen@easterassociates.com	Charlottesvill e	VA		434-977-3716		Yes	No
10	Jennie Derr	Everest College	vderr@cci.edu	Newport News	VA		757-873-1111		Yes	No
11	Babi Brock	Tidewater Community College	Bbrock@tcc.edu	Norfolk	VA		757-822-7228	1	Yes	No
12	Cindi Moyer	Family Support Ctr/Langley AFB	1mss.afsc@langley.af.mil	Hampton	VA		757-764-0646		Yes	No
13	Andre Ledoux	Hampton University	Andre.Ledoux@hamtonu.edu	Hampton	VA		757-727-5331		Yes	No
14	Georgia Allen	NAACP	P.O. Box 61114	Virginia Beach	VA	23466	757-490-7799		Yes	No



15	Mary Cory	Northwest Fleet & Family Support Center	m_cni_nsanwa_ffscjobs@navy.mil	Chesapeake	VA		757-421-8770		Yes	No
16	Terry Bilack	Navy Family SVC/Oceana	Terry.bilack.ctr@navy.mil	Virginia Beach	VA		757-433-2912		Yes	No
17	Ann Patterson	Intergrated Support Ctr/USCG	apatterson@ISCPorts.uscg.mil	Portsmouth	VA		757-686-4030		Yes	No
18	Ms. Atchison	Career Resources Dept. U.S. Army Ft. Eustis	ACS, Ft. Eustis/Ft. Story, VA	Williamsburg	VA		757-878-3638		Yes	No
19	Robin Boyd	H.R. Black Media Professionals	Robin.boyd@pilotonline.Com P.O. Box 2622	Norfolk	VA	23501-2622	757-664-1026		Yes	No
20	Grace Alegre	Regent University	galegre@regu.edu	Va. Beach	VA		757-226-4353		Yes	No
21	Tarina Keene	National Organization for Women	tarinakeene@hotmail.com	Norfolk	VA		757-456-1509		Yes	No
22	Gary James	Ohio Center for Broadcasting	Gary@beonair.com	Columbus	OH		216-447-9117		Yes	No
23	Sharon Brown	International Black Women's Congress	555 Fenchurch St. Suite 102	Norfolk	VA	23510	757-625-0500		Yes	No
24	Tim Garner	ITT Tech	LTgarner@itt-tech.com	Norfolk	VA		757-466-1260		Yes	No
25	Mrs. Pearlman	Cascade Vocational School	Jdevel2@aol.com	Baltimore	MD		410-602-8370		Yes	No
26	Lisa Taylor	Nexstep/Peninsula Worklink	taylorl@tncc.edu	Hampton	VA		757-865-5845		Yes	No
27	Elaine Kennedy	RECHARGE Marketing	Elaine@rechargemarketing.com	Virginia Beach	VA	23455	757-589-9946		No	Yes
28	Anthony Lorusso	Dept of Veterans Affairs	Anthony.Lorusso@va.gov	Hampton	VA		757-858-6154		Yes	No
29	Denise Sherod	STOP	Denise_Sherod@hotmail.com	Norfolk	VA		757-858-1360		Yes	No
30	Sheryl Lange	Goodwill Ind. Of Hampton Roads, Inc	313 High Street	Portsmouth	VA		757-499-3824		Yes	No
31	Judy Begland	Opportunity Inc.	500 E Plume Street Suite 700	Norfolk	VA		757-314-2370		Yes	No
32	Brutus Jackson	Elizabeth City State University office of Career Services	BNJackson@mail.ECSU.EDU	Eliabzeth City	NC		252-335-3318		Yes	No
33	Dr. Alan Harris	Paul D Camp Community College	P. O. Box 500	Suffolk	VA		757-569-6700		Yes	No
34	Career Service Dept	Everest College	925 Greenbrier Circle	Chesapeake	VA		757-361-6809		Yes	No
35	K Hardy	Bluefield College	khardy@bluefield.edu						Yes	No
36	C Mendez	City of VA Beach	cmendez@vbgov.com	VA Beach	VA				Yes	No
37	Commanding Officer	Personnel Services & Support Unit Portsmouth	4000 Coast Guard Blvd	Portsmouth	VA				Yes	No



COMPANY POSTINGS AND COMPANY WEBSITES						
38	Donna Kerper	Entercom Corporate Website	dkerper@entercom.com	206.726.7099 206-726-5469 206-726-7028	4	N/A
39	Cynthia White	Current employee from internal postings...Kitchen and e-mail to All Norfolk employees	cwhite@entercom.com	757-497-2000	1	N/A
40		Station Website (WWDE, WNVZ, WPTE and WVKL)		757-497-2000	14	N/A

ADVERTISING						
41	Nat'l Assoc. of Broadcasters	NAB website via e-mail Michelle Burge at Entercom 1771 N Street, NW, Washington, DC 20036 (202) 429-5300				N/A
42	All Access.com	All Access website via e-mail to Donna Kerper@ Entercom www.allaccess.com 28955 Pacific Coast Hwy., Suite 210-5, Malibu, CA 90265 (310) 457-6616				N/A
43	CareerConnection.com	Internet Classified				N/A
44	Radio Ads	Advertisements On – Air			2	N/A
45	Inside Radio	Inside Radio Website				N/A
46	Virginian-Pilot	Newspaper Ad also runs concurrent on Career Connection				
47	Craig's List	Internet			3	
48	Monster.Com	Internet				

OTHER SOURCES				
-	Employee Referral		21	N/A
-	Industry Referral		2	N/A
-	Client Referral		4	N/A
-	Walk In		1	
-	Job Fair (See Supplemental recruitment initiatives #9, #10, #12)		2	
Total # of New Interviewees Referred:			57	



3. Supplemental Recruitment Initiatives

Initiatives		Date	Location	Description	Titles of Employees Involved
1	Internship Program	Ongoing throughout the year	Entercom Norfolk	Entercom Norfolk 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. 8 participated in this program.	Director of Programming Promotions Director Business Manager
2	ETM Engage Program	Ongoing throughout the year	Entercom Norfolk	This program is designed to help our salespeople 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. 10 account executives and 2 sales managers participated in the program during the annual reporting period.	Corporate VP of Business Development Business Dev Director Sales Managers Account Executives
3	Reading and Succeeding	Ongoing throughout the year	Various Locations	On-Air Personality goes to schools, day care centers, Head Start programs etc. and reads books to the children and tells them about the excitement of an on air radio career.	On-Air Personality
4	Sales Associate Program	Ongoing throughout the year	Entercom Norfolk	Entercom Norfolk offers a Sales Associate Training Program. Sales Associates are salaried, full-time assistants that work with a specific group of salespeople providing sales support. The Associates participate in external sales calls with AEs, assist in prospecting and conduct cold calls. In addition, all Sales Associates participate in the RAMP Training Program. The position is different from the Sales Assistant Position in that after a 9-month to one-year training program, they become Account Executives. One Norfolk employee participated in this program during the annual reporting period.	Sales Managers Sales Associates
5	RAMP Sales Training Program	Ongoing throughout the year	Entercom Norfolk	Entercom Norfolk 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's stations. After completing the twelve weekly sessions, the AEs become RAMP graduates. 8 account executives and sales associates graduated from this program during the annual reporting period.	Sales Managers Account Executives
6	Personal People Meter Preparedness Training	Ongoing throughout the year	Entercom Norfolk	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.	VP/General Manager Program Director Sales Manager Account Executive Sales On – Air Personalities



7	GM Advanced Education Conference Calls	Ongoing throughout the year	Entercom Norfolk	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 Other Managers
8	Sync757 Mentor Luncheon	June 16, 2009	Entercom Norfolk	Sync757 is a Hampton Roads Chamber of Commerce group that connects emerging leaders of the Hampton Roads Business community. The mentor lunch is designed so that business community leaders tell how they got to the position they are now in and offer career advice to Sync members. In this case ETM provided lunch to 10 members of Sync and concluded the meeting with a tour of the facilities. The General Manager shared the company's philosophy on business and recruitment.	VP/General Manager
9	NAB Job Fair	September 23, 2009	NAB Job Fair Phil., 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 1000 attendees, distributed job openings throughout the company and discussed careers in radio at Entercom.	Entercom Corporate employees on behalf of Entercom Norfolk
10	Norfolk State University Job Fair	October 14, 2009	Norfolk State Campus, Norfolk, VA	Entercom Norfolk participated in the Norfolk State University Job Fair. They met with over 300 attendees, distributed job openings and discussed careers in radio at Entercom.	Business Manager National Sales Manager
11	Management Retreat	March 22-23, 2010	Denver, Co	Our CEO facilitated a two-day retreat in Denver for our general managers, senior sales managers 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 Brand", "PPM Best Practices and Lessons Learned", "Building Strong and Highly Profitable Digital Platforms" as well as "Leadership Training".	VP/General Manager
12	ECPI College Career Fair	March 24, 2010	ECPI Campus Virginia Beach, VA	Entercom Norfolk participated in the ECPI College Career Fair. They met with over 200 attendees, distributed job openings and discussed careers in radio at Entercom.	Assistant Business Manager General Sales Manager
13	Negotiation Seminar	March 31, 2010	Entercom Norfolk	This program is for transactional sales people and sales managers and is conducted as a one-day seminar in Entercom markets that are experiencing the change in ratings methodology to the PPM. Participants learn about key negotiation points, practice negotiation scenarios, discuss how to negotiate successfully with media professionals and more. It is conducted by an outside consultant with follow-up from Entercom training professionals.	Sales Manager Account Executives
14	EEO Policy and Procedure Review	April 1, 2010	Entercom Norfolk	Entercom's VP of Human Resources, facilitated a seminar for those responsible for implementing the EEO program in each market. Procedures were reviewed in depth and there was a question and answer period afterwards.	All Station Managers and Supervisors
15	Granby Elementary	May 14, 2010	Granby Elementary	On Air Talent Reading and Succeeding had a SOL Pep Rally at Tidewater Park Elementary in Norfolk. This is one of the schools that On Air Talent reads books to and tells them about the excitement of an on air radio career.	On Air Personality
16	EEO Breakfast	May 18, 2010	Entercom Norfolk	Entercom Norfolk hosted a breakfast for our Recruitment Source contracts. Managers discussed the opportunities available and provided an overview on their specific departments. A station tour was provided. 5 recruitment contacts participated.	Business Manager Assistant Business Manager

