

**EEO ANNUAL PUBLIC FILE REPORT  
ENTERCOM ROCHESTER**

**This report covers full-time vacancy recruitment for the period of February 1<sup>st</sup>, 2009 through January 31<sup>st</sup>, 2010**

<b>Employment Unit:</b> Entercom Rochester License, LLC	<b>Address:</b> Entercom Rochester License, LLC 70 Commercial Street Rochester, NY 14614	<b>Contact Person/Title:</b> Susan Munn Vice President/Market Manager
<b>Unit Members, Community of License</b> WROC-AM, Rochester, NY WBEE-FM, Rochester, NY WBZA-FM, Rochester, NY WCMF-FM, Rochester, NY WPXY-FM, Rochester, NY	<b>Telephone Number:</b> 585-423-2900	<b>E-mail Address:</b> smunn@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	Referral Source	Number Interviewed	New Interviewees
A.	Account Executive 2/2/2009	Employee Referral	1-81	82-84	85	Employee Referral: 3 On-Air Radio Ad: 4	7	7
B.	Account Executive 5/1/2009	Employee Referral	1-81	82-84	85-87	Employee Referral: 1 Industry Referral: 1 On-Air Radio Ad: 2 Station Websites: 3	7	7
C.	Account Executive 5/1/2009	Industry Referral	1-81	82-84	85-87	Same pool of applicants as B	7	0
D.	Account Executive 5/1/2009	Radio Ad	1-81	82-84	85-87	Same pool of applicants as B	7	0
E.	Account Executive 5/1/2009	Radio Ad	1-81	82-84	85-87	Same pool of applicants as B	7	0
F.	Account Executive 10/1/2009	Employee Referral	1-81	82-84	85-87	Employee Referral: 4 On-Air Radio Ad: 3 Station Websites: 2 Internal Posting: 1	10	10
G.	On-Air Personality 11/9/2009	AllAccess.com	1-81	82-84	85-88	AllAccess.com: 6 Employee Referral: 2	8	8



H.	Account Executive 11/16/2009	Current Employee (PT to FT)	1-81	82-84	85-87	Same pool of applicants as F	10	0
I.	Account Executive 11/16/2009	Employee Referral	1-81	82-84	85-87	Same pool of applicants as F	10	0
J.	Account Executive 11/16/2009	Station Website	1-81	82-84	85-87	Same pool of applicants as F	10	0
K.	Customer Relationship Manager 11/16/2009	Radio Ad	1-81	82-84	85-89	Station Websites: 1 Employee Referral: 1 On-Air Radio Ad: 2 Indeed.com: 2 Monster.com: 1	7	7
L.	Senior Customer Relationship Manager 11/16/2009	Radio Ad	1-81	82-84	85-89	Same pool of applicants as K	7	0

<b>Total # of Interviewees for Full-Time job Vacancies During the Reporting Period:</b>	<b>39</b>
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## 2. Recruitment Sources

### Outreach Organizations

#	Organization	Contact Name	Street Address	City	State	Zip	Phone	Email	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 vacancy information?
1	NYS Dept. of Labor			Rochester	NY			rochesterjobbank@labor.state.ny.us		Yes	0
2	Wells College	Ann Mathieson	Route 90	Aurora	NY	13026	315-364-3266	amathieson@wells.edu		Yes	0
3	SUNY Brockport	April Thomas	305 Andrews St.	Rochester	NY	14604	585-232-2730	athomas@brockport.edu		Yes	0
4	Rochester Works							nvgigian@monroe2boces.org		Yes	0
5	Finger Lakes Community College	Cathy Petruccione	4355 Lakeshire Dr.	Canandaigua	NY	14424	585-394-5005	petrucce@ficc.edu		Yes	0
6	RIT	Cathy Slocum	One Lomb Memorial Dr.	Rochester	NY	14623	585-475-2301	cmsoce@rit.edu		Yes	0
7	Genesee Community College	Cue Marschke	1 College Rd	Batavia	NY	14020	585-343-0050 X6417	shmarschke@genesee.edu		Yes	0
8	St. Bonaventure University							rcaya@sbu.edu		Yes	0
9	Finger Lakes Community College							schlesra@ficc.edu		Yes	0
10	Ibero-American Action League	Dina Valdes	817 E. Main St.	Rochester	NY	14605	585-256-8900	dvaldes@iaal.org		Yes	0
11	Epilepsy Foundation							m_newson@epilepsy-ny.org		Yes	0



12	St. John Fisher College	Dr. Lauren	Vicker	3690 East Ave.	Rochester	NY	14618	585-385-8000	career@sjfc.edu		Yes	0
13	WBSU Brockport				Brockport	NY			wkozires@brockport.edu		Yes	0
14	Department of Social Services								efaser@monroecounty.org		Yes	0
15	College Broadcasters, Inc								cbjob@mailman.rice.edu		Yes	0
16	Career Resource Center	Emily	Neece	160 Allens Creek Rd.	Rochester	NY	14618	585-461-1300 X 215	eneece@careerdev.org		Yes	0
17	Colgate Rochester Divinity	Meg	Donovan	1100 Goodman	Rochester	NY	14620	585-271-1320	mdonovan@edu.crcds		Yes	0
18	The Employment Connection	Eric	Zasada	46 Mt. Hope Ave.	Rochester	NY	14620	585-263-2690 X157	e_zasada@rochesterrehab.org		Yes	0
19	New School of Radio	Walter	Adams	50 Colvin Ave.	Albany	NY	12206	518-438-7682	waltadams@nsrt.com		Yes	0
20	Ohio Center for Broadcasting	Gary	James	9000 Sweet Valley Drive	Valley Drive	OH	44125	216-447-9117	gary@beonair.com		Yes	0
21	Office Careers	Giannina	Naylon	132 Allens Creek Rd	Rochester	NY	14618	585-241-9070	Gnaylon2weterrings.com		Yes	0
22	Boces #2	Judy	Jewel	16 Slayton Ave.	Spencerport	NY	14559	585-349-8886	jajewel@monroeboces2.org		Yes	0
23	SUNY Brockport	Helen	Wunderlick	350 New Campus Dr.	Rochester	NY	14620	585-395-2159	hwunderl@brockport.edu		Yes	0
24	Spanish Action	Herman	Esclante	169 Carter St.	Rochester	NY	14621	585-232-4050	h.escalante@otetiana.org		Yes	0
25	St. John Fisher College	James	Lohrey	3690 East Ave.	Rochester	NY	14618	585-385-8288	lohrey@sifc.edu		Yes	0
26	MCC	Janet	Zink	1000 E. Henrietta Rd.	Rochester	NY	14623	585-292-2370	jobconnection@monroe.edu		Yes	0
27	State College Geneseo	Kim	Wilcox	Blake A-104	Geneseo	NY		585-245-5211	wilcox@geneseo.edu		Yes	0
28	Salvation Army	Kimberly	Gardner	70 Liberty Pole Way	Rochester	NY	14604	585-987-9540	kgardner@salvationarmy-rochasny.org		Yes	0
29	Empire State College	Robin	Oliver	1475 N. Winton rd	Rochester	NY	14609	585-224-3200	robin.oliver@esc.edu		Yes	0
30	VESID	Laura	Maas	109 S. Union St.	Rochester	NY	14607	585-325-2967	lmaas@mail.nysed.gov		Yes	0
31	North Greenville College	Linwood	Hagin, Ph.D	Po box 1892	Tigerville	SC	29688	864-977-7137	lahagin@NGA.edu		Yes	0
32	Connecticut School Broadcasting	Mario	Donohue	377 Rte. 17 S. Penthouse	Hasbrouck Heights	NY	7604	201-288-5800	njcsbamy@aol.com		Yes	0
33	ITT	Mark	Leber	2295 Millersport Highway	Getzville	NY	14068	716-689-2200 X138	lrichardson@itt-tech.edu		Yes	0



34	Roberts Wesleyan	Mary	Flaherty	2301 Westside Dr.	Rochester	NY	14624	585-594-6350	flhertyM@roberts.edu		Yes	0
35	RBI	Mary Ann	Baker	1630 Portland Ave.	Rochester	NY	14621	585-266-0430	mabaker@cci.edu		Yes	0
36	Regent University	Michael	Patrick	1000 Regent University Dr.	Virginia Beach	VA	23464	757-226-4353	michpat@regent.edu		Yes	0
37	Bryant and Stratton	Sandra	Sankovic-Bauer	1225 Jefferson Rd.	Rochester	NY	14623	585-292-0700	kkofinowiz@bryantstratton.edu		Yes	0
38	EMCC	Michelle	Ferland	41 O'Connor Rd	Fairport	NY	14450	585-383-6427	michelle_ferland@ccmail.monroe.edu		Yes	0
39	SUNY Geneseo	Mr. Chris	Pruszynsky	Blake A-104	Geneseo	NY		585-245-5211	pruszns@geneseo.edu		Yes	0
40	Cornell University	Nancy	Bennison	227 Day hall	Ithaca	NY	14853	607-255-6384	nib11@cornell.edu		Yes	0
41	Puerto Rican Youth Ctr.	Nancy	Padilla	997 N. Clinton Ave.	Rochester	NY	14621	585-325-3570	npadilla@pryd.org		Yes	0
42	Veterans Resource Center	Nena	Siverd	457 South Ave.	Rochester	NY	14620	585-546-4250	rescent@frontiernet.net		Yes	0
43	ITT	Pam	Connors	13 Airline Dr.	Albany	NY	12205	518-452-9300	pconnors@itt-tch.org		Yes	0
44	Alfred University	Peggy	Broderick	Saxon Dr.	Alfred	NY	14802	607-871-2300	cdc@alfred.edu		Yes	0
45	Action For A Better Com.	Regina	Mae	46 Stone St.	Rochester	NY	14604	585-325-5116 X3411	rmaye@abcinfo.org		Yes	0
46	Suny Brockport	Rob	Decarlo	305 Andrews St.	Rochester	NY	14604		rdecarlo@brockport.edu		Yes	0
47	YMCA	Margaret	Thompson	444 E. Main St.	Rochester	NY		585-546-5500	margarett@rochesterYMCA.org		Yes	0
48	Urban League	Gloria	Lopez	265 N. Clinton Ave	Rochester	NY	14605	585-325-6530	glopez@ulr.org		Yes	0
49	SUNY Geneseo	Dr. Mary	Mohan	Dept. of Comm Blake B 1 College Circle	Geneseo	NY	14454	585-245-5233	digiorgi@geneseo.edu		Yes	0
50	Nazareth College	Michael	Kahl	4245 East Ave	Rochester	NY	14618	585-389-2571	mkahl6@naz.edu		Yes	0
51	Oswego State University	Bob	Casper	606 Culkin Hall	Oswego	NY	13126	315-312-2255	casper@oswego.edu		Yes	0
52	William & Simon School of Business	Laura	Godwin	202 Schlegal Hall Box 270107	Rochester	NY	14627	585-275-7563	lgodwin@admin.rochester.edu		Yes	0
53	Career Systems	Dan	Cattone						dcattone@careersystems.org		Yes	0
54	Cayuga CC	Meg	Osborne						osbornem@cayuga-cc.edu		Yes	0
55	William & Simon School of Business	Jean	Berry	202 Schlegal Hall Box 270107	Rochester	NY	14627	585-275-7563	jean.berry@simon.rochester.edu		Yes	0



56	Oswego State University	Matt	Stever	606 Culkin Hall	Oswego	NY	13126	315-312-2255	casper@oswego.edu		Yes	0
57	Nazareth College	Al	Cabral	4245 East Ave	Rochester	NY	14618	585-389-2571	careers@naz.edu		Yes	0
58	Career Development	Connie	Faull	160 Allens Creek Rd.	Rochester	NY	14618	585-461-1300 X 215	cfault@careerdev.org		Yes	0
59	Job Development Network	Jeanne	Steck	46 Mt. Hope Ave.	Rochester	NY	14620	585-234-0611	career@oneonta.org		Yes	0
60	Newhouse School Communications	Karen	McGee	215 University Place	Syracuse	NY	13244	315-443-2911	kmcgee@syr.edu		Yes	0
61	MCC	Michelle	Mayo	1000 E. Henrietta Road	Rochester	NY	14623	585-292-2368	mmayo@monroecc.edu		Yes	0
62	U of R	Laurie	Sanseri	River campus	Rochester	NY	14627	585-275-2366	recruit@mail.rochester.edu		Yes	0
63	Greece Central Schools	Nancy	Grieco	PO box 300	N. Greece	NY	14515	585-227-5500	Nancy.Grieco@greece.k12.ny.us		Yes	0
64	St. John Fisher College	Dr. Jim	Seward	3690 East Ave.	Rochester	NY	14618	585-385-8191	jseward@sjfc.edu		Yes	0
65	St. John Fisher College	Mary	Wadhams	3690 East Ave.	Rochester	NY	14618	585-385-8034	mwadhams@sjfc.edu		Yes	0
66	Full Sail Real World Education	Jed	Broitman					800-757-2105	<a href="mailto:jbroitman@fullsail.edu">jbroitman@fullsail.edu</a>		Yes	0
67	NYS Educational Dept.	Pam	Marshall	130 W. Main street room 202	Rochester	NY	14614	585-546-5627	Pamela.marshall@rochesterjobbank.labor.state.ny.us		Yes	0
68	Nazareth College	Katie	Jay	4245 East Ave.	Rochester	NY	14618	585-389-2878	lkrada4@naz.edu		Yes	0
69	St. Bonaventure University	Renee	Caya	St. Bonaventure University	St. Bonaventure	NY	14778	716-375-2384	rcava@sbu.edu		Yes	0
70	City of Rochester	Tassie	Dempst	30 Church St.	Rochester	NY	14612	585-428-7134	dempst@cityofrochester.gov		Yes	0
71	MCC	Tom	Proietti	1000 E. Henrietta Rd	Rochester	NY	14623	585-292-3395	tproietti@monroecc.edu		Yes	0
72	SUNY Brockport	Warren	Kozireski	350 New Campus Drive	Brockport	NY	14420	585-395-5295	rkincaid@brockport.edu		Yes	0
73	Native American Culture	Wia Program	Wia Program	1344 University Ave. Ste 230	Rochester	NY	14607	585-442-1100	netroc@frontiernet.net		Yes	0
74	Lifespan Employment Svcs.	Donna	Howland	1900 Clinton Ave. S	Rochester	NY	14618	585-244-8400 X129	dhowland@lifespan-roch.org		Yes	0
75	Eastern Monroe Career Center	Selene	Terry	41 O'Connor Rd.	Rochester	NY	14450	585-377-4660	Selene_terry@boces.monroe.edu		Yes	0
76	YWCA	Enid	Archibald	175 N. Clinton Ave.	Rochester	NY	14604	585-546-5820	earchibald@ywca.org		Yes	0
77	Monroe County Employment Division	Becky	Fafone	691 St. Paul Street	Rochester	NY	14605	(585) 753-5654	r.fafone.dfa.state.ny.us		Yes	0



78	Fingerlakes Community College	Laura	Rakoczy	4355 Lakeshore Dr.	Canandaigua	NY	14424	585-394-3500 X7274	rakoczla@ficc.edu		Yes	0
79	SUNY Brockport	Donna	Kowal	305 Andrews St.	Rochester	NY	14604	585-395-5295	dkowal@brockport.edu		Yes	0
80	RIT	Diane	Hope	1 Lomb Memorial Dr.	Rochester	NY	14624	585-594-6000	dshgpt@rit.edu		Yes	0
81	Roberts Wesleyan College	Alvera	Barry	2301 Westside Dr.	Rochester	NY	14624	585-594-6000	barrye@roberts.edu		Yes	0

#### COMPANY POSTINGS AND COMPANY WEBSITES

82	Donna Kerper	Entercom Corporate Website	<a href="mailto:Dcalabrese@entercom.com">Dcalabrese@entercom.com</a> <a href="mailto:Dkerper@entercom.com">Dkerper@entercom.com</a>	206-726-7086	0	N/A
83	Shannon Ealy	Internal Posting and/or email to current employees	<a href="mailto:Rochesterusers@entercom.com">Rochesterusers@entercom.com</a>	585-423-2900	1	N/A
84	Entercom Rochester Station Websites	<a href="http://www.wbee.com">www.wbee.com</a> <a href="http://www.rochesterbuzz.com">www.rochesterbuzz.com</a> <a href="http://www.98pxy.com">www.98pxy.com</a> <a href="http://www.wcmf.com">www.wcmf.com</a> <a href="http://www.sportsradio950espn.com">www.sportsradio950espn.com</a>	585-423-2900	6	N/A	

#### ADVERTISING

85	WROC, WBEE, WBZA, WPXY, WCMF Commercials	On-Air Radio Ads	585-423-2900	11	N/A
86	RochesterHelpWanted.com	Website	1-800-365-8630 Ext. 405	0	N/A
87	Craigslist	Rochester.Craigslist.com		0	N/A
88	Indeed.com	www.indeed.com		2	N/A
89	Monster.com	www.monster.com		1	N/A
90	All Access Music Group	www.allaccess.com	310-457-6616	6	N/A
91	Inside Radio	www.insideradio.com	800-248-4242	0	N/A
92	National Association of Broadcasters		202-429-6300	0	N/A
93	Careerbuilder.com	www.careerbuilder.com		0	N/A

#### OTHER SOURCES

94	Employee Referral			11	N/A
95	Industry Referral (Interviewee works in broadcasting or was referred by someone working in broadcasting.)			1	N/A
<b>Total Interviewees Referred</b>				<b>39</b>	



### 3. Supplemental Recruitment Initiatives

Initiatives		Date	Location	Description	Titles of Employees Involved
1	Internships	On-going throughout the year	Entercom Rochester	During the year, Entercom Rochester provides the opportunity for college students to work 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. Four students participated in this program.	Promotions Directors Director of Marketing and Promotions Promotions Assistants Operations Manager Program Directors Air personalities
2	Station Tour	2/17/09	Entercom Rochester	18 high school students from Upward Bound were given a tour of Entercom Rochester, which included an inside look at all 4 FM stations during an air shift. A discussion of the job responsibilities in the different departments and job possibilities at the station were reviewed.	Administrative Assistant On-Air Staff Promotions Director
3	Station Tour	2/18/09	Entercom Rochester	A troupe of Cub Scouts from Fairport were given a tour of Entercom Rochester, including an inside look at all 4 FM stations during an air shift.	Sales Assistant On-Air Staff Promotions Director
4	Station Tour	2/20/09	Entercom Rochester	15 adults from the Lifespan Canal Landing Dayhab were given a tour of Entercom Rochester, including an inside look at all 4 FM stations during an air shift.	Administrative Assistant On-Air Staff Program Director Promotions Director
5	Station Tour	3/13/09	Entercom Rochester	10 kids and 5 adults from Creekside were given a tour of Entercom Rochester, including an inside look at all 4 FM stations during an air shift.	Administrative Assistant Program Directors On-Air Staff Promotions
6	Station Tour	4/29/09	Entercom Rochester	6 adults and 2 staff members from Fingerlakes CDS were given a tour of Entercom Rochester, including a look inside the studios and a discussion of the different departments of the business.	Administrative Assistant Program Directors On-Air Staff Promotions
7	Station Tour	6/11/09	Entercom Rochester	10 students on a field trip were given a tour of Entercom Rochester, which included a look inside the studios and a discussion of the different departments of the business.	Administrative Assistant On-Air Staff Promotions Director
8	Station Tour	10/13/09	Entercom Rochester	15 students and 3 staff members from Fingerlakes Community College were given a tour of Entercom Rochester, which included a look inside the studios. A discussion of the job responsibilities in the different departments and job possibilities at the station were reviewed.	Promotion Directors Program Directors
9	Career Fair	11/4/09	SUNY Brockport	Entercom Rochester had a table at local college SUNY Brockport's career fair. The Administrative Assistant discussed the business with interested students, distributed materials, and accepted resumes from applicants for a number of open positions. Over 200 people attended the career fair.	Administrative Assistant
10	Station Tour	11/11/09	Entercom Rochester	Entercom provided a station tour to 14 girls from a Junior Girl Scout Troup, including a look inside the studios and a discussion of the different departments of the business.	Administrative Assistant Promotion Directors Program Directors
11	Career Fair	12/4/09	Everest	Entercom Rochester had a table at local technical school, The Everest	Administrative Assistant



			Institute	Institute, job fair. The Administrative Assistant discussed the business with interested students, distributed materials, and accepted resumes from applicants for a number of open positions. Over 50 people attended the career fair.	
12	NABEF-BEA-RTNDA Job Fair	4/22/09	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 openings throughout the company and discussed careers in radio and at Entercom.	Corporate Representative
13	NAB Job Fair	9/23/09	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 Corporate employees on behalf of Entercom Rochester
14	Radio Recruitment Ads	On-going	Entercom Rochester	Entercom Rochester runs EEO recruitment ads on all 5 radio stations to encourage organizations to accept our job postings. The ads run continuously throughout the year.	EEO Administrator
15	ETM Engage Program	On-going	Entercom Rochester	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. 3 employees participated.	Corporate VP of Business Development Internet Marketing Specialist Sales Managers Director of Marketing Services
16	RAMP Sales Training Program	On-going throughout the year	Entercom Rochester	Entercom Rochester 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 Rochester's stations. After completing the twelve weekly sessions, the AEs become RAMP graduates. 9 account executives and sales associates graduated from this program during the annual reporting period.	Sales Managers Account Executives
17	EEO Breakfast	1/29/10	Entercom Rochester	Entercom Rochester hosted a breakfast for our Recruitment Source contacts. Managers discussed the opportunities available and provided an overview on their specific departments. A station tour was provided. 10 recruitment contacts participated.	Administrative Assistant Promotions Director Sales Manager Program Director
18	GM Advanced Education Conference Calls	On-going throughout the year	Entercom Rochester	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.	General Manager
19	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. 2 managers participated in this seminar.	Regional Vice President General Manager

