

**EEO ANNUAL PUBLIC FILE REPORT
ENTERCOM SACRAMENTO**

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

Employment Unit: Entercom SACRAMENTO, LLC	Address: Entercom Sacramento, LLC 5345 Madison Avenue Sacramento, California 95841	Contact Person / Title: John D. Geary Vice President / Market Manager
Unit Members, Community of License: KBZC-FM, Sacramento, California KCTC-AM, Sacramento, California KDND-FM, Sacramento, California KKDO-FM, Fair Oaks, California KRXQ-FM, Sacramento, California KSEG-FM, Sacramento, California	Telephone Number: 916.334.7777	E-Mail Address: jgeary@entercom.com

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

	Title	Recruitment Source Referring Hires	Recruitment Sources Utilized to Fill the Full-Time Vacancy <i>(See #2: "Recruitment Sources for Corresponding List")</i>				Referral Source of Interviewees		
			Outreach Organizations	Company Postings	Advertising	Job Fairs	Referral Source	Number Interviewed	New Interviews
A	8/14/09 Account Executive	Self-Referral	1-123	1-3	4,5,7,8		Industry Referral: 3 Self-Referral: 2	5	5
B	9/28/10 Account Executive	Radio Ad	1-123	1-3	4-8	13	Industry Referral: (3 Repeat from Pool A) +5 Self-Referral: (2 Repeat from Pool A) Radio Ad: 9	19	14
C	1/6/10 Account Executive	Industry Referral	1-123	1-3	4,5,7,8,10		Industry Referral: 1 Craigslist: 2 Monster.com: 7	10	10
D	1/11/10	Monster.com	1-123	1-3	4,5,7,8,10		Industry Referral: (1	12	2



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	Account Executive						Repeat from Pool C) +1 Craigslis: (2 Repeat from Pool C) Monster.com: (7 Repeat from Pool C) +1		
E	2/8/10 Account Executive	Linked-In	1-123	1-3	4,5,7,8,10		Industry Referral: (2 Repeat from Pool D) Craigslis: (2 Repeat from Pool D) +1 Monster.com: (8 Repeat from Pool D) +4 LinkedIn: 1 Self-Referred: 1	19	7
F	2/8/10 Account Executive	Self-Referred	1-123	1-3	4,5,7,8,10		Industry Referral: (2 Repeat from Pool E) Craigslis: (3 Repeat from Pool E) Monster.com: (12 Repeat from Pool E) LinkedIn: (1 Repeat from Pool E) Self-Referred: (1 Repeat from Pool E) +1	20	1
G	2/16/10 Account Executive	Linked-In	1-123	1-3	4,5,7,8,10	14	Industry Referral: 3 Craigslis: 3 Heald College: 1 Monster.com 2 Entercom.com: 3 LinkedIn: 1 Self-Referred: 1	14	14
H	3/23/10 Account Executive	Employee Referral	1-123	1-3	4,5,7,8,10	14	Industry Referral: (3 Repeat from Pool G) +3 Craigslis: (3 Repeat from Pool G) +4 Heald College (1 Repeat from Pool G) +1 Monster.com: (2 Repeat from Pool G) +4 Entercom.com: (3 Repeat from Pool G) +4 LinkedIn: (1 Repeat from Pool G)	37	23



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							Self-Referred: (1 Repeat from Pool G) +4 Employee Referral: 3		
I	4/5/10 Account Executive	LinkedIn	1-123	1-3	4,5,7,8,10	14	Industry Referral: (6 Repeat from Pool H) Craigslis: (7 Repeat from Pool H) +1 Heald College: (2 Repeat from Pool H) Monster.com: (6 Repeat from Pool H) Entercom.com: (7 Repeat from Pool H) LinkedIn: (1 Repeat from Pool H) +1 Self-Referred: (5 Repeat from Pool H) Employee Referral: (3 Repeat from Pool H)	39	2
J	4/12/10 Account Executive	Employee Referral	1-123	1-3	4,5,7,8,10	14	Industry Referral: (6 Repeat from Pool I) Craigslis: (8 Repeat from Pool I) Heald College: (2 Repeat from Pool I) Monster.com: (6 Repeat from Pool I) +2 Entercom.com (7 Repeat from Pool I) LinkedIn: (2 Repeat from Pool I) Self-Referred: (5 Repeat from Pool I) Employee Referral: (3 Repeat from Pool I) +2	43	4
K	6/28/10 Account Executive	monster.com	1-123	1-3	4,5,7,8,10, 11, 12	14	Craigslis: 3 Monster.com: 3 Entercom.com: 10	16	16
L	7/6/10 Account Executive	Industry Referral	1-123	1-3	4,5,7,8,10, 11, 12		Craigslis: (3 Repeat from Pool K)	26	10



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							Monster.com: (3 Repeat from Pool K) +4 Entercom.com: (10 Repeat from Pool K) +5 Industry Referral: 1		
M	7/7/10 Account Executive	Entercom Website	1-123	1-3	4,5,7,8,10, 11,12		Craigslist: (3 Repeat from Pool L) Monster.com: (7 Repeat from Pool L) +1 Entercom.com: (15 Repeat from Pool L) +1 Industry Referral: (1 Repeat from Pool L)	28	2
N	7/12/10 IT/Network Specialist Entercom	Dice.com	1-123	1-3	4,5,8,9		Heald College: 1 Dice.com: 9 Monster.com: 5	15	15
TOTAL # OF NEW INTERVIEWEES FOR FULL-TIME JOB VACANCIES DURING THE REPORTING PERIOD:									125



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2. Recruitment Sources

OUTREACH ORGANIZATIONS

#	Name	Organization	Street Address (E-Mail/Web)	City	State	Zip	Phone	Total Number Interviewees Referred	Did Entercom contact organizations and request to send job vacancy information?	Did organization contact Entercom to request job vacancy information?
1	Frank Cisco	Academy of Radio Broadcasting	frankakacisco@earthlink.net	Hungtinton Beach	CA	92647	714.842.0100		Yes	
2	Staci Kockrell	American Broadcast School	admissions@radioschool.com	Okalahoma City	OK	73115	405.672.6511		Yes	
3	Karen James Cody	American News Women's Club	ancw@ancw.org	Washington	DC	20008	202.332.6770		Yes	
4	Student Employment	American River College	careerinfo@arc.losrios.edu	Sacramento	CA	95841	916.484.8011		Yes	
5	Roland Acupido	Asian American for Community Involvement	Roland.acupido@aaci.org	San Jose	CA	95128	408.975.2745		Yes	
6	Rene Astudillo	Asian American Journalists Assoc.	national@aaja.org	San Francisco	CA	94102	415.346.2051		Yes	
7	Xai Leggett	Asian Community Center	Office2@accsv.org	Sacramento	CA	95831	916.394.6399		Yes	
8	Tina Ying	Asian Immigrant Women Advocates	info@aiwa.org	San Jose	CA	95110	408.289.8983		Yes	
9	Dean Lan	Asian Pacific State Employee Association	info@apsea.org	Sacramento	CA	95822	916.962.6309		Yes	
10	Chong	Asian Resources	chong@asianresources.org	Sacramento	CA	95824	916.454.1892		Yes	
11	Gloria Tan	Asian Women's Resources	awrcgloria@pacbell.net	San Francisco	CA	94108	415.788.1008		Yes	
12	Sean Day	Asians for Job Opportunities	ajob@ajob.org	Berkley	CA	94108	510.548.6700		Yes	
13	Ben Fuller-Rowell	Bay Area Broadcast Skills Bank	Ben.fuller-rowell@abc.com	San Francisco	CA	94111	415.905.6542		Yes	
14	Lt. Jonathan Masaki Shiroma	California Army National Guard	generalinfo@ca.ngb.army.mil	Fairfield	CA	94535	707.437.5480		Yes	
15	Job Opportunities	California Army National Guard	generalinfo@ca.ngb.army.mil	Sacramento	CA	95827	916.854.3000		Yes	
16	Stan Statham	California Broadcasters	sstatham@yourCBA.com	Sacramento	CA	95814	916.444.2237		Yes	



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		Association								
17	School of Journalism	California Chicano News Media Association	ccnmainfo@ccnma.org	Los Angeles	CA	90089	213.821.0075		Yes	
18	Ann Kochamp	California Indian Manpower Consortium	akochamp@cimcinc.com	Sacramento	CA	95834	916.920.0285		Yes	
19	Martha Escobeda	California State Employment Development	info@caljobs.com	Sacramento	CA	94280	916.277.0359		Yes	
20	Brenda Berry	California State University Chico	humanresources@csuchico.edu	Chico	CA	95929	530.898.6711		Yes	
21	Julie Thue	California State University Sacramento	thuejl@csus.edu	Sacramento	CA	95819	916.278.5579		Yes	
22	Lindy DeKoven	California Women's Commission	info@women.ca.gov	Sacramento	CA	95814	916.445.3173		Yes	
23	Cindy Burris	CalWorks – Placer County Business Services	customerservice@placer.ca.gov	Auburn	CA	95603	530.889.4090		Yes	
24	Sonney Chong	CAPITAL – Council of Asian Pacific Islanders for Advocacy and Leadership	Sonney.chong@att.net	Sacramento	CA	95822			Yes	
25	Sylvia Wells	CCNMA: Latino Journalists of California	Sylvia@ccnma.org	Los Angeles	CA	90007	213.437.4423		Yes	
26	Rose Salazar	Center for Employment Training	Sacramento@cet2000.org	Sacramento	CA	92828	916.393.7401		Yes	
27	Christine Azocar	Center for Integration & Improvement of Journalism	Newsproj1@mindspring.com	San Francisco	CA	94132	415.338.2083		Yes	
28	Placido Lucero	Chicana Service Action Center	315 W. 9 th Street, #101	Los Angeles	CA	90015	213.629.5800		Yes	
29	Polly	Chinese Community Services Center	polly@sccsc.org	Sacramento	CA	95814	916.442.2523		Yes	
30	Yorbee Hui	Chinese for Affirmative Action	info@caasf.org	San Francisco	CA	94108	415.587.5779		Yes	
31	Alesia Lewis	Community College Foundation	1901 Royal Oaks Drive	Sacramento	CA	95815	916.418.5153		Yes	
32	Job Coordinator	Community Resources Council	133 Church Street	Roseville	CA	95678	916.783.0481		Yes	
33	Gary Martin	Consumes River	info@crc.losrios.edu	Sacramento	CA	95823	916.691.7323		Yes	



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		College								
34	Robert Coonrod	Corporation for Public Broadcasting	comments@cpb.org	Washington	DC	20004	202.879.6900		Yes	
35	Romano Hernandez	County of Sacramento Dept of Human Assistance	sacdha@saccounty.net	Sacramento	CA	95817	916.227.0109		Yes	
36	Mike Zupan	Croatian-American Cultural Center	info@cacc.com	Sacramento	CA	95821	916.971.0663		Yes	
37	Dennis Winkleman	Crossroads Diversified Employment Services	eren@crossroadsdiversified.com	Sacramento	CA	95926	916.568.5280		Yes	
38	Job Developer	Crossroads Diversified Employment Services	eren@crossroadsdiversified.com	Sacramento	CA	95817	916.457.1900		Yes	
39	Dee Gavaldon	Crossroads Diversified Employment Services	eren@crossroadsdiversified.com	Citrus Heights	CA	95610	916.676.2540		Yes	
40	Robert Schlalos or Robyn Stalcup	Department of Employment & Social Services	Robert.schlalos@edd.ca.gov Robyn.stalcup@edd.ca.gov	Woodland	CA	95695	530.661.2750		Yes	
41	Sandra Callori	Department of Rehabilitation	wdsinfo@dor.ca.gov	Sacramento	CA	94244	916.558.5415		Yes	
42	JoAnn Giurato	Department of Veteran Affairs	info@vfwca.net	Sacramento	CA	95827	916.364.6715		Yes	
43	Karla Odum	Easter Seals	info@easterseals.com	Sacramento	CA	95864	916.485.6711		Yes	
44	Patrick	El Hispano	Blarenas2@yahoo.com	Sacramento	CA	95812	916.442.0267		Yes	
45	Rita Torres	Emma L. Bowen Foundation for Minority Interest in Media	Rita.torres@mptp.com	New York	NY	10019	202.975.5884		Yes	
46	Lynne Scherfenberg	Employment Development Department	10775 Pioneer Trail, #102	Truckee	CA	96161	530.582.7332		Yes	
47	Teri Carpenter	Employment Development Department – CA	terri@delpaso.seta.net	Sacramento	CA	95817	916.227.0301		Yes	
48	Teri Carpenter	Employment Development Department	terri@delpaso.seta.net	Oakland	CA	94621	510.563.5200		Yes	
49	Judith	Filipinos for Affirmative Action	jolais@filipinos4justice.org	Oakland	CA	94607	510.465.9876		Yes	
50	Brenda Burnett	Greater Sacramento Urban League	info@gsul.org	Sacramento	CA		916.286.8611		Yes	



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51	Career Placement	Heald College	7 Sierra Gate Plaza	Roseville	CA	95678	800.88.HEALD	3	Yes	
52	Career Placement	Heald College	2910 Prospect Park Drive	Rancho Cordova	CA	95670	800.88.HEALD		Yes	
53	Irma Romo	Hispanic Chamber of Commerce of Silicon Valley	irmai@hccsv.org	San Jose	CA	95113	408.213.0320		Yes	
54	Michelle McGee	Inalliance	jbean@inalliance.com	Sacramento	CA	95819	916.381.1300		Yes	
55	Cindy LaMarr	Indian Education Program	cair@rcip.com	Fair Oaks	CA	95628	916.971.5260		Yes	
56	Larry Barther	Inter-Tribal Council of California	larryb@itccinc.org	Sacramento	CA	95825	916.973.9581		Yes	
57	Kristina Lopez	ITT Technical Institute	prydell@itt-tech.edu	Rancho Cordova	CA	95670	916.851.3900		Yes	
58	HJ	Korean Counseling Services	tenorhj@gmail.com	Carmichael	CA	95618	916.482.8800		Yes	
59	Anita	La Familia Counseling Center	anitab@lafcc.com	Sacramento	CA	95820	916.452.3601		Yes	
60	C. Griffin	Laney College Career Planning & Placement	cgriffin@laney.edu	Oakland	CA	94607	510.834.5740		Yes	
61	Career Placement	Los Rios Community Colleges	1919 Spanos Court	Sacramento	CA	95825	916.558.2111		Yes	
62	Dori Maynard	Maynard Institute for Journalism Education	djm@maynardije.org	Oakland	CA	94612	510.891.9202		Yes	
63	Mark Shilstone	Media Line	medialine@medialine.com	Pacific Grove	CA	93950	408.648.5200		Yes	
64	Tara Duffy	Media Match	tara@music-jobs.com	Hollywood	CA	90038	323.284.5589		Yes	
65	Career Planning/Placement	Mills College	career@mills.edu	Oakland	CA	94613	510.430.2069		Yes	
66	Nita Gomes	Mutual Asst. Network of Del Paso Heights	info@mutualassistance.org	Sacramento	CA	95815	916.927.7694		Yes	
67	Betty Williams	NAACP	sacnaacp@sbcglobal.net	Baltimore	MD	21215	410.580.5777		Yes	
68	Job Developer	NAACP – Stanislaus	naacpstanislaus@yahoo.com	Modesto	CA	94535	209.549.1991		Yes	
69	Ryan Williams	National Association of Black Journalists, University of Maryland	rwilliams@nabj.org	College Park	MD	20742	301.405.0248		Yes	
70	Human Resources	National Association of Broadcasting	nab@nab.org	Washington	DC	20036	202.429.5498		Yes	
71	Rosemarie Salguero	National Association of Hispanic Journalists	jobbank@najh.org	Washington	DC	20045	202.662.7145		Yes	
72	Toni Laws	National Association of Multicultural Media Executives	tlaws@namme.org				703.854.7178		Yes	



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73	Alicia Ruiz	National Hispanic University	alruiz@nhu.edu	San Jose	CA	95127	408.273.2684		Yes	
74	Kristene Smith	National Organization for Women	915 L Street, Suite C245	Sacramento	CA	95814	916.442.3414		Yes	
75		Native American Media	info@nativeamericanmedia.org	Los Angeles	CA	90024	310.475.6845		Yes	
76	Karen McGee	Newhouse Career Development Center	nhcdc@syr.edu	Syracuse	NY	13244	315.443.3270		Yes	
77	Lauren Memberg	ProductionHUB.com	1809 E. Winter Park Road	Orlando	FL	32803	407.629.4122		Yes	
78	Stacey Staniak	Radio-Television News Directors Association	staceys@rtnda.org	Washington	DC	20045	202.659.6510		Yes	
79	Thuan Nguyen	Refugee Resettlement	Thuan.nguyen@dss.ca.gov	Sacramento	CA	95814	916.654.4356		Yes	
80	Ray Young	Sacramento Advertising Club	Pr@aafsacadclub.com	Sacramento	CA	95814	916.781.0650		Yes	
81	Kristie Gong	Sacramento American Women in Radio & Television	kgong@hearst.com	Sacramento	CA	95815	916.291.0045		Yes	
82	Karen Nelson	Sacramento Asian-Pacific Chamber of Commerce	knelson@sacasiancc.org	Sacramento	CA	95814	916.446.7883		Yes	
83	Shirley Kwan Smith	Sacramento Chamber of Commerce	community@metrochamber.org	Sacramento	CA	95814	916.321.9146		Yes	
84	Nancy Saeteurn	Sacramento Chinese Community Service Center	nancy@sccsc.org	Sacramento	CA	95814	916.442.4228		Yes	
85	Julia Jolly	Sacramento City College – Communications Studies Department	jollyj@scc.losrios.edu	Sacramento	CA	95822	916.558.2111		Yes	
86	Cassy Matu	Sacramento Hispanic Chamber of Commerce	info@sfhcc.com	Sacramento	CA	95815	415.278.9611		Yes	
87	Career Placement	Sacramento Job Corp Center	business@jobscorps.gov	Sacramento	CA	95832	916.394.0770		Yes	
88	Gloria Parker	Sacramento Laos Family Community	saciao@yahoo.com	Sacramento	CA	95824	916.424.1876		Yes	
89	Debbie Smith	Sacramento Professional Network	info@sacpronet.com	Sacramento	CA	95820	916.227.0382		Yes	
90	Gayle Kojimoto	Sacramento Vocational Services	info@inallianceinc.com	Sacramento	CA	95819	916.381.1300		Yes	
91	Robin Pepper	Sacramento Works	eren@crossroadsdiversified.com	Citrus Heights	CA	95610	916.324.6202		Yes	



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		Career Center								
92	Elisia	San Francisco Alliance of Black School Educators	P O Box 27577	San Francisco	CA	94127	408.273.2684		Yes	
93	Fernando Rivera	San Francisco Hispanic Chamber of Commerce	info@sfhcc.com	San Francisco	CA	94103	415.278.9611		Yes	
94	Chris MacDannald	San Joaquin Delta College	cmacdannald@deltacollege.edu	Stockton	CA	95207	209.954.5397		Yes	
95	Ruth Peshkoff	San Juan Unified School District – Employment Training Center	helpdesk@sanjuan.edu	Carmichael	CA	95608	916.791.7700		Yes	
96	Devi Jameson	School to Career & Transition Services	djameson@wccustd.k12.ca.us	San Pablo	CA	94806	510.307.5330		Yes	
97	Teri Carpenter	SETA	terri@delpaso.seta.net	Sacramento	CA	95815	916.263.7891		Yes	
98	Brook Oliver	Sierra College Career Connections	sierrajoblink@sierracollege.edu	Rocklin	CA	95677	916.789.2942		Yes	
99	Career Center	Solano Community College	jpstuden@solano.edu	Fairfield	CA	95434	707.864.7124		Yes	
100	Janice Hunt	Southeast Asian Assistance	seacenter@sbcglobal.net	Sacramento	CA	95822	916.421.1036		Yes	
101	Susan	Spanish Speaking Citizen's Foundation	Scurry88@gmail.com	Oakland	CA	94601	510.261.7839		Yes	
102		Stanford American Indian Organization	P O Box 2990	Stanford	CA	94309	650.723.4078		Yes	
103	Sister Jeanne	Stanford Settlement	sisterjeanne@stanfordsettlement.com	Sacramento	CA	95833	916.927.1303		Yes	
104	Jack O'Connell	State Department of Education	superintendent@cde.ca.gov	Sacramento	CA	95814	916.319.0800		Yes	
105		Swords to Plowshares	1060 Howard Street	San Francisco	CA	94103	415.558.8870		Yes	
106	Patrice Williams	The Broadcast Training Program	office@thebroadcaster.com	Century City	CA	90067	310.551.1035		Yes	
107	Christine Dito	The Internship & Career Center – University of Davis	cadito@ucdavis.edu	Davis	CA	95616	530.752.0722		Yes	
108	Job Developer	United Cerebral Palsy	info@ucp.org	Modesto	CA	95354	209.577.2122		Yes	
109	Christine Dito	University of California – Davis	cadito@ucdavis.edu	Davis	CA	95616	916.752.6653		Yes	
110	Christine Haruta	University of the Pacific – Career Resouce Center	charuta@pacific.edu	Stockton	CA	95211	209.946.2017		Yes	
111	Barbara Ward	Veteran's Affairs – Human Resource Division	P O Box 942895	Sacramento	CA	95820	916.653.2535		Yes	



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112	Ted	VetJobs	contact@vetjobs.com	Marietta	GA	30007	770.993.5117		Yes	
113		Vietnam Veterans Employment	200 Grand Avenue	Oakland	CA	94610	510.444.5235		Yes	
114	Art Torres	Walter Kaitz Foundation	info@walterkaitz.org	Washington	DC	20001	415.749.6980		Yes	
115	Daphne Uratani	Washington Neighborhood Center	Wnc916@gmail.com	Sacramento	CA	94814	916.444.6833		Yes	
116	Job Placement	WEAVE	info@weaveinc.org	Sacramento	CA	95814	916.448.2321		Yes	
117		Women Excelling Excellence	4922 Bandalin Way	Sacramento	CA	95823			Yes	
118		Women in Communications	3337 Duke Street	Alexandria	VA	22314	410.647.5002		Yes	
119	Segnoye Davis	Women's Civic Improvement Club	moua@wcicinc.org	Sacramento	CA	95817	916.451.3862		Yes	
120	Mark Marquez	Yolo County Employment & Social Services	Mark.marquez@yolocounty.org	West Sacramento	CA	95605	916.375.6307		Yes	
121	Robyn Stalcup	Yolo County Employment & Social Services II	Robyl.stalcup@edd.ca.gov	Woodland	CA	95695	530.661.2750		Yes	
122	Ellin O'Leary	Youth Radio	youthradio@youthradio.org	Berkley	CA	94703	510.841.5123		Yes	
123	Veronica Holder	YWCA	1122 17 th Street	Sacramento	CA	95820	916.264.80066		Yes	

COMPANY POSTINGS & MISCELLANEOUS

1	Molly Engle	Entercom.com (Entercom Corporate Website)	mengle@entercom.com					23	N/A
2	Andy Brooks Mike Pierce	Entercom / Sacramento Websites KBZC/KDND/KKDO/KRXQ/KSEG/KCTC	Entercom05@version3.com			916.339.4282 916.339.4239			N/A
3	Jill Christl	Internal Postings (Common Board)	jchristl@entercom.com			916.339.4240			N/A

ADVERTISING

4	All Access	www.allaccess.com		
5	NAB	www.nab.com		
6	Radio Ad	Ads aired on KBZC, KDND, KRXQ, KSEG, KSSJ & KCTC	9	
7	Craigslist	www.craigslist.com	14	
8	Monster.com	www.monster.com	33	
9	Dice.com	www.dice.com	9	
10	Linked-In	www.linkedin.com	3	
11	Twitter	www.twitter.com		
12	Facebook	www.facebook.com		



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JOB FAIRS

13	Radio Sales Seminar – Career Fair	Entercom Sacramento		
14	California Job Journal Career Fair (www.jobjournal.com)	#17 of Supplemental Recruitment Initiatives		
15	American River College Career Fair	#12 of Supplemental Recruitment Initiatives		
16	El Dorado High School Career Fair	#16 of Supplemental Recruitment Initiatives		

OTHER SOURCES

-	Industry Referral		17	
-	Employee Referral		5	
-	Self-Referred		9	
-	Current F/T or P/T Employee			
-	Former Employee			
-	Current Intern			
TOTAL # OF NEW INTERVIEWEES REFERRED			125	



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3. SUPPLEMENTAL RECRUITMENT INITIATIVES

	Initiatives	Date	Location	Description	Titles of Employees Involved
1	Internships	On-going throughout the year	Entercom / Sacramento	Entercom Sacramento offers internships at the radio stations in our Promotions and Programming departments. Interns are high school and college students and receive credit for internships. The Promotion Directors and the Programming Directors oversee the internships to evaluate the interns and ensure they are receiving information and education. Internships are on-going throughout the year. Sixty-two (62) interns completed this program during the reporting period.	Programming Directors Promotions Directors
2	RAMP Sales Training	On-going throughout the year	Entercom / Sacramento	Entercom Sacramento 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 Director of Sales of all stations in the cluster. After completing the sessions, the Account Executives become RAMP graduates. Two (2) Account Executives graduated from this program during the reporting period.	General Sales Managers Account Managers
3	Red Deck Certification Program	On-going throughout the year	Entercom / Sacramento	This program is designed to help our salespeople and managers understand the value of our integrated media assets and how to position them effectively to qualified advertisers. After successfully completing this program, Account Executives are certified to make digital presentations to clients. This additional training contributes to their growth and success, especially for Account Executive with goals to be promoted in the company. Eighteen (18) Account Executives and four (4) Sales Managers participated in this program.	General Sales Managers Account Executives
4	Sales Associate Program	On-going throughout the year	Entercom / Sacramento	Entercom Sacramento 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.	General Sales Managers Sales Associate



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				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 (1) employee participated in this program during the annual reporting period.	
5	Personal People Meter Preparedness Training	On-going throughout the year	Entercom / Sacramento	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.	General Manager Program Directors Sales Managers Account Executives On-Air Personalities
6	GM Advanced Education Conference Calls	On-going throughout the year	Entercom / Sacramento	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 Station Managers Sales Managers
7	Tours	On-going throughout the year	Entercom / Sacramento	Entercom / Sacramento staff regularly hosts tours through the facility. Groups often include Boy and Girl Scouts, Special Education classes, Elementary School classes, media students, foreign exchange students and senior citizen groups.	Promotion Directors Office Manager Public Service Director
8	On-Air EEO Policy and Invitation to Receive Job Openings	On-going throughout the year	Entercom / Sacramento	One day per week during one week every month, Entercom / Sacramento airs recruitment advertisements on all stations, seeking applicants across all departments. Advertisements inform the Sacramento area of Entercom's EOE policy and invite all organizations to be a part of our recruitment process.	General Sales Managers Office Manager
9	Entercom High Dive Program	August 18-19, 2009	Entercom San Francisco	This is a 2-day seminar with extensive follow-up that is designed to educate the most experienced in our sales force about marketing and client's needs and challenges in today's changing marketplace. It was designed to help our company	VP of Sales Training General Manager Sales Managers



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				impact the larger pool of marketing dollars. This additional training contributes to their growth and success, especially for account executives and managers with goals to be promoted in the company. 18 managers and account executives attended this seminar.	
10	NAB Job Fair	September 2009	NAB Job Fair 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 Sacramento
11	Radio Sales Seminar	September 2009	Entercom Sacramento	Entercom Sacramento held Radio Sales Informational Seminars for potential Account Executive candidates. These seminars were held to educate the participants about the industry as well as the role the account executive plays. Radio campaigns are aired to invite people who may wish to seek a career in radio sales.	General Sales Managers Account Executives
12	American River College Career Fair	October 2009	American River College	All stations were represented at the American River College Career Fair. Entercom staff talked about the opportunities that exist in radio, how to choose broadcasting as a career, and answered questions anyone may have had. Flyers were also handed out about our current internship program.	Promotion Assistant Promotional Street Team
13	Job Shadow	December 2009	Entercom / Sacramento	KSEG Promotion Director, Promotion Assistant, Station Manager, and air personality participated in the job shadow of two high school students during the month of December. They demonstrated the different aspects of each department and talked about the opportunities that exist within the industry	KSEG Station Manager KSEG Promotion Director KSEG Promotion Assistant KSEG Air Personality
14	Preventing Discrimination, Harassment and Retaliation Management	January 2010	Entercom / Sacramento	Entercom's VP of Human Resources, facilitated a two-hour seminar for our managers and supervisors that focused primarily on preventing "sexual harassment" but also covered: 1) Entercom's EEO policy. 2) Entercom's FCC/EEO program requirements and managers' responsibilities. 3) Federal and State Employment Laws. 4) Review of all "Protected Classifications." 5) Managers' responsibilities in preventing sexual and other types of discrimination, harassment and	All Station Manager & Supervisors



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				retaliation with applicants and employees. 6) Entercom's policy and procedures for employee complaints and responding to complaints.	
15	Job Shadow	February 2010	Entercom Sacramento	Entercom Sacramento's Marketing Director participated in a job shadow for a Mira Loma High School student.	Entercom Marketing Director
16	El Dorado High School Career Fair	February 2010	El Dorado High School	KDND air personality participated in the El Dorado High School Career Fair. He talked about the opportunities that exist in radio, how to choose broadcasting as a career, and specifically addressed becoming an air personality.	KDND Air Personality
17	California Job Journal Career Fair	February 2010 April 2010 and June 2010	Lions Gate Hotel Sacramento	Entercom Sacramento is a Corporate Sponsor of the California Job Journal's 2010 Career Fairs. Our Public Fairs Director and Account Executives participated in these events. In addition, Entercom provides air-time to promote these events through airtime, PSAs and Public Affairs Programming.	Public Affairs Director
18	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 director. The retreat covered "Improving Caliber and 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".	General Manager Directors of Sales
19	EEO Breakfast	March 25, 2010	Entercom Sacramento	Entercom Sacramento hosted a breakfast for our Recruitment Source contacts. Managers discussed the opportunities available and provided an overview on their specific department. A station tour was provided at the conclusion of the breakfast. Twelve (12) recruitment contacts participated.	General Manager General Sales Managers Station Managers Promotion Directors
20	NABEF-BEA-RTNDA Job Fair	April 14, 2010	NAB Job Fair 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 Sacramento
21	Mentoring	May 2010	El Camino High School	Entercom Sacramento's Director of IT/Engineering attended the final presentation from an El Camino High School senior on the IT career field. He	Director of IT/Engineering



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				assisted with mock interviews for positions in the IT industry, and talked about what he would look for in a qualified candidate.	
22	Community Networking Events	June 8, 15, 22 & 29, 2010	Tuesday Night Markets Downtown Roseville	Station representatives spent each night from 5P-9P seeking those who would be interested in a career in radio... specifically Radio Sales. They also talked about other opportunities that exist within the industry.	Account Executives Promotions



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