

**EEO ANNUAL PUBLIC FILE REPORT
ENTERCOM WILKES-BARRE/SCRANTON**

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

Employment Unit: Entercom Wilkes-Barre/Scranton, LLC	<u>Address:</u> Entercom Wilkes-Barre/Scranton, LLC 305 Highway 315 Pittston, PA 18640	<u>Contact Person/Title:</u> Ryan Flynn/General Manager
Unit Members, Community of License WBZU-AM, Scranton, PA WILK-AM, Wilkes-Barre, PA WKZN-AM, West Hazleton, PA WGGI-FM, Benton, PA WKRZ-FM, Freeland, PA WGGY-FM, Scranton, PA WDMT-FM, Pittston, PA WILK-FM, Avoca, PA WKRF-FM, Tobyhanna, PA	<u>Telephone Number:</u> (570) 883-9850	<u>E-mail Address:</u> rflynn@entercom.com

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

	Title and Hire Date	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 Organization	Company Postings	Advertising	Job Fairs	Referral Source	Number Interviewed	New Interviewees
A	Account Executive Hire 3/16/09	Radio Ad	1-45	46-47	48,51		Radio Advertisement- 11 ETM Corporate Website- 2	13	13
B	Account Executive Hire 3/23/09	Radio Ad	1-45	46-47	48,51		Repeat of Pool A	13	0
C	Account Executive Hire 4/15/09	Radio Ad	1-45	46-47	49,51,52	55	Times Leader Newspaper- 3 Employee Referral- 1 Radio Advertisement- 2 ETM Corporate Website- 1	7	7
D	Account Executive Hire 4/20/09	Radio Ad	1-45	46-47	49,51,52	55	Repeat of Pool C	7	0
E	Local Sales Manager Hire 9/14/09	Monster.Com	1-40	46-47	49	54	Monster.Com- 2 Times Leader Newspaper- 5 Radio Advertisement- 1 ETM Corporate Website- 1	9	9



F	Account Executive Hire 9/21/09	Times Leader Newspaper	1-40	46-47	49	54	Monster.com- 6 Times Leader Newspaper- 3 Employee Referral- 2 ETM Corporate Website- 1	12	12
G	Account Executive Hire 9/21/09	Website	1-40	46-47	49	54	Repeat of pool F	12	0
H	Account Executive Hire 10/1/09	Employee Referral	1-40	46-47	49	54	Repeat of pool F	12	0
I	Account Executive Hire 11/2/09	Website	1-40	46-47	49	54	Monster.com- 4 ETM Corporate Website- 3 Times Leader Newspaper- 3	10	10
J	Account Executive Hire 11/2/09	Website	1-40, 42, 44	46-47	49		Repeat of pool I	10	0
K	Account Executive Hire 1/4/10	Employee Referral	1-40, 42, 44	46-47			Times Leader Newspaper- 2 new; (1- repeat) Employee Referral- 1 Craigslst- 1	5	4
L	Account Executive Hire 2/1/10	Employee Referral	1-40, 42, 44	46-47			ETM Corporate Website- 1 Recruitment Source #44 (Marywood University) -1 Employee Referral- 1	3	3
M	Account Executive Hire 2/1/10	Website	1-40, 42, 44	46-47			ETM Corporate Website- 7 new; (1 repeat) Employee Referral- 4	12	11
N	Account Executive Hire 2/11/10	Re-Hire	1-40	46-47			Repeat of pool K	5	0
O	Account Executive Hire 3/15/10	Website	1-40	46-47			Repeat of pool K	5	0
Total # of New Interviewees for full-time job vacancies during the reporting period:									69

* And **: For Positions N and O, both new hires were offered and accepted positions on 1/19/10 but had to relocate to Wilkes Barre and therefore did not officially start until 2/11/10 and 3/15/10/.



2. Recruitment Sources

OUTREACH ORGANIZATIONS

#	Name		Organization	Street Address	City	State	Zip	Phone	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.	James	Kuzmak	RASQ	87 School Lane	Conyngham	PA	18219			No	Yes
2.	Kathy	Maxwell	Career Development Office –PSU Hazleton	76 University Dr	Hazleton	PA	18202	570-450-3566		Yes	No
3.	University Women's Club		PSU	101 Shields	University Park	PA	16802			Yes	No
4.	Career Services		Bowling Green University		Bowling Green	OH	43403			Yes	No
5.	Don	Langlois	Career Link Monroe County	Rte 611 Merchants Plaza PO box 789	Tannersville	PA	18372	570-620-2859		No	Yes
6.	Marge	Pietroski	Center for Innovative Training	116 N. Washington Ave	Scranton	PA	18503	570-342-4298		Yes	No
7.	Nancy	Henry	Monroe County Job Training Program	PO Box 869	Tannersville	PA	18372	570-620-2850		Yes	No
8.	Arlene	Hill	Georgetown University	105 Old North	Washington	DC	20057	202-687-3493		Yes	No
9.	Jane	Harris	YMCA of Hazleton	75 S. Church St	Hazleton	PA	18201	570-455-2046		Yes	No
10.	Ronald	Felton	NAACP (Local)	P. O. Box 2460	Wilkes-Barre	PA	18703	717-233-2664		Yes	No
11.	Maria	Fanning	Keystone College	<u>One College Green</u>	La Plume	PA	18440	570-945-5141		No	Yes
12.	Thad	Supanek	Manpower	761 Scranton/Carbondale HWY	Scranton	PA	18508	570-825-5661		No	Yes
13.	Career Services		Luzerne County Career Link	32 E Union St	Wilkes-Barre	PA	18702			Yes	No
14.	Dawn	Seidel	Luzerne County Commission for Women	93-95 State Street	Wilkes-Barre	PA	18702	570-825-1727		Yes	No
15.	Mary	Ghilani	Luzerne County Community College	1333 Prospect St	Nanticoke	PA	18634	570-470-0200		No	Yes
16.	Job Placement Office		Marywood University	2300 Adams Ave	Scranton	PA	18509	570-348-6247		No	Yes



17.	Career Services		Lackawanna County Career Link	135 Franklin Ave	Scranton	PA	18503			Yes	No
18.	Susan	Raibeck	McCann School of Business	47 South Main St	Mahanoy City	PA	17948	570-773-1820		Yes	No
19.	Reverend Smith		Mt Zion Baptist Church	105 Hill St	Wilkes-Barre	PA	18702	570-824-0477		Yes	No
20.	Ms. Nancy	Jackson	Nancy Jackson Placement	327 N. Washington St.	Scranton	PA	18503	570-346-8711		Yes	No
21.	Ms. Terry	McCurdy	National Organization for Women	115 Jacob's Ladder	Mountain Top	PA	18707	570-696-8625		Yes	No
22.	Career Services		Employment Opportunity Training Center of UTC	116 N Washington Ave	Scranton	PA	18503			Yes	No
23.	Development Dept.		Luzerne County Human Resources	32 E Union St 2 nd Floor	Wilkes-Barre	PA	18702			Yes	No
24.	Richard	Wyckoff	Pennsylvania Association of Broadcasters	850 Paxton St.	Hummelstown	PA	17036	717-482-4820		Yes	No
25.	Donna	Newman	Progressive Center	414 Olive St	Scranton	PA	18509	570-207-4950		Yes	No
26.	Patricia	Nielsen	Quinnipiac University	Mount Carmel Ave.	Hamden	CT	06518	203-288-5251		Yes	No
27.	Andita	Parker Lloyd	Multi Cultural Affairs Office Wilkes University	170 S Franklin ST	Wilkes-Barre	PA	18702	570-408-4731		Yes	No
28.	Dan	Hylton	Shippensburg University	1871 Old Main Rd.	Shippensburg	PA	17257	717-532-9121		Yes	No
29.	Joan	Welker	Lock Haven University	401 Fairview St	Lock Haven	PA	17745	570-893-2011		Yes	No
30.	Bernadette	Rushmer	Misericordia University	301 Lake Street	Dallas	PA	18612			Yes	No
31.	Michael	Cahill	Syracuse University	235 Schine	Syracuse	NY	13244	315-443-1870		Yes	No
32.	Becky	Sokolowski	Manpower	RR ! Fountain Springs East	Tannersville	PA	18372	570-619-8092		No	Yes
33.	Constance	McDonnell	University Of Scranton	1120 Mulberry St	Scranton	PA	18510	570-941-7400		No	Yes
34.	William	Walker	Walker Rehabilitation & Assoc. Inc.	PO Box 154	Fleetville	PA	18420	570-945-9242		Yes	No
35.	Carol	Bosack	Wilkes University	170 S. Franklin St.-Henry Student Ctr.	Wilkes-Barre	PA	18702	570-408-4731		Yes	No
36.	Adam	Goodman	Goods Entertainment	37. Box 1266	Weston	CT	06883	203-341-0111		No	Yes
38.	Career Development Office		Lesley College	29 Everett St	Cambridge	MA	02138	617-868-9600		Yes	No



39.	Career Services		Workforce Development	Wilkes-Barre Chamber 2 Public Square PO Box 5340	Wilkes-Barre	PA	18710			Yes	No
40.	Career Services		University of Scranton	collegecentral.com/Scranton	Scranton	PA	18510	570-941-7400		Yes	No
41.	Career Services		Penn State University	Sa.psu.edu/career	University Park	PA	16802	570-865-4700		Yes	No
42.	Chris	Bedwick	King's College	collegecentral.com/Kings	Wilkes-Barre	PA	18702	570-208-5913		Yes	No
43.	Career Services		Wilkes University	Collegecentral.com/wilkes	Wilkes-Barre	PA	18702	570-408-4858		Yes	No
44.	Career Services		Marywood University	Collegecentral.com/marywood	Scranton	PA	18510	570-287-5327	1	Yes	No
45.	Ronald	Vogel	Careerlink	website	Scranton	PA		570-963-4653		Yes	Yes

COMPANY POSTINGS AND COMPANY WEBSITES							
46	Noreen McCormack or Donna Kerper	Entercom Corp Website	nmccormack@entercom.com , dkerper@entercom.com		206-726-7099 610-660-5612	16	N/A
47	Lisa Klepadlo	In-House postings (Common Bulletin Board)	lklepadl@entercom.com		570-883-9850		N/A

ADVERTISING						
48	WKRZ-FM/WGGY-FM WILK-AM/WDMT-FM	Entercom Wilkes-Barre/Scranton Radio Advertisement (On-Air)			14	
49	Times Leader	News Paper Classified Lynda Byrnes – lbyrnes@leader.net			16	N/A
50	WorkNEPA.com	Posted on website by Lisa Klepadlo				NA
51	Craigslist.com	Posted on website by Lisa Klepadlo			1	
52	Monster.com	Newspaper classified by Lynda Byrnes- lbyrnes@leader.net			12	
53	Radio Ink	Radio Ink Publication				

JOB FAIRS			
54	NPEC Northeast Pennsylvania Employment Consortium Virtual Fair	See Supplements Initiative #3 8/10/09-8/26/09	
55	Luzerne County Community College	See Supplemental Initiative #4 4/7/2009	



56	NPEC Employment Consortium	See Supplements Initiative #6 3/23/2010		
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OTHER SOURCES				
56	Employee Referral		9	
57	Client Referral			
58	Corporate Referral			

Total # of New Interviewees Referred			69	
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3. Supplemental Recruitment Initiatives

	Initiatives	Date	Location	Description	Titles of Employees Involved
1	Internship Program	Ongoing through-out the year	Entercom Wilkes-Barre/Scranton	Entercom Wilkes-Barre/Scranton 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. Twelve participated in this program.	Director of Programming Promotions Director Business Manager Sales Manager
2	RAMP Sales Training	On-going throughout the year	Entercom Wilkes- Barre/Scranton	Entercom Wilkes-Barre 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. We had 5 employees complete training this year.	Account Executives Sales Associates
3	NPEC Northeast Pennsylvania Employment Consortium	8/10/09-8/26/09		Entercom Wilkes-Barre participated in a virtual job fair sponsored by the NPEC Northeast Pennsylvania Employment Consortium. Information regarding Entercom and a posting of current opportunities were posted on-line.	Business Manager Administrator
4	Luzerne County Community College	4/7/09	LCCC Nanticoke, PA	Entercom Wilkes-Barre had a booth at Luzerne County Community College Job Fair and personally handed out current job openings as well as answer questions pertaining to careers in the radio industry. Approximately 250 students attended the job fair.	Business Manager Administrator
5	ETM Engage Program	On-going throughout the year	Entercom Wilkes-Barre	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. Seven account executives and three sales managers from Wilkes-Barre attended.	Corporate VP of Business Development Business Dev Director Sales Managers Account Executive
6	NPEC Employment Consortium	3/23/10	Mohegan Sun Arena @ Casey Plaza Wilkes-Barre	Entercom Wilkes-Barre had a booth at the NPEC Employment and Internship Fair and handed out current job openings as well as answer questions pertaining to careers in the radio industry to approximately 150 attendees.	Business Manager Sales Manager
7	SHRED	On-going throughout the year	Entercom Wilkes-Barre	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 ad success, especially for account executives with goals to be promoted in the company. Thirteen account executives and two sales managers from Wilkes-Barre completed the SHRED training program.	Account Executives Sales Managers
8	Sales Associate Program	On-going throughout the year	Entercom Wilkes-Barre/Scranton	Entercom Wilkes-Barre/Scranton 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	Sales Managers Sales Associates



				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 Entercom Wilkes-Barre Sales Associates participated in this program during the annual reporting period.	
10	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 openings throughout the company and discussed careers in radio and at Entercom.	Corporate Representative
11	NAB Job Fair	Sept 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 Corporate employees on behalf of Entercom Wilkes-Barre/Scranton
12	Personal People Meter Preparedness Training	Ongoing throughout the year	Entercom Wilkes-Barre/Scranton	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 Director Sales Manager Account Executives Sales On-Air Personalities
13	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".	General Manager

