

**EEO ANNUAL PUBLIC FILE REPORT
ENTERCOM AUSTIN**

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

Employment Unit: Entercom Austin License, LLC	Address: Entercom-Austin License, LLC	Contact Person/Title: Alan Kirshbom Vice President/Market Manager
Unit Members, Community of License: KAMX-Austin, TX KKMJ-Austin, TX KJCE-Austin, TX	Telephone Number: 512-327-9595	E-mail Address: akirshbom@entercom.com

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

	Title/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 Organizations	Company Postings	Advertising	Job Fairs	Referral Source	Number Interviewed	New Interviewees
A	Account Executive 5/18/09	Entercom Website	1-18	1-2	0	0	Employee Referral-3 Entercom Website-2 Texas Assoc. of Broadcasters-2	7	7
B	On Air Personality 5/19/09	Industry Referral	Secret Search (Hired before employee was terminated)				(Blind Ads) All Access-1 Employee Referral-1 Industry Referral-3 Texas Assoc. of Broadcasters-1	6	6
C	On Air Personality 6/1/09	Industry Referral	Secret Search (Hired before employee was terminated)				(Blind Ads) All Access-2 Industry Referral-3	5	5
D	Digital Sales Manager 6/15/09	Craigslist	1-18	1-2	1-2	0	Craigslist-3 Entercom Website-2 Industry Referral-1 Texas Assoc. of Broadcasters-1	7	7



E	Sales Assistant 6/24/09	Craigslist	1-18	1-2	2	1-2	Craigslist-8 Entercom Austin Open House-9 Entercom Austin Pink Slip Party-1 Employee Referral-3 Entercom Website-4 University of Texas-2 Texas State University-3 Texas Assoc. of Broadcasters-2	32	32
F	Account Executive/ Sales Associate 6/24/09	Entercom Website	1-18	1-2	2	1-2	Repeat from Pool E	32	0
G	Account Executive/ Sales Associate 6/24/09	Entercom Austin Open House	1-18	1-2	2	1-2	Repeat from Pool E	32	0
H	Account Executive 6/29/09	Entercom Website	1-18	1-2	0	1-2	Employee Referral- (3 repeat from Pool A) Entercom Website- (1 repeat from Pool A) Texas Assoc. of Broadcasters- (2 repeat from Pool A)	6	0
I	Account Executive 7/30/09	Texas Association of Broadcasters	1-18	1-2	0	1-2	Employee Referral- (3 repeat from Pool A) Entercom Website- (1 repeat from Pool A) Texas Assoc. of Broadcasters- (2 repeat from Pool A) +1	7	1
J	Local Sales Manager 9/9/09	Texas Association of Broadcasters	1-18	1-2	2	0	Craigslist-4 Entercom Website-3 Industry Referral-2 Texas Assoc. of Broadcasters-5	14	14
K	General Sales Manager 9/21/09	Entercom Website	1-18	1-2	2	0	Repeat from Pool J	14	0
L	Account Executive 10/5/09	University of Texas Job Site	1-18	1-2	2-3	1	Entercom Website-3 Texas Assoc. of Broadcasters-1 University of Texas-2	6	6
M	Account Executive 10/5/09	Entercom Website	1-18	1-2	3	1	Entercom Website (1 repeat from Pool L)+1 Industry Referral-1 Texas Assoc. of Broadcasters-1 University of Texas- (1 repeat from Pool L)+1	6	4



N	Account Executive 10/20/09	Entercom Website	1-18	1-2	0	1	Entercom Website-3 Employee Referral-2	5	5
O	Account Executive 11/9/09	Employee Referral	1-18	1-2	0	3	Employee Referral-2 Entercom Website-2 Texas Assoc. of Broadcasters-2	6	6
P	General Sales Manager 2/22/10	Entercom Website	1-18	1-2	2	3	Entercom Website-2 Texas Assoc. of Broadcasters-3	5	5
Q	Account Executive 3/15/10	Employee Referral	1-18	1-2	2-3	3	Employee Referral-1 Entercom Website-3 Internal Posting-2	6	6
Total # of New Interviewees for Full-Time Job Vacancies During the Reporting Period:									104



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	Women's Referral Center	YMCA	2015 S. IH -35 Ste.110, 78740	Austin	TX	78740	(512) 326-1222	0	Yes	No
2	Ken Nance	Austin Area Urban League	1033 La Posada Dr., Ste. 150	Austin	TX	78722	(512) 478-7176	0	Yes	No
3	April Gonzalez	Hispanic Chamber of Commerce	300 S. IH 35 Ste. 305	Austin	TX	78704	(512) 476-7502	0	Yes	No
4	Ray Barker	Texas Workforce Commission	101 E. 15 th Street Ste., 200	Austin	TX	78701	(512) 322-9944	0	Yes	No
5	Craig Bean	Texas Association of Broadcasters	502 E. 12 th Street	Austin	TX	78702	(512) 476-6230	19	Yes	No
6	Amy Carter	AWRT	12012 N. Mopac Expressway	Austin	TX	78758	(512) 531-3562	0	Yes	No
7	Matthew Berndt	UT-College of Communications	University of Texas at Austin CMA 3.104	Austin	TX	78752	(512) 471-9421	5	Yes	No
8	Tanya Greenough	Caritas	P.O. Box 1947	Austin	TX	78767-1947	(512) 479-4610	0	Yes	No
9	Shelton Green	Austin Association of Black Journalist	3201 Steck Avenue	Austin	TX	78757	(512) 459-2086	0	Yes	No
10	Amanda Spain	Capitol City African American Chamber of Commerce	5407 N. IH 35, Ste. 304	Austin	TX	78757	(512) 459-1181	0	Yes	No
11	Joyce Pope-Cain	Austin Community College	7748 Hwy. 290, West	Austin	TX	78736	(512) 223-8069	0	Yes	No
12	Zack Zwicky	The Art Institute of Houston	1900 Yorktown	Houston	TX	77056	(512) 860-4314	0	Yes	No
13	Michelle McConnell	American Broadcasting School	712 North Watson Rd., Ste. 200	Arlington	TX	76011	(817) 695-2474	0	Yes	No
14	Simone Leal	Austin Chamber of Commerce	210 Barton Springs Rd., Ste. 400	Austin	TX	78704	(512) 322-5612	0	Yes	No
15	Karen Julian	Texas State University	550 W Frontage Rd., Ste. 3600	Northfield	IL	60093	(847) 716-7000	3	Yes	No



16		American Institute of Graphic Arts-Austin Chapter	PMB 549 815-A Brazos	Austin	TX	78701	(212) 807-1990	0	Yes	No
17	Andrew Harper	St. Edwards University	3001 South Congress Ave.	Austin	TX	78704	(512) 448-8400	0	Yes	No
18	Paul Leverington	Houston Tillotson College Austin	900 Chicon Street	Austin	TX	78702	(512) 505-3041	0	Yes	No

COMPANY POSTINGS AND COMPANY WEBSITES										
1	Tiffany Kennedy	Entercom Austin, TX	Internal Posting 4301 Westbank Dr., Escalade B, 3 rd Floor Austin, TX 78746			512-327-9595		2		N/A
2	Donna Kerper	Entercom Seattle, WA	Posted to Corporate Company Website: Entercom.com			206-726-7086 206-726-7028		25		N/A

ADVERTISING										
1	All Access	Website: allaccess.com						3		N/A
2	Craigslist	Website: craigslist.com						15		
3	Creative Hot List	Website: creativehotlist.com						0		

JOB FAIRS										
1	Entercom Austin-Open House	See Supplemental Recruitment Initiative #9						9		N/A
2	Entercom Austin Pink Slip Party	See Supplemental Recruitment Initiative #10						1		N/A
3	University of Texas Communications Job Fair	See Supplemental Recruitment Initiative #17						0		N/A
4	University of Texas Communications Job Fair	See Supplemental Recruitment Initiative #18						0		N/A
5	Mass Communications Career Expo At Texas State	See Supplemental Recruitment Initiative #11						0		N/A

OTHER SOURCES										
--	Entercom Employee Referral							12		N/A
--	Self Referral							0		N/A
--	Industry Referral							10		N/A
Total # of New Interviewees Referred:								104		



3. Supplemental Recruitment Initiatives.

Initiatives		Date	Location	Description	Titles of Employees Involved
1	Internship Program	Ongoing throughout the year	Entercom Austin	Entercom Austin 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. 9 people participated in this program.	Director of Programming Promotions Director Office Manager Production Manager
2	ETM Engage Program	Ongoing throughout the year	Entercom Austin	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 30 account executives and 4 sales managers.	Corporate VP of Business Development Business Dev Director Sales Managers Account Executives
3	Sales Associate Program	On-going throughout the year	Entercom Austin	Entercom Austin 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. 3 employees participated in this program during the annual reporting period.	Sales Managers Sales Associates
4	RAMP Sales Training Program	On-going throughout the year	Entercom Austin	Entercom Seattle 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. 21 account executives and sales associates graduated from this program during the annual reporting period.	Sales Managers Account Executives
5	SHRED Sales Training Program	On-going throughout the year	Entercom Austin	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. 20 AE's and Sales Managers have completed the SHRED training program.	Account Executives Sales Managers



6	Entercom PILOT Program	On-going throughout the year	Entercom Austin	This is a management program for sales managers. It includes interviewing, hiring, coaching and counseling account executives. The training program educates our managers on our EEO program and policies. 4 managers attended this program.	VP of Sales Training GM Sales Managers
7	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
8	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 Corporate employees on behalf of Entercom Austin
9	Entercom Austin Open House	June, 2010	Entercom Austin	Entercom Austin hosted an open house for our Sales Association program. Managers discussed the opportunities available and provided an overview on their specific departments. A station tour was provided. 19 people participated.	Director of Sales Business Manager GM General Sales Manager Promotions Manager
10	Entercom Austin Pink Slip	May, 2010	Entercom Austin	Entercom Austin hosted a "Pink Slip Party". This event gave station listeners an opportunity to network, meet with local recruiters and career consultants. All Entercom Austin open positions were recruited for at the event, as well.	Director of Sales GM Promotions Manager VP of Programming
11	Personal People Meter Preparedness Training	Ongoing throughout the year	Entercom Austin, TX	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.	GM Program Director Sales Manager Account Executives Sales On-Air Personalities
12	GM Advanced Education Conference Calls	Ongoing throughout the year	Entercom Austin, TX	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.	GM General Sales Manager
13	Negotiation Seminar	February, 2010	Entercom Austin, TX	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 Managers Account Executives
14	Leander High School Job Shadowing Week	February 2010	Entercom Austin, TX	Entercom Austin sponsored two high school students for one full week. They worked with each department within the cluster in order to get a broad understanding of career opportunities in radio.	Account Executives Promotions Directors Business Department Production Department Sales Managers



15	St. Edwards Winter Job Shadowing Program	January 2010	Entercom Austin, TX	Entercom Austin participated in a job-shadowing program for St. Edward's University students. 1 student visited for 2 full workdays and shadowed the marketing director and promotions managers.	Marketing Director Production Manager
16	University of Texas-Communications Job Fair	October, 2009	University of Texas Austin, TX	Entercom Austin participated in the University of Texas Communications Job Fair. Entercom manager greeted prospective job applicants and handed out station information along with a list of current job openings. Entercom manager spoke with over 100 people in attendance, answered many questions and collected resumes.	FCC/EEO Officer General Sales Manager
17	Mass Communications Career Expo at Texas State	March, 2010	Texas State University San Marcos, TX	Entercom Austin participated in the Texas State Mass Communications Job Fair. Entercom manager greeted prospective job applicants and handed out station information along with a list of current job openings. Entercom manager spoke with over 100 people in attendance, answered many questions and collected resumes.	Promotions Manager FCC/EEO Officer
18	University of Texas-Communications Job Fair	March, 2010	University of Texas Austin, TX	Entercom Austin participated in the University of Texas Communications Job Fair. Entercom manager greeted prospective job applicants and handed out station information along with a list of current job openings. Entercom manager spoke with over 100 people in attendance, answered many questions and collected resumes.	FCC/EEO Officer General Sales Manager
20	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".	VP/ Market Manager Director of Integrated Marketing Solutions/GSM

