

**EEO ANNUAL PUBLIC FILE REPORT
ENTERCOM GREENVILLE**

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

Employment Unit: Entercom Greenville, LLC	Address: Entercom Greenville, LLC 25 Garlington Road Greenville, SC 29615	Contact Person/Title: John Burkavage, VP Market Manager
Unit Members, Community of License WFBC-FM, Greenville, SC WSPA-FM, Spartanburg, SC WORD-AM, Spartanburg, SC WYRD-AM, Greenville, SC WROQ-FM, Anderson, SC WTPT-FM, Forest City, NC WORD-FM, Simpsonville, SC	Telephone Number: 864-271-9200	E-mail Address: jburkavage@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	8/17/09 Account Executive	Employee Referral	1-53	54-56	57		Entercom Website: 4 Employee Referral: 3	7	7
B	8/24/09 Entry-Level Account Executive	Entercom Website	1-53	54-56	57		Entercom Website: 7 Employee Referral: 1	8	8
C	8/24/09 Entry-Level Account Executive	Entercom Website	1-53	54-56	57		Same as pool B	8	0
D	11/16/09 Entry-Level Account Executive	Entercom Website	1-53	54-56	57		Entercom Website: 5 Internal Posting: 3 Employee Referral: 1	9	9
E	11/16/09 Entry-Level Account Executive	Employee Referral	1-53	54-56	57		Same as Pool D	9	0
F	11/23/09 Entry-Level Account Executive	Internal Posting	1-53	54-56	57		Same as Pool D	9	0
G	11/16/09 Sales Associate	Clemson University	1-53	54-56	57		Entercom Website:4 Internal Posting: 3 Clemson University: 1 Employee Referral: 1	9	9



H	11/16/09 Sales Associate	Internal Posting	1-53	54-56	57		Same as Pool G	9	0
I	12/28/09 Administrative Assistant	Greenville Technical College	1-53	54-56	57		Entercom Website: 7 Employee Referral: 2 Greenville Technical College: 8 SC State University: 1 Clemson University: 1 Employee Referral: 1	20	20
J	1/14/2010 Account Executive	Clemson University	1-53	54-56	57		Entercom Website: 9 Furman University: 1 Clemson University: 2	12	12
K	1/14/2010 Account Executive	Entercom Website	1-53	54-56	57		Same as Pool J	12	0
L	4/19/10 Account Executive	Clemson University	1-53	54-56	57	63	Entercom Website: 1 Clemson University: 1 Employee Referral: 5	7	7
M	4/19/10 Sales Associate	Entercom Website	1-53	54-56	57	63	Same as Pool L	7	0
N	5/19/10 On-Air Personality	Internal Posting	1-53	54-56	57	63	AllAccess.com: 3 Word of Mouth: 1 Internal Posting: 2	6	6
O	6/14/10 On-Air Personality	Internal Posting	1-53	54-56	57	63	Same as Pool N	6	0
P	7/6/10 Account Executive	Entercom Website	1 – 53	54-56	57	63	Employee Referral: 4 Entercom Website: 3 Winthrop University: 1 Clemson University: 2 North Greenville University: 1 Industry Referral: 1	12	12
Q	7/6/10 Account Executive	Employee Referral	1-53	54-56	57	63	Same as Pool P	12	0
R	7/6/10 Account Executive	Entercom Website	1-53	54-56	57	63	Same as Pool P	12	0
S	7/15/10 IT/Broadcast Engineer	Entercom Website/SCBA Job Fair	1-53	54-56	57	63	Internal Posting: 1 Greenville Technical College: 2 SCBA Job Fair: 1 ITT Technical Institute: 1	5	5
Total # of new interviewees for full-time job vacancies during the reporting period:									95



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	Career Services	American Assoc. of University Women	1111 Sixteenth St. NW	Washington	DC	20036	202-785-7700		Yes	No
2	Carol Karnes	Anderson College	316 Boulevard St.	Anderson	SC	29621	864-231-2003		Yes	No
3	Student Success	Asheville Buncombe Tech	340 Victoria Road	Asheville	NC	28801	828-254-1921		Yes	No
4	Sonja Johnson	Benedict College	1600 Harden St.	Columbia	SC	29204	803-256-4220		Yes	No
5	Anne Keeling	Black Career Women	PO Box 19332	Cincinnati	OH	45219	513-531-1932		Yes	No
6	Career Development	Bob Jones University	1700 Wade Hampton Blvd.	Greenville	SC	29614	864-242-5100		Yes	No
7	Col. Schrader	Camden Military Academy	520 US Hwy 1 North	Camden	SC	29023	800-948-6291		Yes	No
8	Alyson Young	Carolina School of Broadcasting	3435 Performance Blvd.	Charlotte	NC	28214	704-395-9272		Yes	No
9	Brent Stewart	Citadel Career Services	171 Moultrie Street	Charleston	SC	29409	843-953-1617		Yes	No
10	Jennifer Hall	Clafin College	700 College Street	Orangeburg	SC	29115	803-535-5333		Yes	No
11	Student Recruitment	Clemson University	104 Holtzendorff Hall	Clemson	SC	29634	864-656-6000	7	Yes	No
12	John Davis	Coastal Carolina University	PO Box 261954	Conway	SC	29528	864-349-2485		Yes	No
13	Career Center	College Of Charleston	160 Calhoun St B-28	Charleston	SC	29424	843-953-5692		Yes	No
14	Student Recruitment	Columbia College	1301 Columbia College Dr.	Columbia	SC	29205	803-786-3662		Yes	No
15	Natalie Brown	Columbia Urban League	1400 Barnwell St.	Columbia	SC	29201	803-799-8150		Yes	No
16	A Hendrix	Community Centers	PO Box 2207	Greenville	SC	29601	864-467-4331		Yes	No
17	Cathy Gowan	Converse College	580 E Main St.	Spartanburg	SC	29302	864-596-9027		Yes	No
18	Robert Decker	ECPI College of Technology	1001 Keys Drive #100	Greenville	SC	29615	864-288-2828		Yes	No
19	Dusty New	Erskine College	2 Washington Street	Due West	SC	29639	864-275-2131		Yes	No
20	Job Core Director	Furman University	3300 Poinsett Hwy	Greenville	SC	29613	864-294-2106	1	Yes	No
21	William Sanders	GA Association of Broadcasters	8010 Roswell Road, Ste 260	Atlanta	GA	30350	770-395-7200		Yes	No



22	R. Angel	Greenville County Workforce Development	301 University Ridge, Ste 1500	Greenville	SC	29601	864-467-8095		Yes	No
23	Career Center	Greenville Technical College	PO Box 5616	Greenville	SC	29606	864-250-8124	10	Yes	No
24	Barbara Bennett	Hispanic Communications Network	1126 16 th Street NW	Washington	DC	20036	202-637-8801		Yes	No
25	Career Center	ITT Technical Institute	Six Independence Point	Greenville	SC	29615	864-297-0930	1	Yes	No
26	Dan Adams	Lander University	CPO Box 6052 320 Stanley Ave.	Greenwood	SC	29649	864-388-8243		Yes	No
27	Ileka Leaks	Limestone College	1115 College Drive	Gaffney	SC	29340	864-488-4557		Yes	No
28	Career Center	Minority Media and Telecommunications	3636 16th St NW Ste B-366	Washington	DC	20010	202-332-0500		Yes	No
29	Career Services	Morehead College-Career SVCS.	830 Westview Dr. SW	Atlanta	GA	30314	404-215-2644		Yes	No
30	Margaret Bailey	Morris College	100 W College St.	Sumter	SC	29150	803-934-3200		Yes	No
31	Employee Clearing House Dir.	National Assoc. Of Broadcasters	1771 North St NW	Washington	DC	20036	202-429-5497		Yes	No
32	Career Services	Native American Broadcasting Cons.	PO Box 83111	Lincoln	NE	68501	402-472-3522		Yes	No
33	Travis Ballenger	Newberry College	2100 College Street	Newberry	SC	29108	803-276-5010		Yes	No
34	Dr. Linwood Hagin	North Greenville University	PO Box 1892	Tigerville	SC	29688	864-977-7137	1	Yes	Yes
35	Gary James	Ohio Center for Broadcasting	9000 Sweet Valley Dr.	Valley Drive	OH	44125	216-447-9117		Yes	No
36	Dayatra Baker-White	Phillis Wheatley Community Ctr.	335 Green Acre Rd.	Greenville	SC	29607	864-235-3411		Yes	No
37	Linda Jameison	Presbyterian College	503 S Broad Street	Clinton	SC	29325	864-833-8380		Yes	No
38	Grace Alegre	Regent University	1000 Regent Univ. Drive, COM 200	Virginia Beach	VA	23464	757-226-4746		Yes	No
39	Grey Parks	SC Employment Security Comm	706 Pendleton Street	Greenville	SC	29601	864-242-3531		No	Yes
40	Student Placement	SC State University	PO Box 7127	Orangeburg	SC	29117	803-536-7033	1	No	Yes
41	Gloria Schumacher	Sears Shelter Community Center	100 E Park Av	Greenville	SC	29601	864-467-4326		Yes	No
42	Job Placement Director	Share	PO Box 10204	Greenville	SC	29602	864-269-0700		Yes	No
43	Yvonne Duckett	Southern Wesleyan University	PO Box 10204	Central	SC	29360	864-644-5150		Yes	No
44	JM Fleming	Southernside Community Center	846 W Washington St	Greenville	SC	29601	864-232-5651		Yes	No
45	Harold Bell	Spelman College-Career Planning	350 Spelman Lane SW	Atlanta	GA	30314	404-681-3643		Yes	No



46	Glenda Waters	Tri-County Technical College	Clemson Hwy	Pendleton	SC	29670	864-225-2250		Yes	No
47	Jay Eubanks	UNC School of Journalism	Campus Box 3365	Chapel Hill	NC	27599	919-962-4518		Yes	No
48	Brenda Croft	Urban League of the Upstate	15 Regency Hill Dr.	Greenville	SC	29607	864-244-3862		Yes	No
49	Sherry McAdams	USC-Upstate	800 University Way	Spartanburg	SC	29303	864-503-5392		Yes	No
50	Johnny Smith	Western Carolina University	80 McKee Building	Cullowhee	NC	28723	828-286-3636		Yes	No
51	Career Dev. Center	Winthrop University	129 Crawford	Rock Hill	SC	29733	803-953-5692	1	Yes	Yes
52	Dr. Jhon Akers	Wofford College	429 N. Church Street	Spartanburg	SC	29303	864-597-4261		Yes	Yes
53	Shirley LeGette	Women in Communications-Gvl Ch	PO Box 5264	Greenville	SC	29606	864-234-2942		Yes	No



COMPANY POSTINGS AND COMPANY WEBSITES						
54	Noreen McCormack or Molly Engle	Entercom Corp Website	NMcCormack@entercom.com or MEngle@Entercom.com	206.726.7099 206-726-5469	40	N/A
55	Renee Brown	Internal postings...Company Board and email to Greenville Users	ReneeBrown@entercom.com (current employees)	864-241-4216	9	N/A
56	Tracy West	Station websites (WFBC, WGVC, WORD/YRD, WROQ, WSPA, WTPT)	TWest@Entercom.com	864-241-4294		N/A

ADVERTISING							
57	All Access.com	All Access website via e-mail to Noreen McCormack or Donna Kerper @ Entercom www.allaccess.com 28955 Pacific Coast Hwy., Suite 210-5, Malibu, CA 90265 (310) 457-6616			3	N/A	
58	Greenville News	Employment Classifieds - P.O. Box 1688, 305 S. Main St., Greenville, SC 29601, (864) 298-4100					N/A
59	Radio Ads	WFBC, WSPA, WORD/YRD, WROQ, WTPT					N/A
60	CareerBuilder.com	www.CareerBuilder.com					N/A
61	RBR	www.RBR.com					N/A

JOB FAIRS						
62	NAB Job Fair Philadelphia, PA	See Supplemental Recruitment Initiatives # 6				N/A
63	SCBA Job Fair Columbia, SC	See Supplemental Recruitment Initiatives # 24			1	N/A
64	NAB Job Fair Las Vegas, NV	See Supplemental Recruitment Initiatives # 25				

OTHER SOURCES						
-	Employee Referral				18	N/A
-	Referred by Friend					N/A
-	Corporate Referral (referred by Corporate Employee)					N/A
-	Entercom Market Referral					N/A
-	Industry Referrals				1	N/A
-	Client Referral					N/A
-	Recruitment Referral					N/A
-	Current Employee					N/A
-	Hotjobs.com					N/A
-	Word of Mouth				1	
Total # of New Interviewees Referred					95	

3. Supplemental Recruitment Initiatives.



Initiatives		Date	Location	Description	Titles of Employees Involved
1	Internship Program	Ongoing throughout the year	Entercom Greenville	Entercom Greenville 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. Seven (7) students participated in this program.	Program Directors Promotions Director
2	Sales Associate Program	On-going throughout the year	Entercom Greenville	Entercom Greenville 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. Four (4) employees participated in this program during the annual reporting period.	Sales Managers Sales Associates
3	RAMP Sales Training Program	On-going throughout the year	Entercom Greenville	Entercom Greenville 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. 13 account executives and sales associates graduated from this program during the annual reporting period.	Sales Managers Account Executives
4	GM Advanced Education Conference Calls	Ongoing throughout the year	Entercom Greenville	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 Director of Sales
5	Tour: Sunshine House, Duncan SC	08/06/09	Duncan, SC	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Sales Assistant
6	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 at Entercom.	Entercom Corporate employees on behalf of Entercom Greenville
7	Job Shadow Program	10/30/09	Entercom Greenville	Job shadowing with an East Henderson High School student for WROQ-FM Radio.	Program Director – WROQ
8	Open House	11/19/09	Entercom Greenville	Students from various boy scout groups were able to attend an Open House hosted by Entercom Greenville. At the Open House, students learned about broadcasting and media communications, and on-line commercial advertisements.	GM Program Directors Sales Assistants
9	Tour: Boy Scouts	1/21/10	Entercom Greenville	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Sales Assistant



10	Job Shadow Program	2/2/2010	Entercom Greenville	Job shadowing with an Edgewood Middle School student for WROQ-FM Radio.	Mid-Day Personality -WROQ
11	Job Shadow Program	2/3/2010	Entercom Greenville	Job shadowing with 2 Westview Middle School students for WROQ-FM Radio	Program Director- WROQ
12	Job Shadow Program	2/3/2010	Entercom Greenville	Job shadowing with 2 Sevier Middle School students for WTPT-FM Radio	Morning Show – WTPT Mid-Day Personality – WTPT
13	Job Shadow Program	2/3/2010	Entercom Greenville	Job shadowing with a Blue Ridge Middle School student for WROQ-FM Radio	Mid-Day Personality - WROQ
14	Tour: Boy Scout Pack 715	2/4/2010	Entercom Greenville	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Sales Assistant
15	Tour: Boy Scout Pack 423	2/23/2010	Entercom Greenville	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Sales Assistant
16	Job Shadow Program	2/24/2010	Entercom Greenville	Job shadowing with a student from SC Commission for the Blind with WTPT-FM Radio.	Morning Show – WTPT Program Director - WTPT
17	Tour: Boy Scout Pack 159	2/25/2010	Entercom Greenville	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Sales Assistant
18	Tour: Boy Scouts	2/26/2010	Entercom Greenville	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Sales Assistant
19	Tour: Cub Scouts Troop 603	2/27/2010	Entercom Greenville	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Mid-Day Personality – WROQ
20	Tour: Boy Scout Pack 833	3/9/2010	Entercom Greenville	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Sales Assistant
21	Tour: Tiger Cubs	3/16/2010	Entercom Greenville	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Sales Assistant
22	Tour: Boy Scout Troop 221	3/18/2010	Entercom Greenville	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Sales Assistant
23	Management Retreat	3/22/10	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”.	GM Director of Sales
24	SCBA Job Fair	4/13/10	Columbia, SC	SCBA hosted a job fair for various broadcasting organizations. Entercom Greenville attended the job fair, and met with several attendees, distributed current job openings and discussed careers in radio and at Entercom.	Director of Sales EEO Administrator
25	NAB Job Fair	4/14/2010	Las Vegas, NV	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	Entercom Corporate employees on behalf of Entercom Greenville



				throughout the company and discussed careers in radio at Entercom.	
26	Tour: Tiger Cubs Pack 760	5/11/2010	Entercom Greenville	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Sales Assistant
27	EEO Breakfast	7/14/2010	Entercom Greenville	Entercom Greenville 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. 5 recruitment contacts participated.	GM Program Directors EEO Coordinator Promotions Director Chief Engineer Web Master
28	Kellar Radio Talent Institute "Radio School"	7/14/2010	Appalachian State University	Promotions Director was invited to speak to college students about marketing and Promotions. Program was put on by Kellar Radio Talent Institute. Lectured for 80 minutes.	Promotions Director
29	Kellar Radio Talent Institute "Radio School"	7/20/2010	Appalachian State University	Program Director of WFBC was invited to speak to college students about the radio industry – "Developing your Voice, Your Style... You". Program was put on by Kellar Radio Talent Institute. Lectured for 80 minutes.	Program Director – WFBC
30	Tour: Classy Kids Day Care	7/26/2010	Entercom Greenville	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Sales Assistants Sales Associates
31	Tour: Classy Kids Day Care	7/29/10	Entercom Greenville	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Sales Assistants Sales Associates
32	Tour: Classy Kids Day Care	7/30/10	Entercom Greenville	Employees conducted tours of our facilities and explained the inner workings of a communications company and what departments and jobs would be available in a media broadcasting setting.	Sales Assistants Sales Associates

