

**EEO ANNUAL PUBLIC FILE REPORT
ENTERCOM KANSAS CITY**

This report covers full-time vacancy recruitment for the period of October 1, 2008 to September 30, 2009

Employment Unit: Entercom Kansas City License, LLC	Address: Entercom Kansas City License, LLC 7000 Squibb Rd. Mission, KS 66206	Contact Person/Title: David Alpert/ Vice President/Market Manager
Unit Members, Community of License: KCSP-AM, Kansas City, MO KMBZ-AM, Kansas City, MO KYYS-AM, Kansas City, KS KXTR-AM, Kansas City, KS KRBZ-FM, Kansas City, MO KUDL-FM, Kansas City, KS KQRC-FM, Leavenworth, KS KKSJ-FM, Kansas City, MO WDAF-FM, Liberty, MO	Telephone Number: 913.744-3839	E-mail Address: dalpert@entercom.com

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

	Title	Recruitment Source Referring Hiree	Sources Utilized to Fill the Full-Time Vacancies (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.	Promotions Coordinator October 06, 2008	Current Employee PT-FT	1-45	46, 47			Current employee: 5	5	5
B.	Account Executive October 20, 2008	Employee referral	1-45	46, 47			Employee referral: 3 Industry referral: 1 Current employee: 1	5	5
C.	Account Executive December 8, 2008	Employee Referral	1-45	46, 47			Employee referral: (2 from pool "B") + 1 Industry referral: (1 from pool "B") + 1	5	2



D.	Account Executive December 15, 2008	Walk-In	1-45	46, 47	50		Walk in: 1 Radio Ad: 1 Entercom website: 2 Employee referral: 1	5	5
E.	Sales Associate December 29, 2008	Radio Ad	1-45	46, 47			Entercom website: (1 from pool "D") +2 Employee referral: (1 from pool "D") Radio Ad: (1 from pool "D")	5	2
F.	Program Director January 15, 2009	Employee referral	1-45	46, 47	50		Employee referral: 1 Industry referral: 3	4	4
G.	Account Executive January 20, 2009	Employee referral	1-45	46, 47			Industry referral: (1 from pool "B" & 1 from pool "C") +1 Entercom website: 1 Employee referral: 1	5	3
H.	Account Executive January 20, 2009	Employee referral	1-45	46, 47			Employee referral: (1 from pool "C" & 1 from pool "G") +2 Entercom website: (1 from pool "D")	5	2
I.	Account Executive January 20, 2009	Current Intern	1-45	46, 47			Entercom website: 1 Current intern: 2 Industry referral: 1 Former employee: 1 Employee referral: 1	6	6
J.	Account Executive January 22, 2009	Employee referral	1-45	46, 47			Walk-in: (1 from pool "D") Entercom website: (1 from pool "D" & 1 from pool "E") +1 Employee referral: (1 from pool "D") +1	6	2
K.	Promotions Director February 6, 2009	Former employee	1-45	46, 47			Entercom website: 6 Former employee: 1 Industry referral: 2 Current employee: 1	10	10
L.	Account Executive February 17, 2009	Entercom Website	1-45	46, 47			Entercom Website: 3 Employee referral: (1 from pool "G") +1	5	4
M.	Music Director February 26, 2009	All Access	1-45	46, 47			All-access: 4 Former employee: 1 Current employee: 1	6	6
N.	Music Director March 16, 2009	Industry referral	1-45	46, 47			Entercom website: 1 Industry referral: 1	5	5



							Employee referral: 1 All-access: 1 Current employee: 1		
O.	Senior Account Manager March 23, 2009	Employee referral	1-45	46, 47	55		Employee referral: (1 from pool "L") +2 Entercom website: 2	5	4
P.	Account Executive April 06, 2009	Employee referral	1-45	46, 47	55	61	KU Career Fair: 4 Employee referral: 1	5	5
Q.	Account Executive April 07, 2009	Employee referral	1-45	46, 47	55		Industry referral: 1 Employee referral: (1 from pool "P") +3	5	4
R.	On-Air Host April 13, 2009	Current employee	1-45	46, 47	55		Employee referral: 2 Industry referral: 2 Current employee: 2	6	6
S.	Producer April 13, 2009	Current Employee	1-45	46, 47			Current employee: 3 Current intern: 1 Former Employee: 1	5	5
T.	Producer April 13, 2009	Current employee	1-45	46, 47			See pool "S"	5	0
U.	Account Executive April 13, 2009	Industry referral	1-45	46, 47			See pool "Q"	5	0
V.	Account Executive April 13,209	Employee Referral	1-45	46, 47			See pool "Q"	5	0
W.	Account Executive April 30, 2009	Walk-In	1-45	46, 47			K-State (CES): 1 Avila College/Mary Corless: 1 Industry referral: 1 Walk-in: 1 Entercom website: 2 All Access: 1 Employee Referral: 1	8	8
X.	Morning Show Co-Host May 01, 2009	Former employee	1-45	46, 47	55		Current employee: 1 Entercom website: 4 Former Employee: 1	6	6
Y.	Account Executive May 06, 2009	Employee referral	1-45	46, 47			See pool "W"	8	0
Z.	Account Executive June 03, 2009	Current employee	1-45	46, 47			Current employee: 1 Entercom website: 2 Radio Ad: 2	5	5



AA.	Sales Assistant June 04, 2009	Current employee	1-45	46, 47			Current employee: 3 Employee referral: 2	5	5
BB.	Account Executive June 29, 2009	Industry referral	1-45	46, 47	48		Walk-in: 1 Radio Ad: 1 Industry referral: (1 from pool "W") Entercom website: 2	5	4
CC.	General Sales Manager August 3, 2009	Employee referral	1-45	46, 47			Employee referral: 1 Industry referral: 2 Entercom Website: 1 Current Employee: 1	5	5
DD.	Sales Assistant August 10, 2009	Employee referral	1-45	46, 47			Current employee: (1 from pool "AA") Radio Ad: 1 Employee referral: 4 Mid Amer. Nazarene: 1	7	6
EE.	Board Op/ Producer August 14, 2009	Current Employee PT to FT	1-45	46, 47			Current Intern: 1 Current employee: 3 Entercom website: 1	5	5
FF.	Account Executive Sept 28, 2009	Entercom Website	1-45	46, 47	48		Entercom Website: 3 KC Star: 1 Radio Ad: 1	5	5
Total # of New Interviewees for full-time job vacancies during the reporting period:								134	



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	Sylvia Stucky	AFTRA	PO Box 32167	Kansas City	MO	64171	816-753-4557	0	Yes	
2	Mary Corless	Avila College	11901 Wornall Rd.	Kansas City	MO	64145	816-501-2901	1	Yes	
3	Chuck Irons	Avila College	11901 Wornall Rd.	Kansas City	MO	64145	816-501-2904	0	Yes	
4	Susan Wade	Career Development Center Baker University	PO Box 65	Baldwin City	KS	66006	785-594-8435	0	Yes	
5	Carleane Hawkins	Chamber of Commerce of KC	2600 Commerce Tower 911 Main	Kansas City	MO	64105	816-221-2424	0	Yes	
6	Judy Scott	Communications Department	Pittsburg State University	Pittsburg	KS	66762		0	Yes	
7	Shelly Wales	DeVry Institute of Technology	500 E 112th St	Kansas City	MO	64131	816-941-6372	0	Yes	
8	Daniel Rice	Fort Hays State University	600 Park Street Sheridan Hall 214	Hays	KS	67601	785-628-4260	0	Yes	
9	Harmony Thompson	Full Sail Real World Education	3300 University Blvd	Winter Park	FL	32792	800-757-5105	0	Yes	
10	Mark Raduziner	JCCC	12345 College Blvd., Box 80	Overland Park	KS	66210	913-469-3131	0	Yes	
11	Kit Gorrell Frankenfield	JCCC – Career Services	12345 College at Quivira	Overland Park	KS	66210	913-469-4455	0	Yes	



12	Candy Walton	Kansas State University	105 Kedzie Hall	Manhattan	KS	66502	785-532-2769	0	Yes	
13	Bill Ellibee	LDS Employment Services	517 W. Walnut Ste. 5	Independence	MO	64050	816-461-5481	0	Yes	
14	Denise Ridenhour	Lincoln University	304 Founders Hall, 816 Chestnut St	Jefferson City	MO	65102	573-681-5162	0	Yes	
15	Linda Anderson	Longview Community College	500 S.W. Longview Road	Lee's Summit	MO	64081	816-604-2380	0	Yes	
16	Mary Lynn Munger	Maple Woods Community College	2601 NE Berry Rd.	Kansas City	MO	64156	816-437-3155	0	Yes	
17	Barbara Poppe	Missouri Southern State	3950 E Newman	Joplin	MO	64801	417-625-9343	0	Yes	
18	Tiffany Bergman	Missouri Valley College	500 East College	Marshall	MO	65340	660-831-4618	0	Yes	
19		NAACP	1601 E. 18th Street Suite 250	Kansas City	MO	64108	816-421-1191	0	Yes	
20	Linwood Hagin, Ph.D.	North Greenville College	P.O. Box 1892	Tigerville	SC	29688	864-977-7137	0	Yes	
21	Fred Lamer	Northwest Missouri State University	Wells Hall 235 800 University Drive	Maryville	MO	64468	660-562-1617	0	Yes	
22	Marla McCrary	NW Missouri State University /Department of Mass Communications	Wells Hall 237 800 University Drive	Maryville	MO	64468	660-562-1361	0	Yes	
23	Rosalie Weathermon	Northwest Missouri State University	Administration Bldg # 130 800 University Drive	Maryville	MO	64468	660-562-1455	0	Yes	
24	Gary James	Ohio / Illinois Center for Broadcasting	9000 Sweet Valley Drive	Cleveland	OH	44125	216-447-9117	0	Yes	
25	Susan Webb	Ottawa University	2001 S. Cedar, Box 14	Ottawa	KS	66067	785-229-1067	0	Yes	



26	Layne Prenger	Park University Career Development Center	8700 NW River Park Drive, Box 33	Parkville	MO	64152	816-584-6350	0	Yes	
27	Melanie Bowman	Penn Valley Community College	3201 Southwest Trafficway	Kansas City	MO	64111	816-604-4155	0	Yes	
28	Grace Alegre	Regent University	1000 Regent University Drive COM 200	Virginia Beach	VA	23464	757-352-4746	0	Yes	
29	Mike Theobald	Rockhurst College	1100 Rockhurst Rd	Kansas City	MO	64110	816-501-4861	0	Yes	
30	Pete Bicak	Rockhurst College	1100 Rockhurst Rd	Kansas City	MO	64110	816-501-4682	0	Yes	
31	Patty Noland	The University of Kansas, William Allen School of Journalism	209D Stauffer-Flint Hall 1435 Jayhawk Blvd	Lawrence	KS	66045	785-864-7630	0	Yes	
32	M.C. Richardson	United Minority Media Association	5511 Woodland Ave., Ste 1	Kansas City	MO	64110	816-822-1313	0	Yes	
33	Liz Caldwell	KU Career Services	1601 Irving Hill RD 110 Burge	Lawrence	KS	66045	785-864-7672	0	Yes	
34	Phou (poo) Sengsavanh	University of Missouri	Journalism Career Center 76 Ganett Hall	Columbia	MO	65211	573-882-0373	0	Yes	
35	Carol Koehler	University of Missouri Kansas City	5100 Rockhill Road 202 Haag Hall	Kansas City	MO	64110	816-235-1693	0	Yes	
36	Judy Smith	Washburn University	1700 SW College	Topeka	KS	66621	785-670-1450	0	Yes	
37	Jill Pletcher	Wichita State University	Office of Communications	Wichita	KS	67208	316-978-6830	0	Yes	
38	Judy Rychlewski	William Jewel College	500 College Hill, PO Box 1058	Liberty	MO	64068	816-415-5938	0	Yes	
39	Aimee Sapp	William Woods College	One University Avenue	Fulton	MO	65251	573-592-1166	0	Yes	



40	Jeanette Downs Pettitt	MidAmerica Nazarene University	2030 E. College Way	Olathe	KS	66062	913-791-3382	1		
41	Rodney Copridge	Zion Grove MBC		Jefferson City	MO	65101		0	Yes	
42	Annette Haynes	UMKC Career Services	4825 Troost, Room 205	Kansas City	MO	64110	816-235-2588	0	Yes	
43	Shockworks	Wichita State	Website posting	Wichita State				0	Yes	
44	CSS	Fort Hayes	Website posting	Fort Hayes				0	Yes	
45	CES	Kansas State	Website posting	Kansas State				1	Yes	

COMPANY POSTINGS AND COMPANY WEBSITES

46	Donna Kerper	Entercom Corp Website	dkerper@entercom.com				610-660-5612	34		N/A
47	Heather Palermo	In House	Internal Posting				913-744-3838	0		N/A

ADVERTISING

48	Entercom / KC On-Air Recruitment	Radio Ads: KMBZ-AM, KCSP-AM, KXTR-AM, KYYS-FM, KQRC-FM, KRBZ-FM, KUDL-FM, WDAF-FM					6		N/A
49	All Access.com	www.allaccess.com					6		N/A
50	Employment Guide	Employment Guide					0		N/A
51	Kansas Association Broadcasters	1916 SW Sieben Ct, Topeka KS 66611; www.kab.net					0		
52	Missouri Broadcasting Association	1808 Southwest Blvd, Jefferson City, MO 65109; www.mbaweb.org					0		
53	KC Star	Kansas City Star					1		
54	NAB	NAB website					0		
55	Media Staffing website	Media Staffing website					0		
56	careerpage.org	CareerPage – The Source for Broadcast Radio and Television Jobs					0		
57	Inside radio website	InsideRadio.com					0		
58	RAB	www.rab.com					0		



59	Career builder	www.careerbuilder.com	0	
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JOB FAIRS

60	North KC Com. Center	See Supplemental Initiative #3	0	
61	KU Career Fair	See supplemental Initiative #6	4	
62	Kansas City Career Fair	See Supplemental Initiative #13		

OTHER RECRUITMENT SOURCES

63	Employee Referral		29	
64	Former Employee		5	
65	Industry Referral (Interviewee works in broadcasting or was referred by someone working in broadcasting.)		16	
66	Walk-in		3	
67	Current intern		4	
68	Client referral		0	
69	Current employees		23	

Total # of New Interviewees Referred: 134



3. Supplemental Recruitment Initiatives.

Initiatives		Date	Location	Description	Titles of Employees Involved
1	Programming / Promotion Internships	On-going throughout the year	Entercom Kansas City	During the year (school / summer break), Entercom Kansas City provides the opportunity for high school and college students to work in programming / promotions and learn about radio station operations. Individuals are recruited from area schools for qualified candidates to participate in this program. 39 college students participated in this program during the annual reporting period.	Promotion Directors
2	Kansas Assoc. of Broadcasters (KAB)	On-going throughout the year	Different members locations	Quarterly meetings to plan state-wide job fairs that all member stations may access for recruiting.	General Manager (Board of Directors member)
3	North Kansas City Comm. Center Career Fair	November 20, 2008	North Kansas City Community Center	Career Fair allows students to inquire about opportunities at KQRC, KBLV, KCSP, KMBZ, WDAF, KUDL and KRBZ.	Sales Managers
4	Boy Scout Troop Tours	January 2008 – Sept. 2009	Entercom Kansas City	Take Boy Scouts on the tour of all 8 stations to learn about what goes on behind the scenes in radio and to earn their communications badge.	Executive & Sales Assistants
5	Broadmoor Center for the Handicap	January 20, 2009	Entercom Kansas City	Field trip for the mentally challenged students to see how the radio stations operate.	Executive Assistant
6	KU Career Fair	February 12, 2009	Kansas University in Lawrence, KS	Career Fair allows students to inquire about opportunities at KQRC, KBLV, KCSP, KMBZ, WDAF, KUDL and KRBZ.	Sales Managers & Program Directors
7	Haven House tour (adults with special needs)	March 10, 2009	Entercom Kansas City	Field trip for the students to see how the radio stations operate.	Executive Assistant
8	Grain Valley H.S. Music Tech Class	March 20, 2009	Entercom Kansas City	Gave students a tour of stations and discussed music career opportunities in radio and answered questions.	Executive Assistant
9	KAB Annual Student Seminar	April 6, 2009	Topeka Ramada Inn	Discussed radio Industry and employment opportunities in the local industry, and talked with students who were interested in broadcasting or are majoring in broadcasting.	Digital Content Manager & On-Air Host
10	NABEF-BEA-RTNDA Job Fair	NABEF-BEA-	NAB Convention	An Entercom corporate representative attended this job fair on behalf of all Entercom stations. He met with over 2,000	Corporate Representative



		RTNDA Job Fair	Las Vegas	attendees, distributed job openings throughout the company and discussed careers in radio and at Entercom.	
11	NKC Community Center	July 16, 2009	Entercom Kansas City	Gave music students a tour of the stations and depts., and discussed radio and how it operates.	Promotions Manager
12	Kansas City Career Fair	July 20, 2009	Marriott Country Club Plaza	Attended job fair on behalf of all departments within Entercom Kansas City. Met with several students and discussed careers in radio and internships and collected several resumes and applications.	Promotions Assistant
13	NewsRadio 980 KMBZ Business Forum	June 2009 & September 2009	Marriott Muehlbach Tower	Events are promoted via flyers, KMBZ website and on-air live & recorded messages. Staff welcomes and talks with attendees about the radio station and how it operates and answers any questions. The attendees range from 300-500 guests.	Program Director, Promotions Staff and On-air staff from KMBZ
14	Journalism Advisory Council for K-State Univer.	September 4, 2009	K-State University	Entercom/98.9 The Rock represented by council member. Met and interacted with educators as well as current students & prospective employees.	Digital Content Manager
15	EEO Breakfast	September 14, 2009	Entercom Kansas City	Entercom Kansas City 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. We had five recruitment contacts participate.	EEO Officer, Sales Managers, Promo. Managers, Web Design Manager, Program Directors,
16	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 500 attendees, distributed job openings throughout the company and discussed careers in radio in Entercom.	Entercom Corporate employees on behalf of Entercom Kansas City
17	Personal People Meter Preparedness Training	Ongoing throughout the year	Entercom Kansas City	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
18	SHRED Sales Training Program	Ongoing throughout the year	Entercom Kansas City	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	Account Executives Sales Managers



				presentations to clients. This additional training contributes to their growth and success, especially for account executives with goals to be promoted in the company.	
19	Sales Associate Program	Ongoing throughout the year	Entercom Kansas City	Entercom KC 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 employees participated in this program during the annual reporting period.	Sales Managers Sales Associates
20	RAMP Sales Training Program	Ongoing throughout the year	Entercom Kansas City	Entercom KC 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.	Sales Managers Account Executives

