

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

This report covers full-time vacancy recruitment for the period of October 1, 2016 to September 30, 2017

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| Employment Unit: Entercom License, LLC | Address: Entercom License, LLC 7000 Squibb Rd. Mission, KS 66202 | Contact Person/Title: David Alpert/ Vice President/Market Manager |
| Unit Members, Community of License: KCSP-AM, Kansas City, MO KMBZ-AM, Kansas City, MO KMBZ-FM, Kansas City, KS KYY5-AM, Kansas City, KS KWOD-AM, Kansas City, KS KRBZ-FM, Kansas City, MO KQRC-FM, Leavenworth, KS KZPT-FM, Kansas City, MO WDAF-FM, Liberty, MO | | Telephone Number: 913.744-3839 |

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

| | Title | Recruitment Source Referring Hire | Sources Utilized to Fill the Full-Time Vacancies (See #2: "Recruitment Sources for Corresponding List) |
|---|---|--|--|
| A | Business Manager | Industry Referral | 1-48, 50 |
| B | Account Executive | LinkedIn.com | 1-48 |
| C | Account Executive | Industry Referral | 1-48 |
| D | Sales Administration Manager | Former Employee | 1-48 |
| E | Account Executive | Employee Referral | 1-48 |
| F | Digital Campaign Manager, Smart Reach Digital | LinkedIn.com | 1-48 |
| G | On-Air Host | Industry Referral | 1-48 |
| H | Digital Sales Manager, Smart Reach Digital | Industry Referral | 1-48 |
| I | News Anchor/Reporter | Current Employee (Part Time to Full Time) | 1-48 |
| J | On-Air Host | Employee Referral | 1-49 |
| K | Sales Assistant | Indeed.com | 1-48 |
| L | General Sales Manager | Industry Referral | 1-48 |



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|---|--------------------------|-------------------|------|
| M | Account Executive | Former Employee | 1-48 |
| N | Account Executive | Indeed.com | 1-48 |
| O | National Sales Assistant | Employee Referral | 1-48 |
| P | Audio Producer | All Access | 1-49 |



2. Recruitment Sources

OUTREACH ORGANIZATIONS

| # | Name | Organization | Contact Information | Did Entercom contact organization to request to send job vacancy information? | Did organization contact Entercom to request job vacancy information? | Total Number Interviewees Referred |
|---|----------------|---|---|---|---|------------------------------------|
| 1 | Susan Wulff | Avila College-Career Services | careers@avila.edu 11901 Wornall Road Kansas City, MO 64145 816-501-2901 | Yes | No | 0 |
| 2 | Susan Wade | Baker University-Career Development Center | susan.wade@bakeru.edu PO Box 65 Baldwin City, KS 66006 785-594-8435 | Yes | No | 0 |
| 3 | Joe Watson | Baker University-Department of Mass Media | joe.watson@bakeru.edu PO Box 65 205 Pulliam Center Baldwin City, KS 66006 785-594-7855 | Yes | Yes | 0 |
| 4 | Katie McDowell | Benedictine College Director of Career Development | Kmcdowell@benedictine.edu 1020 North 2 nd Street, Library Room 208 Atchison, KS 66002 913-360-7578 | Yes | No | 0 |
| 5 | Rick Perry | Chamber of Commerce of Kansas City | perry@kcchamber.com 30 West Pershing Road, Suite 301 Kansas City, MO 64108 816-221-2424 | Yes | No | 0 |
| 6 | Shelly Wales | DeVry Institute of Technology-Employer Liaison | swales@devry.edu 500 E 112th St Kansas City, MO 64131 816-943-7463 | Yes | No | 0 |
| 7 | Kim Smith | DeVry Institute of Technology-Senior Career Advisor | ksmith3@devry.edu 500 E 112th St Kansas City, MO 64131 816-943-7464 | Yes | No | 0 |
| 8 | Daniel Rice | Fort Hays State University | careers@fhsu.edu 600 Park Street Sheridan Hall 214 Hays, KS 67601 785-628-4260 | Yes | No | 0 |



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|----|----------------------------------|---|--|-----|----|---|
| 9 | Harmony Thompson | Full Sail Real World Education | hthompson@fullsail.com 3300 University Blvd Winter Park, FL 32792 800-757-5105 | Yes | No | 0 |
| 10 | Wanda McNeil | Harris-Stowe State University | Careerservices@hssu.edu 3026 Laclede Ave St. Louis, MO 63103 314-340-3366 | Yes | No | 0 |
| 11 | Bill Ellibee | Independence Employment Resource Ctr - Church of Latter Day Saints | wel-ec-independence @ldschurch.org 517 W. Walnut Ste. 5 Independence, MO 64050 816-461-5481 | Yes | No | 0 |
| 12 | Mark Raduziner / Grethen Thum | Johnson County Community College | markr@jccc.edu gthum@jccc.edu 12345 College Blvd., Box 80 Overland Park, KS 66210 913-469-3131 | Yes | No | 0 |
| 13 | Molly Baumgardner | Johnson County Community College – Journalism & Media | molly@jccc.edu 12345 College Boulevard Overland Park, KS 66210 913-469-8500 | Yes | No | 0 |
| 14 | Candy Walton | Kansas State University | radio@ksu.edu 105 Kedzie Hall Manhattan, KS 66502 785-532-2769 | Yes | No | 0 |
| 15 | Anthony YBarra | Kansas State University – Career & Employment Services | anthonyy@ksu.edu 100 Holtz Hall Manhattan, KS 66506 785-532-6506 | Yes | No | 0 |
| 16 | Linda Anderson | Longview Community College | linda.anderson@mcckc.edu 500 S.W. Longview Road Lee's Summit, MO 64081 816-604-2380 | Yes | No | 0 |
| 17 | Mary Lynn Munger | Maple Woods Community College | marylynn.munger@mcckc.edu 2601 NE Berry Rd. Kansas City, MO 64156 816-437-3155 | Yes | No | 0 |
| 18 | Kim Moriconi | Metropolitan Community College-Blue River | Kim.Moriconi@mcckc.edu 20301 E 78 Hwy Independence, MO 64057 816-604-6544 | Yes | No | 0 |
| 19 | Tatia Shelton | Metropolitan Community College-Business & Technology | tatia.shelton@mcckc.edu 1775 Universal Ave Kansas City, MO 64120 816-604-5226 | Yes | No | 0 |



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|----|-------------------------|--|--|-----|----|---|
| 20 | Mark Murtha | Metropolitan Community College | Mark.Murtha@mcckc.edu 3200 Broadway Kansas City, MO 64111 816-604-1001 | Yes | No | 0 |
| 21 | Angie Meinke | Mid-America Nazarene University-Athletics | ammeinke@mnu.edu 2030 East College Way Olathe, KS 66062 913-971-3760 | Yes | No | 0 |
| 22 | Mark Hamilton | Mid-America Nazarene University-Humanities | hamilton@mnu.edu 2030 East College Way Olathe, KS 66062 913-971-3532 | Yes | No | 0 |
| 23 | Nicole Brown | Missouri Southern State University Career Services | HireALion@mssu.edu 3950 E Newman Joplin, MO 64801 417-625-9343 | Yes | No | 0 |
| 24 | Tiffany Bergman | Missouri Valley College | bergmant@moval.edu 500 East College Marshall, MO 65340 660-831-4618 | Yes | No | 0 |
| 25 | Anita Russell | National Association for the Advancement of Colored People | naacpkcmo@sbcglobal.net 1601 E. 18th Street Suite 250 Kansas City, MO 64108 816-421-1191 | Yes | No | 0 |
| 26 | Linwood Hagin, Ph.D. | North Greenville College | lahagin@ngu.edu P.O. Box 1892 Tigerville, SC 29688 864-977-7137 | Yes | No | 0 |
| 27 | Fred Lamer | Northwest Missouri State University-Asst. Professor | lamer@nwmissouri.edu Wells Hall 235 800 University Drive Maryville, MO 64468 660-562-1617 | Yes | No | 0 |
| 28 | Marla McCrary | Northwest Missouri State University - Department of Mass Communications | marlam@nwmissouri.edu Wells Hall 237 800 University Drive Maryville, MO 64468 660-562-1361 | Yes | No | 0 |
| 29 | Rosalie Weathermon | Northwest Missouri State University- Administrations | career@nwmissouri.edu Administration Bldg # 130 800 University Drive Maryville, MO 64468 660-562-1455 | Yes | No | 0 |
| 30 | Terry Wilson | Ohio Center for Broadcasting | twilson@beonair.com 5330 E. Main St., Ste 200 Columbus, OH 43213 614-655-5250 | Yes | No | 0 |



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|----|-------------------------|---|--|-----|----|---|
| 31 | Susan Webb | Ottawa University | susan.webb@ottawa.edu 2001 S. Cedar, Box 14 Ottawa, KS 66067 785-229-1067 | Yes | No | 0 |
| 32 | Leah Fletcher | Park University Career Development Center | Leah.fletcher@park.edu 8700 NW River Park Drive, Box 33 Parkville, MO 64152 816-584-6407 | Yes | No | 0 |
| 33 | David Hogard | Pittsburg State University | dhogard@pittstate.edu 203 Horace Mann 1701 South Broadway Pittsburg, KS 66762 620-235-4141 | Yes | No | 0 |
| 34 | Anne Johnston | Prep-KC | ajohnston@prepkc.org 700 W 47th Kansas City, MO 64112 816-817-0890 | Yes | No | 0 |
| 35 | Mike Theobald | Rockhurst University-Career Services | mike.theobald@rockhurst.edu 1100 Rockhurst Rd Kansas City, MO 64110 816-501-4861 | Yes | No | 0 |
| 36 | Pete Bicak | Rockhurst University College-Communications | pete.bicak@rockhurst.edu 1100 Rockhurst Rd Kansas City, MO 64110 816-501-4682 | Yes | No | 0 |
| 37 | Shelly Oliver | Rockhurst University-Asst. Director Career Services | shelly.oliver@rockhurst.edu 1100 Rockhurst Rd Kansas City, MO 64110 816-501-4858 | Yes | No | 0 |
| 38 | Dr. Katie Fischer Clune | Rockhurst University-Dept. of Communication | katie.clune@rockhurst.edu 1100 Rockhurst Rd Kansas City, MO 64110 816-501-4390 | Yes | No | 0 |
| 39 | Suzanne Powers | Southern Baptist University | spowers@sbuniv.edu 1600 University Avenue Boliver, MO 65613 417-328-1689 | Yes | No | 0 |
| 40 | M.C. Richardson | United Minority Media Association | Ummaseventyfour@yahoo.com 5511 Woodland Ave., Ste 1 Kansas City, MO 64110 816-822-1313 | Yes | No | 0 |
| 41 | Kathy Tierney | University of Central Missouri | tierney@ucmo.edu Career Services Center, Ward Edwards 1200 & linked to HandShake.com Warrensburg, MO 64093 660-543-4985 | Yes | No | 0 |



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|----|---------------|--|---|-----|----|---|
| 42 | Liz Caldwell | University of Kansas - Career Services | kucareer@ku.edu 1601 Irving Hill Road 110 Burge Lawrence, KS 66045 785-864-7672 | Yes | No | 0 |
| 43 | Sue Edwards | University of Kansas -Regents Center | s459o929@ku.edu 12600 Quivira Road Overland Park, KS 66213 913-897-8550 | Yes | No | 0 |
| 44 | Patty Noland | University of Kansas, William Allen School of Journalism | pnoland@ku.edu 209D Stauffer-Flint Hall 1435 Jayhawk Blvd Lawrence, KS 66045 785-864-7630 | Yes | No | 0 |
| 45 | Marissa Bland | William Jewell College Director of Career Development | blandm@william.jewell.edu 500 College Hill WJC Box 1058 Liberty, MO 64068-1896 816-415-5936 | Yes | No | 0 |



| COMPANY POSTINGS AND COMPANY WEBSITES | | | | |
|--|------------------------------------|-------------------------------------|---|----|
| 46 | Entercom Corporate Representatives | Entercom Corp Website | Molly.Engle@entercom.com 206-285-7625; Mandy.Goetz@entercom.com 720-457-1875; Jeanne.Mark@entercom.com 610-822-0860 | 21 |
| 47 | Lynne Greenamyre | Current Employee / Internal Posting | Entercom Kansas City Lynne.Greenamyre@entercom.com 913-744-3838 | 11 |

| ADVERTISING | | | | |
|--------------------|----------------------------------|--|--|----|
| 48 | Entercom / KC On-Air Recruitment | Radio Ads: KMBZ-AM, KCSP-AM, KYYS-FM, KQRC-FM, KRBZ-FM, KWOD-AM, KZPT-FM, WDAF-FM | | 0 |
| 49 | All Access | www.allaccess.com | | 10 |
| 50 | Parker + Lynch Recruiting Firm | www.parkerlynch.com 555 Grant St Suite 160, Pittsburgh, PA 15219 (412) 391-0900 | | 3 |

| JOB FAIRS | | | | |
|--|--|---------------------------------|--|---|
| KC Job Fair / Women's Employment Network | | See Supplemental Initiative #12 | | 0 |
| Virtual Career Fair / Entercom Kansas City | | See Supplemental Initiative #15 | | 0 |

| OTHER RECRUITMENT SOURCES | | | | |
|---|--|--|--|-----------|
| Employee Referral | | | | 18 |
| Former Employee | | | | 6 |
| Industry Referral (Interviewee works in broadcasting or was referred by someone working in broadcasting.) | | | | 10 |
| Indeed.com | | | | 2 |
| LinkedIn.com | | | | 5 |
| Total # of New Interviewees Referred: | | | | 86 |



3. Supplemental Recruitment Initiatives.

ENTERCOM KANSAS CITY SUPPLEMENTAL RECRUITMENT INITIATIVES

| Initiatives | | Location | Description | Titles of Employees Involved |
|-------------|--|-------------------------------|--|--|
| 1 | Internship Program | Entercom Kansas City | Entercom Kansas City 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. Approx. 48 students participated in the program. Internships are ongoing throughout the year. | Director of Programming Promotions Director Business Manager |
| 2 | RAMP 3.0 Sales Training Program | Entercom Kansas City | Entercom salespeople and managers participate in Entercom's proprietary RAMP Training. Five Account Executives graduated from this program during the annual reporting period. | Sales Managers Account Executives |
| 3 | On-Air EEO Policy and Invitation to Receive Job Openings | Entercom Kansas City | Entercom Kansas City airs recruitment advertisements on all stations, seeking applicants across all departments. Advertisements inform the Kansas City area of Entercom's EOE policy and invite all organizations to be a part of our recruitment process. | Traffic Managers Production Directors |
| 4 | Manager EEO Training | Entercom Kansas City | Managers are trained regarding EEO compliance rules, and are given forms and policy memos. All Department heads are expected to adhere to the EEO rules and complete all necessary EEO paperwork for each new hire. | EEO Administrator Department Heads |
| 5 | Kansas Association of Broadcasters (KAB) | Different member locations | The Kansas City Association of Broadcasters provides communication, recruiting, education and training for Kansas City broadcasters. They also promote free over-the-air broadcasting for enhancing the success of Kansas City broadcasters and helping them better serve the people of Kansas. | Market Manager |
| 6 | Missouri Broadcasters Association (MBA) | Different member locations | The Missouri Broadcasters Association promotes the success and prosperity of the broadcasting industry by representing the members' points of view in the legislative and regulatory process in pertinent branches of State and Federal government. They serve as a resource for training, revenue expansion, cost containment and information on evolving governmental policies. | Market Manager |
| 7 | Sales Culture & Training Offsite Meeting | Lake Quivira, KS | The VP/Market Manager and Sales Management staff met for a day long training session on a variety of topics. The training included a session on recruitment and hiring motivated marketing/sales talent. | VP/Market Manager General Sales Managers |
| 8 | Boy Scout Leaders & Troop Members Tour | Entercom Kansas City | An Entercom Sales Assistant led a group of 10 adults and 14 children on a tour of our stations. The group toured the production studio, sales & promotions areas, and the 98.9 The Rock studio. Personnel from Production and Programming also assisted with the tour and discussion. | Sales Assistant Producer On-Air Talent |



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|----|--|---|---|---|
| 9 | Entercom's EEO Policy and Compliance Training | Web-Ex | Entercom's VP of Human Resources facilitates a training session on Entercom's Preventing Discrimination Policy and Procedure. The training also discusses Entercom's EEO Policy and Procedure and reviews the requirements that each market must complete in order to be in compliance. | VP of Human Resources All Entercom Markets Business Office Assistant Executive Assistant/EEO Officer |
| 10 | Rushton School Field Trip | Entercom Kansas City | Sixth grade students from Rushton's Broadcast & Podcast class visited Entercom KC to meet with station news and programming personnel to discuss interview styles and the commercial production processes. The group of 13 students and 2 adults toured the on-air studios and production areas. | Creative Services Director Program Directors On-Air Talent Executive Assistant/EEO Officer |
| 11 | U.S. Army Operations Qualifications Course | Entercom Kansas City | Two one hour lectures were given to Army personnel regarding the basics of radio audio recording. The lectures included a discussion of equipment choices, mic technique, acquiring localized audio for background sources, and focusing creative choices on the listeners' world, experiences, and emotional triggers. Approx. 50-60 military personnel attended. | Program Director Production Manager |
| 12 | KC Job Fair / Women's Employment Network | Kansas City MO | The Women's Employment Network hosted the KC Job Fair at Sheraton Crown Center. Entercom Kansas City was one of the sponsors of the event and broadcasted promotional announcements. Members of the management team met with approximately 150 potential candidates and distributed a list of current job openings. | Business Manager General Sales Managers Program Director |
| 13 | University of Central Missouri Digital Media Class | Entercom Kansas City | An Entercom Program Director conducted a tour of broadcast students from UCM's Digital Media Production Program. The group toured the on-air and production studios. Program Directors discussed station operations and the radio industry. Five students were in attendance. | Program Directors |
| 14 | Missouri Broadcasters Association Radio Talent Institute | Maryville, MO | The MBA Radio Talent Institute was held at Northwest Missouri State University and was comprised of 20 students from nine Missouri Universities who converged at NMSU for ten days of immersion in radio broadcasting. An Entercom KC Program Director spoke at a session called "Today's News Radio – Put It Together And Deliver". After the session they discussed available job openings and internships at Entercom. | Program Director |
| 15 | Kansas City Virtual Career Fair | http://kansascity.virtualcareerfair.com/ | Entercom Kansas City invites other local organizations to post their openings by participating in the virtual career fair. Entercom KC job postings are featured in our online booth, supported by on-air announcements and digital marketing. | General Sales Manager Account Executives SmartReach Digital Manager |
| 16 | EEO Breakfast | Entercom Kansas City | Entercom Kansas City extended invitations to our EEO Recruitment Source contacts to host a breakfast networking event. Managers were available to discuss employment opportunities and provide an overview of their specific departments. | General Manager Sales Managers Program Directors Promotion Directors ETM KC EEO Officer |

