

**EEO ANNUAL PUBLIC FILE REPORT
ENTERCOM MILWAUKEE**

This report covers full-time vacancy recruitment for the period of August 1, 2015 through July 31, 2016

<u>Employment Unit:</u> Entercom Milwaukee, LLC	<u>Address:</u> Entercom Milwaukee, LLC 11800 West Grange Avenue Milwaukee, WI 53130	<u>Contact Person/Title:</u> Chuck Sullivan VP/General Manager
<u>Unit Members, Community of License:</u> WMYX-FM, Milwaukee, WI WXSS-FM, Milwaukee, WI WSSP-AM, Milwaukee, WI	<u>Telephone Number:</u> (414) 529-1250	<u>E-Mail Address:</u> csullivan@entercom.com

1. Full-time job vacancies filled by the Employment Unit

	Title	Recruitment Source Referring Hire	Recruitment Sources utilized to fill the Full-Time vacancy (See #2: "Recruitment Sources for Corresponding List")
A	Sales Assistant	Internal Current Employee (PT to FT)	1-68
B	National Sales Assistant	Entercom.com	1-68
C	Account Executive	Former Employee	1-63
D	On Air Personality	Entercom.com	1-66, 68, 69
E	SRD Digital Sales Manager	Outside Recruiter	1-63
F	On Air Personality / Asst PD	All Access	1-65
G	SRD Campaign Manager	Employee Referral	1-63, 65-67
H	SRD Digital Marketing Consultant	Outside Recruiter	1-66, 68
I	Sales Assistant	Employee Referral	1-63
J	Production Assistant	Internal Current Employee (PT to FT)	1-63



2. Outreach Organizations – Recruitment Sources

#	Name	Organizations	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	Arlene Constant	Alverno College Biology & Communications	3400 S 43 rd St. Arlene.constant@alverno.edu Milwaukee, WI 53234 (414) 382-6000	Yes	No	0
2	Carole Barrowman	Alverno College English Professor	3400 S 43 rd St. Carole.barrowman@alverno.edu Milwaukee, WI 53234 (414) 382-6000	Yes	No	0
3	Jean Groshek	Alverno College Assoc. of Comm. & Tech.	3400 S 43 rd St. Jean.groshek@alverno.edu Milwaukee, WI 53234 (414) 382-6000	Yes	No	0
4	Lori Baez	Alverno College Instructional Services & Comm.	3400 S 43 rd St. Lori.baez@alverno.edu Milwaukee, WI 53234 (414) 382-6000	Yes	No	0
5	Sheila Amo	AAUW	1111 Sixteenth St. N.W. connect@aauw.org Washington, DC 20036 (202) 785-7700	Yes	No	0
6	Career Development	Beloit College	700 College St lpc@beloit.edu Beloit, WI 53511 (608) 363-2673	Yes	No	0
7	Nancy Patterson	Bryant & Stratton College	310 W Wisconsin Ave Ste. 500 East nepatterson@bryantstratton.edu Milwaukee, WI 53203 (414) 276-7239	Yes	No	0
8	Megan Schrader	Bryant & Stratton College	310 W Wisconsin Ave. Ste. 500 East mlschrader@bryantstratton.edu Milwaukee, WI 53203 (414)276-5200	Yes	No	0
9	Career Website	Broadcast Employment Services	P.O. Box 4116 jobs@tvjobs.com Oceanside, CA 92052 (800) 374-0119	Yes	No	0



10	Jean Frederick	Carthage College	2001 Alford Park Dr. jfrederick@carthage.edu Kenosha, WI 53140 (262) 551-5959	Yes	No	0
11		Columbia College	600 S. Michigan Ave columbiaworks@colum.edu Chicago, IL 60605 (312) 369-1000	Yes	No	0
12	Ed Taylor	Edgewood College Marketing & Communications	1000 Edgewood College Dr. edtaylor@edgewood.edu Madison, WI 53711 (608) 663-2281	Yes	No	0
13	Lucia Nunez	Equal Opportunity Commission	210 Martin Luther King, Rm 523 lnunez@cityofmadison.com Madison, WI 53703 (608) 266-4910	Yes	No	0
14	Jill Urchak	Illinois School of Broadcasting	55 W. 22 nd Street STE 240 jurchak@beonair.com Lombard, IL 60148 (630) 916-1700	Yes	No	0
15	Carl Jackson	Illinois School of Broadcasting	55 W 22 nd Street STE 240 cjackson@beonair.com Lombard, IL 60148 (630) 916-1700	Yes	No	0
16	Jess Lambrecht	Lakeland College Career Services	P.O. Box 359 lambrechtjn@lakeland.edu Sheboygan, WI 53082 (920) 565-1388	Yes	No	0
17	Syed Akhter	Marquette University Prof. of Marketing	1250 W Wisconsin Ave. Syed.akhter@marquette.edu Milwaukee, WI 53233 (414) 288-7250	Yes	No	0
18	Michael Havice	Marquette University Assoc. Prof. of Digital Media	1250 W Wisconsin Ave. Michael.havice@marquette.edu Milwaukee, WI 53233 (414) 288-7250	Yes	No	0
19	Sheena Carey	Marquette University Internship Coordinator	1250 W Wisconsin Ave. Sheena.carey@marquette.edu Milwaukee, WI 53233 (414) 288-7250	Yes	No	0
20	Laura Kestner	Marquette University Dept of Communications	P.O. Box 1881 laura.kestner@marquette.edu Milwaukee, WI 53201 (414) 288-7423	Yes	No	0
21	Jenny McGilligan	MATC – Milwaukee	700 W. State St. #203 McGillij@matc.edu Milwaukee, WI 53233 (414) 297-6302	Yes	No	0



22	Paul Walenta	MATC – Milwaukee School of Business: Marketing	700 W State St. #203 walentap@matc.edu Milwaukee, WI 53233 (414) 297-6883 Ext 76883	Yes	No	0
23	Duane Seidensticker	Milwaukee Institute of Art & Design	273 E. Erie St. careerservices@miad.edu Milwaukee, WI 53202 (414) 847-3274	Yes	No	0
24	Cathy Ferraro	Milwaukee School of Engineering	1025 N. Broadway ferraro@msoe.edu Milwaukee, WI 53202 (414) 227-4517	Yes	No	0
25	Career Website	National Lesbian & Gay Journalists Association	1420 K St, Ste 910 info@nljja.org Washington, DC 20005 (202) 588-9888	Yes	No	0
26	Career Website	National Association of Broadcasters	1771 N Street nab@nab.org NW Washington, DC 20036 (202) 429-5300	Yes	No	0
27	Amy Gerretsen	Ripon College Director if Constituent Engagement & Career Services	300 Seward St gerretsen@ripon.edu Ripon, WI 54971 (920) 748-8353	Yes	No	0
28	James Neuliep	St. Norbert College Prof. Comm & Media Studies	100 Grant Street Jim.neuliep@snc.edu DePere, WI 54115 (920) 337-3181	Yes	No	0
29	Judith Smith	St. Norbert College Asst. Prof. Communications	100 Grant Street Judy.smith@snc.edu DePere, WI 54115 (920) 337-3181	Yes	No	0
30	Tom Milbourn	St. Norbert College Adjunct Instructor	100 Grant Street Tom.milbourn@snc.edu DePere, WI 54115 (920) 337-3181	Yes	No	0
31	Career Website	Unity Journalists of Color	7950 Jones Branch Dr. info@unityjournalists.org McLean, VA 2210 (703) 854-3585	Yes	No	0
32	Katrice McNeal	Urban League of Greater Madison	2222 S Park St #200 kmcneal@ulgm.org Madison, WI 53713 (608) 729-1200	Yes	No	0
33	Tim Meyer	UW Green Bay	2420 Nicolet Dr. meyert@uwgb.edu Green Bay, WI 54311 (920) 456-2000	Yes	No	0



34	Karl Zehms	UW Green Bay Assoc. Prof. of Business	2420 Nicolet Dr. zehmsk@uwgb.edu Green Bay, WI 54311 (920) 465-2000	Yes	No	0
35	Craig Thompson	UW Madison School of Business Prof. of Marketing	975 University Ave. cthompson@bus.wisc.edu Madison, WI 53706 (608) 265-2033	Yes	No	0
36	Beth Horstmeier	UW Madison School of Journalism & Mass Communication	5115 Vilas Hall bhorstmeier@wisc.edu Madison, WI 53706 (608) 262-3690	Yes	No	0
37	Pamela Garcia-Rivera	UW Madison School of Journalism & Mass Communication	5115 Vilas Hall pgarciariver@wisc.edu Madison, WI 53706 (608) 262-3690	Yes	No	0
38	Ann Halbach	UW Madison School of Education Career Services	141 Educational Sciences 1025 W Johnson St. ah@education.wisc.edu Madison, WI 53706 (608) 262-8119	Yes	No	0
39	Career Website	UW Milwaukee Career Planning & Resource Center	P.O. Box 413 careerplan@uwm.edu Milwaukee, WI 53201 (414) 229-1122	Yes	No	0
40	Gary Mullins	UW Stevens Point Business & Economics	2100 Main St. gmullins@uwsp.edu Stevens Point, WI 54481 (715) 346-0123	Yes	No	0
41	Jim Haney	UW Stevens Point Communications	2100 Main St. jhaney@uwsp.edu Stevens Point, WI 54481 (715) 346-0123	Yes	No	0
42	Lorry Walters	UW Stevens Point Career Services	134 Old Nain Building career@uwsp.edu Stevens Pt, WI 54481 (715) 346-3226	Yes	No	0
43	Jessica Pandell	UW OshKosh Student Development	800 Algoma Blvd. pondelli@uwosh.edu Oshkosh, WI 54901 (920) 424-1234	Yes	No	0
44	Bryan Lilly	UW OshKosh Business & Marketing	800 Algoma Blvd. lilly@uwosh.edu Oshkosh, WI 54901 (920) 424-1234	Yes	No	0
45	Mike Cowling	UW OshKosh Journalism	800 Algoma Blvd. cowling@uwosh.edu Oshkosh, WI 54901 (920) 424-1234	Yes	No	0



46	Chris Roland	UW Washington County Student Services	400 University Drive Chris.roland@uwc.edu West Bend, WI 53095 (262) 335-5212	Yes	No	0
47	James Finch	UW La Crosse Prof. of Marketing	1725 State St. jfinch@uwlax.edu La Crosse, WI 54601 (608) 785-8000	Yes	No	0
48	Dirk Baldwin	UW Parkside Dean of Bus. & Economics	900 Wood Rd. Dirk.baldwin@uwp.edu Kenosha, WI 53141 (262) 595-2345	Yes	No	0
49	Megan Mullin	UW Parkside - Assoc. Dean of Arts & Humanities	900 Wood Rd. Megan.mullin@uwp.edu Kenosha, WI 53141 (262) 595-2345	Yes	No	0
50	Career Website	UW Stout	103 Administration Building placementcoop@uwstout.edu Menomonee, WI 54751 (715) 232-1122	Yes	No	0
51	Marshall Whitlock	Upper Iowa University	6610 W Greenfield Ave whitlockm@uiu.edu Milwaukee, WI 53214 (414) 475-4848	Yes	No	0
52	Jessica McBride	UW Milwaukee Internship Coordinator	P.O. Box 413 mcbridej@uwm.edu Milwaukee, WI 53202 (414) 229-1122	Yes	No	0
53	Greg Krejci	UW Milwaukee School of Business	2200 E Kenwood Blvd. gregkr@uwm.edu Milwaukee, WI 53211 (414) 229-1122	Yes	No	0
54	Jeffery Smith	UW Milwaukee Prof. of Journalism	2200 E Kenwood Blvd. jsmith@uwm.edu Milwaukee, WI 53211 (414) 229-1122	Yes	No	0
55	Career Website	UW River Falls	410 S. 3 rd St. jobs@uwrf.edu River Falls, WI 54022 (715) 425-3572	Yes	No	0
56	Career Website	Wisconsin Women's Network	122 State Street, #201B info@wiwomensnetwork.org Madison, WI 53703 (608) 255-9809	Yes	No	0
57	Tim Alft	Waukesha Co Tech College	892 Main St. talft@wctc.edu careers@wctc.edu Pewaukee, WI 53072 (262) 695-7842	Yes	No	0



58	Kim Houk	Waukesha Co Tech College Co-Op / Internship Assist.	892 Main St. Khouk3@wctc.edu Pewaukee, WI 53072 (262) 691-5566	Yes	No	0
59	Amanda Mueller	UW Waukesha	1500 N University Drive Amanda.mueller@uwc.edu Waukesha, WI 53186 (262) 521-5041	Yes	No	0
60	Jeff Weber	WI Lutheran College	8800 W. Bluemound Rd. careerdevelopment@wlc.edu Milwaukee, WI 53226 (414) 443-8800	Yes	No	0
61	Lori Vance	Wisconsin TechConnect	P.O. Box 518 jobplacement@nicoletcollege.edu Rhineland, WI 54501 (715) 365-4448	Yes	No	0

COMPANY POSTINGS AND COMPANY WEBSITES

62	Yuri Bong	Entercom.com	ybong@entercom.com	610-660-4546	18
63	Elizabeth Thompson	Internal Postings (Email to Milwaukee Users – Current Employees & Interns)	ethompson@entercom.com	414-529-1250	2

Advertising

64	All Access.com	All Access Music Group Industry Internet Classified		6
65	Craigslist.com	Internet Classified		0
66	Myinterfase.com	WI College Graduate Website		0
67	journalism.wisc.edu	UW-Madison School of Journalism and Mass Communication		0
68	Marquette.edu	Marquette University		0
69	Ramp.com	Internet Classified		0

Job Fairs

Milwaukee Diversity Employment Day Career Fair – See Supplemental Initiatives #6	0
In Business Magazine Conference & Expo - See Supplemental Initiative #8	0
Wisconsin Broadcasters Association (WBA) Winter Conference & Job Fair – See Supplemental Initiative #9	0

Other Sources

Employee Referral	4
Former Employee	2
Outside Recruiter	2
Client Referral	1

Total # of New Interviewees Referred:

35



3. Supplemental Recruitment Initiatives

Initiatives		Location	Description	Titles of Employees Involved
1	Internship Program	Entercom Milwaukee	Entercom Milwaukee offers internships at the radio stations in our Promotions, Programming, and Sales departments. Interns must be college students and receive college credit for the internships. The Promotions, Programming, and Sales Directors oversee the internships to evaluate the interns and ensure they are receiving information and education. Internships are ongoing throughout the year.	Promotions Director Program Director Director of Sales
2	RAMP 3.0 Sales Training Program	Entercom Milwaukee	Entercom salespeople and managers participate in Entercom's proprietary RAMP Training. Five Account Executives and Sales Associates graduated from this program during the annual reporting period.	Sales Manager Account Executives Sales Associates
3	Radio Station Tours	Entercom Milwaukee	Entercom Milwaukee's Promotion Coordinator and On Air Personalities conducted several station tours throughout the reporting period for the following organizations: Girl Scouts, Cub, Tiger, and Boy Scouts as well as their leaders and parents. Participants were taken through the radio stations and shown the different departments. The functions of each department and job descriptions within the departments were described on the tours. Tour participants had the opportunity to ask questions and were told about the exciting internships and career opportunities available in radio.	Promotions Coordinator On Air Personalities
4	On-Air EEO Policy and Invitation to Receive Job Openings	Entercom Milwaukee	Once a month, Entercom Milwaukee airs recruitment advertisements on all stations, seeking applicants across all departments. Advertisements inform the Milwaukee area of Entercom's EOE policy and invite all organizations to be a part of our recruitment process.	Traffic Managers Business Operations Manager
5	Job Shadow Port Washington High School	Entercom Milwaukee	Entercom had a high school student from Port Washington High School shadow our Promotions Director to see what the job entails. The job shadow was able to ask questions about what is done on a day to day basis and gain some knowledge on what is involved with the radio industry.	Promotions Department
6	Milwaukee Diversity Employment Day Career Fair	Milwaukee, WI	Entercom representatives met with Milwaukee's major employers with thousands of qualified diversity professionals with the aim to recruit, promote, and reaffirm their commitment to diversity in the workplace. The representatives also met with professional organizations comprised of diverse and multi-ethnic Milwaukee residents. The Local Sales Manager was able to speak with over 15 potential candidates and hand out open positions to them.	Business Operations Manager Local Sales Manager Assistant Promotions Director



7	Job Shadow Muskego High School	Entercom Milwaukee	Entercom had a high school student from Muskego High School shadow our Promotions Director to see what the job entails. The job shadow was able to ask questions about what is done on a day to day basis and gain some knowledge on what is involved with the radio industry.	Promotions Department
8	In Business Magazine Expo & Conference	Madison, WI	Entercom representatives attended the fifth annual IB Expo & Conference at the Alliant Energy Center. Throngs of attendees walked the expo floor during the event, which began with a keynote breakfast attended by nearly 300 professionals interested in moving talk into action. Inside the main hall, 115 exhibitors marketed their services to attendees and Entercom passed out fliers with our open job positions, while informational presentations were offered all day.	Creative Services Director Local Sales Manager Account Executives
9	Wisconsin Broadcasters Association (WBA) Winter Conference & Job Fair	Madison, WI	Three Entercom employees represented the Entercom Milwaukee & Madison market by attending the Wisconsin Broadcasters Association Winter Conference. The event brought together broadcasters from across the state of Wisconsin to share knowledge and attend clinics on Social Media. Also on site was a job fair in which the Entercom employees represented Entercom Milwaukee & Madison's stations and shared open positions within those markets.	Local Sales Managers Promotions Director Account Executive
10	Entercom's EEO Policy and Compliance Training	Web-Ex	Entercom's VP of Human Resources facilitates a training session on Entercom's 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
11	Carthage College	Kenosha, WI	An Entercom employee returned to his alma mater to give a short presentation to a Communication Survey class discussing his career after graduating from Carthage and how his education at Carthage helped him obtain the career that he now has. He briefly spoke about what he does on a daily basis and held a Q&A with the students after his presentation.	On-Air Producer
12	EEO Breakfast	Entercom Milwaukee	Entercom Milwaukee hosted a breakfast for our EEO Recruitment Source contacts. Managers discussed the opportunities available and provided an overview of their specific departments.	Business Operations Manager Program Director Creative Services Director On Site Promotions Director
13	Girl Scout iGirl Mentor Luncheon	Alverno College	Two Entercom representatives were keynote speakers at a luncheon held for the purpose of mentoring young women in the Girl Scout program. The keynote speakers gave a presentation to over 60 girls on leadership, the media world, and how principles of courage, confidence, and character make the world a better place.	On-Air Personalities

