

**EEO ANNUAL PUBLIC FILE REPORT
ENTERCOM MILWAUKEE**

This report covers full-time vacancy recruitment for the period of August 1, 2016 through July 31, 2017

<u>Employment Unit:</u> Entercom Licenses, LLC	<u>Address:</u> Entercom Milwaukee, LLC 11800 West Grange Avenue Hales Corners, 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	Traffic Manager	Employee Referral	1-68
B	WXSS Morning Producer	Entercom.com	1-68,70
C	Account Executive	Entercom.com	1-69



2. Recruitment Sources

OUTREACH ORGANIZATIONS

#	Name/Title	Organizations	Contact Information	Number of Interviewees Referred by Recruitment Source	Source Entitled to Vacancy Notification (Yes/No)
1	Arlene Constant	Alverno College Biology & Communications	3400 S 43 rd St. Arlene.constant@alverno.edu Milwaukee, WI 53234 (414) 382-6000	0	No
2	Carole Barrowman	Alverno College English Professor	3400 S 43 rd St. Carole.barrowman@alverno.edu Milwaukee, WI 53234 (414) 382-6000	0	No
3	Jean Groshek	Alverno College Assoc. of Comm. & Tech.	3400 S 43 rd St. Jean.groshek@alverno.edu Milwaukee, WI 53234 (414) 382-6000	0	No
4	Lori Baez	Alverno College Instructional Services & Comm.	3400 S 43 rd St. Lori.baez@alverno.edu Milwaukee, WI 53234 (414) 382-6000	0	No
5	Sheila Amo	AAUW	1111 Sixteenth St. N.W. connect@aauw.org Washington, DC 20036 (202) 785-7700	0	No
6	Career Development	Beloit College	700 College St lajpc@beloit.edu Beloit, WI 53511 (608) 363-2673	0	No
7	Nancy Patterson	Bryant & Stratton College	310 W Wisconsin Ave Ste. 500 East nepatterson@bryantstratton.edu Milwaukee, WI 53203 (414) 276-7239	0	No
8	Megan Schrader	Bryant & Stratton College	310 W Wisconsin Ave. Ste. 500 East mjschrader@bryantstratton.edu Milwaukee, WI 53203 (414)276-5200	0	No
9	Career Website	Broadcast Employment Services	P.O. Box 4116 jobs@tvjobs.com Oceanside, CA 92052 (800) 374-0119	0	No
10	Jean Frederick	Carthage College	2001 Alford Park Dr. jfrederick@carthage.edu Kenosha, WI 53140 (262) 551-5959	0	No



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

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

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



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



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

COMPANY POSTINGS AND COMPANY WEBSITES

62	Corporate Representative	Entercom Corporate Website	www.entercom.com/careers	8
63	Kelli Middleton	Internal Postings (Email to Milwaukee Users – Current Employees & Interns)	kelli.middleton@entercom.com	2

Advertising

64	All Access.com	All Access Music Group Industry Internet Classified	0
65	Myinterfase.com	WI College Graduate Website	0
66	journalism.wisc.edu	UW-Madison School of Journalism and Mass Communication	0
67	Marquette.edu	Marquette University	0
68	Ziprecruiter.com	Job Search Engine	1
69	LinkedIn.com	Networking Website	1
70	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 #7	0
Milwaukee Bucks Career Fair – See Supplemental Initiative #11	0

Other Sources

Employee Referral	1
Former Employee	2



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 and Programming departments. Interns must be college students and receive college credit for the internships. The Promotions and Programming 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	American Advertising Federation	Rockford, IL	An Entercom employee hosted a Lunch 'n Learn at Katie's Cup. The "rule of thumb" for radio and television commercials and how to make your business stand out amongst all of the advertising clutter in the market were among the topics discussed.	Creative Services Director
6	Milwaukee Diversity Employment Day Career Fair	Milwaukee, WI	Entercom representatives met with thousands of qualified diversity professionals who 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 provide information on our open positions.	Local Sales Manager Operations Manager
7	In Business Magazine Expo & Conference	Madison, WI	Entercom representatives attended the fifth annual IB Expo & Conference at the Alliant Energy Center. Thousands of attendees walked the expo floor during the event, which began with a keynote breakfast. Nearly 300 professionals interested in moving talk into action attended this event. Inside the main hall, 115 exhibitors marketed their services to attendees and Entercom provided flyers with our open job positions, while informational presentations were offered all day.	Creative Services Director Local Sales Manager Account Executives
8	Deerfield Elementary School	Waukesha, WI	Entercom's On-Air Personality spoke to fifth grade students on how to find a career in radio and to navigate the challenges they may encounter along the way. Entercom's employee spoke about their struggles, what daily life entails in the radio industry and held a Q&A.	On-Air Personality



9	Carthage College	Kenosha, WI	Entercom's On-Air Producer returned to their Alma Mater to give a short presentation to a Communication Survey Class. The presentation discussed their career and how education at Carthage helped them obtain their career at Entercom. After the presentation they briefly discussed daily duties and held a Q&A.	On-Air Producer
10	Manager EEO Training	Milwaukee, WI	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
11	Milwaukee Bucks Career Fair	Milwaukee, WI	Entercom's On-Site Promotions Director represented Entercom Milwaukee & Entercom Madison, by attending the Milwaukee Bucks Career Fair. The On-Site Promotions Director was able to interact with potential candidates, answer questions and provide information on our open positions.	On-site Promotions Director
12	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
13	Local Girl Scout Job Shadow	Entercom Milwaukee	Entercom invited a high school student from Muskego High School in to shadow our Promotions Director and 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
14	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
15	Conclave 42 Learning Conference	Minneapolis, MN	An Entercom employee was invited to a speaking engagement panel, with other members of the industry. The subject was using video content, specifically, for sales purposes.	Creative Services Director

