

**EEO ANNUAL PUBLIC FILE REPORT
ENTERCOM ROCHESTER**

This report covers full-time vacancy recruitment for the period of February 1, 2019 through January 31, 2020

Employment Unit: Entercom License, LLC	Address: Entercom New York, LLC 70 Commercial Street Rochester, NY 14614	Contact Person/Title: Susan Munn Vice President/Market Manager
Unit Members, Community of License: WROC-AM, Rochester, NY WBEE-FM, Rochester, NY WBZA-FM, Rochester, NY WCMF-FM, Rochester, NY WPXY-FM, Rochester, NY	Telephone Number: 585-423-2900	E-mail Address: SMunn@entercom.com

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

	Title and Hire Date	Recruitment Source Referring Hire	Recruitment Sources Utilized to Fill the Full-Time Vacancy (See #2: "Recruitment Sources for Corresponding List)	Referral Source of Interviewees
A	Inside Sales Rep	Referral	1-29	On-Air Radio Ads: 2 Industry Referral: 2
B	Inside Sales Rep	Referral	1-29	Same as Pool A
C	Account Executive	Referral	1-29	On-Air Radio Ads: 22 Industry Referral: 1 Entercom.com: 2 LinkedIn.com: 1
D	Inside Sales Rep	On Air Radio Ads	1-29	On-Air Radio Ads: 7



E	Inside Sales Rep	Referral	1-29	On-Air Radio Ads: 3 Industry Referral: 2
F	Inside Sales Rep	Referral	1-29	Same as Pool E
G	Inside Sales Rep	On Air Radio Ads	1-29	On-Air Radio Ads: 7
H	Inside Sales Rep	On Air Radio Ads	1-29	Same as Pool G
I	Account Executive	On Air Radio Ads	1-29	Same as Pool A
J	Account Executive	On Air Radio Ads	1-29	Same as Pool A
K	Digital Sales Manager	Indeed.com	1-29	Entercom.com: 3 Industry Referral: 3 On-Air Radio Ads: 1
L	Inside Sales Rep	On Air Radio Ads	1-29	On-Air Radio Ads: 16
M	Inside Sales Rep	On Air Radio Ads	1-29	On-Air Radio Ads: 5
N	On Air Personality	Current Employee (PT to FT)	1-30	Entercom.com: 4 Indeed.com: 2 Direct Sourcing: 1 LinkedIn.com: 1 On-Air Radio Ads: 1
O	Account Executive	On Air Radio Ads	1-29	On-Air Radio Ads: 2 LinkedIn: 5 Indeed.com: 1 iHired.com: 1 Internal Candidate: 1

Total # of New Interviewees for full-time job vacancies during the reporting period:	96
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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 of Interviewees Referred
1	Career Center	Genesee Community College	ctc@genesee.edu 585-343-0050 X6417	Yes	No	0
2	Career Center	Nazareth College	careers@naz.edu 585-389-2571	Yes	No	0
3	Career Development Services	Newhouse School Communications	belichti@syr.edu 315-443-2911	Yes	No	0
4	Career Services	SUNY Brockport	jobs@brockport.edu 585-395-5000	Yes	No	0
5	Cathy Petruccione	Finger Lakes Community College	petrucce@flcc.edu 585-394-5005	Yes	No	0
6	Cathy Slocum	Rochester Institute of Technology	cmsoce@rit.edu 585-475-2301	Yes	No	0
7	Job Bank	NYS Dept. of Labor	rochesterjobbank@labor.state.ny.us 585-258-4550	Yes	No	0
8	Kelly Henry	Bryant and Stratton	khenry@bryantstratton.edu 585-292-0700	Yes	No	0
9	Mary Flaherty	Roberts Wesleyan	flhertyM@roberts.edu 585-594-6350	Yes	No	0
10	Meg Osborne	Cayuga CC	osbornem@cayuga-cc.edu 315-255-1743	Yes	No	0
11	Michael Kahl	Nazareth College	mkaahl6@naz.edu 585-389-2571	Yes	No	0



12	Michelle Mayo	Monroe Community College	mmayo@monroecc.edu 585-292-2368	Yes	No	0
13	Robin Oliver	Empire State College	robin.oliver@esc.edu 585-224-3200	Yes	No	0
14	Robin Richardson	Monroe Community College	jobconnection@monroecc.edu 585-292-2370	Yes	No	0
15	Tassie Dempst	City of Rochester	dempst@cityofrochester.gov 585-428-7134	Yes	No	0
16	Warren Kozires	WBSU Brockport	wkozires@brockport.edu 585-395-2580	Yes	No	0
17	Wia Program	Native American Culture	netroc@frontiernet.net 585-442-1100	Yes	No	0
18	Yolanda Albino	Ibero-American Action League	yolanda@iaal.org 585-256-8900	Yes	No	0
19	Harmony Thompson	Full Sail University	hthompson@fullsail.com 407-551-2037	Yes	No	0
20	Jennifer Geiger	NYS Education Department	Jennifer.geiger@nysed.gov 585-238-2949	Yes	No	0

COMPANY POSTINGS AND WEBSITES

21	Corporate Representative	Entercom Corporate Website	Entercom.com/careers	9
22	Lyndsay Houghton	Entercom Rochester Employees	Internal Posting and/or email to current employees at Rochesterusers@entercom.com	1
23	Corporate Representative	LinkedIn	LinkedIn.com	7

ADVERTISING

24	Direct Employers	https://de.nlx.org/pdfs/JobAlliancesList.pdf	0
25	On-Air Radio Ads	WBEE, WBZA, WPXY, WCMF and WROC Commercials	66
26	RochesterHelpWanted.com	Rochester Help Wanted Website	0
27	Indeed	Indeed.com	3
28	iHired	iHired.com	1
29	Facebook	Facebook.com/WBEEERochester, Facebook.com/989TheBuzz	0
30	All Access	AllAccess.com	0

JOB FAIRS		
College of Liberal Arts Career & Networking Event	See Supplemental Initiatives	0
RochesterWorks! Job Fair	See Supplemental Initiatives	0
OTHER SOURCES		
Industry Referral		8
Direct Sourcing		1
Total # of New Interviewees Referred		96

3. Supplemental Recruitment Initiatives.

Initiatives		Date	Location	Description	Titles of Employees Involved
1	Entercom Careers Page	Periodically throughout the year	Entercom Rochester	The websites for each of the stations in the Employment Unit include a link to the Entercom Careers page, which has information about careers in broadcasting.	EEO Coordinator
2	DirectEmployers Association	Periodically throughout the year	Entercom Rochester	Each vacancy at the Employment Unit, including upper-level category openings, is posted on the sites of organizations that are members of the DirectEmployers Association Job Syndication Alliance. Members of the Alliance include organizations whose membership includes participation of women and minorities, veterans and military families, government agencies, as well as other job candidates that might not be aware of employment opportunities in broadcasting.	EEO Coordinator
3	Internship Program	Periodically throughout the year	Entercom Rochester	Entercom Rochester 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 Programming Directors oversee the internships to evaluate the interns and ensure they are receiving information and education. Internships are ongoing throughout the year. There were a total of 5 interns this year.	Programing Director On-Air Staff
4	College of Liberal Arts Career & Networking Event	March 6, 2019	Rochester, NY	Entercom Rochester participated in the local college Job Fair. A Promotions Director discussed the radio industry with students, distributed materials, and accepted resumes from applicants for a number of open positions.	Promotions Director



5	NAB National Job Fair	April 9, 2019	Las Vegas, NV	Entercom attended the national industry wide career fair at the NAB Show in Las Vegas. Entercom met with attendees, distributed job openings and discussed careers in radio at Entercom.	HR Administrator
6	Home School Christy Bruni Station Tour	April 25, 2019	Entercom Rochester	A group of students and teachers were given a tour of Entercom Rochester. The tour included an inside look at all 5 FM stations during an air shift. This tour helped give the students an inside look at a job in the radio broadcasting field.	On-Air Staff Promotions Directors Program Directors Account Executives
7	Webster Schroeder High School (GOAL) Station Tour	June 14, 2019	Entercom Rochester	A group of students and teachers were given a tour of Entercom Rochester. The tour included an inside look at all 5 FM stations during an air shift. This tour helped give the students an inside look at a job in the radio broadcasting field.	On-Air Staff Promotions Directors Program Directors Account Executives
8	Finger Lakes Developmental Station Tour	September 5, 2019	Entercom Rochester	A group of students and teachers were given a tour of Entercom Rochester. The tour included an inside look at all 5 FM stations during an air shift. This tour helped give the students an inside look at a job in the radio broadcasting field.	On-Air Staff Promotions Directors Program Directors Account Executives
9	BCSD Post-Secondary Program Station Tour	November 1, 2019	Entercom Rochester	A group of students and teachers were given a tour of Entercom Rochester. The tour included an inside look at all 5 FM stations during an air shift. This tour helped give the students an inside look at a job in the radio broadcasting field.	On-Air Staff Promotions Directors Program Directors Account Executives
10	International Radio & Television Society Career Workshop Station Tour	December 5, 2019	New York, NY	Entercom attended the IRTS Multicultural Career Workshop, met with attendees, distributed job openings and discussed careers in radio at Entercom.	Talent Acquisition Manager
11	RochesterWorks! Job Fair	March 6, 2019	Rochester, NY	Entercom Rochester participated in the local college Job Fair. A Promotions Director discussed the radio industry with students, distributed materials, and accepted resumes from applicants for a number of open positions.	Promotions Director
12	EEO Breakfast	January 24, 2020 and January 28, 2020	Entercom Rochester	Entercom Rochester hosted a breakfast for our EEO Recruitment Source contacts. Managers discussed the opportunities available and provided an overview of their specific departments. Recruitment Sources were strongly encouraged to refer candidates for our open positions.	Sales Managers Program Directors Promotion Directors Business Manager EEO Administrator

