

WEAL, WJMH, WPAW, WPET, WQMG, WSMW
EEO PUBLIC FILE REPORT
August 1, 2019 - July 31, 2020

ENTERCOM Greensboro-Winston Salem-High Point,NC IS AN EQUAL OPPORTUNITY EMPLOYER.

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I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive	1-20	7
93.1 The Wolf Morning Co-host	1-4, 6-14, 16-21	21

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

a. Agencies Notified by Outreach

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Appalachian State University (App State) 287 Rivers Street Boone, North Carolina 28608 Phone : 828-262-2833 Url : https://app.joinhandshake.com Deanna Smith Manual Posting	N	0
2	Bennett College for Women 900 E Washington St Greensboro, North Carolina 27404 Phone : 336-517-2358 Url : http://www.bennett.optimalresume.com/ Darryl Johnson Manual Posting	N	0
3	Davidson County Community College 297 Davidson Community College Rd Thomasville, North Carolina 27360 Phone : 336-249-8186(ext.6206) Url : https://www.collegecentral.com/davidsonccc/ Charles Mayer Manual Posting	N	0
4	Direct Employers Association 9002 N. Purdue Rd. Suite 100 Indianapolis, Indiana 46268 Phone : 866-268-6206 Url : http://directemployers.org/contactus Diversity Outreach Manual Posting	N	0
5	Employment Security Commission, Greensboro 2301 W Meadowview Rd Greensboro, North Carolina 27406 Phone : 336-297-9444 Url : https://des.nc.gov/des Email : charles.diggs@ncmail.net Charles Diggs	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	Employment Security Commission, Winston Salem 460 W Hanes Mill Rd Winston Salem, North Carolina 27105 Phone : 336-464-0520 (ext. 1324) Url : https://des.nc.gov/des Email : lisa.lamb@nccommerce.com Lisa Lamb	N	0
7	Entercom Communications 2400 Market Street Philadelphia, Pennsylvania 19103 Url : http://www.entercom.com/careers Careers Page Manual Posting	N	15
8	High Point University 1 27268, N University Pkwy High Point, North Carolina 27268 Phone : 336-841-9677 Url : https://app.purplebriefcase.com/pb/account/login/ Lindsey Scott Manual Posting	N	0
9	Howard University 2400 Sixth St NW Washington, District of Columbia 20059 Phone : 202-806-5806 Url : https://careerservices.howard.edu/ Email : careerservices@howard.edu Carol Dudley	N	0
10	Living Arts College 3000 Wakefield Crossing Dr Raleigh, North Carolina 27614 Phone : 800-800-2835 (ext 218) Url : https://www.living-arts-college.edu/ Email : dfranks@living-arts-college.edu David Franks	N	0
11	National Hispanic Media Coalition 65 S Grand Ave Suite 200 Pasadena, California 90150 Phone : 626-792-6462 Url : http://www.nhmc.org/jobs Email : info@nhmc.org Araceli Velasco	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	National Lesbian and Gay Journalist Association 2120 L St NW Washington, District of Columbia 20037 Phone : 202-588-9888 Url : https://members.nlgja.org Email : info@nlgja.org Elliot Ayers	N	0
13	North Carolina Central University 1801 Fayetteville Street Durham, North Carolina 27707 Phone : 919-530-6878 Url : https://app.joinhandshake.com Christy Dunston Manual Posting	N	0
14	North Carolina State University 121 Peele Hall Campus Box 7103 Raleigh, North Carolina 27695 Phone : 919-515-2396 Url : https://ncsu-csm.symplicity.com/employers/index.ph Bridget Hartsfield Manual Posting	N	0
15	Providence Baptist Church 1106 Tuscaloosa St Greensboro, North Carolina 27406 Phone : 336-273-7552 Url : https://www.pbcgso.org/ Email : prbaptist@bellsouth.net Cheryl Duncan-Hill	N	0
16	Radford University 801 E Main St Radford, Virginia 24142 Phone : 540-831-6528 Url : https://radford.joinhandshake.com/login Carolyn Sutphin Manual Posting	N	0

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17	Radio 1 Broadcast School 1040 W Center St Adams, Wisconsin 53910 Phone : 800-889-221 Url : https://www.radio1school.com/careers/ Email : director@radio1school.com Joe Deshcler	N	0
18	Salem College 601 S Church St Winston Salem, North Carolina 27101 Phone : 336-917-5579 Url : https://www.salem.edu/cpd/employer-services Email : monica.boyd@salem.edu Monica Boyd	N	0
19	UNC Greensboro 1400 Spring Garden Street Greensboro, North Carolina 27402 Phone : 336-334-5454 Url : https://app.joinhandshake.com Catherine Goetz Manual Posting	N	0
20	University of North Carolina at Pembroke 1 University Drive Pembroke, North Carolina 28372 Phone : 910-521-6270 Url : https://app.joinhandshake.com Brenda Bullard Manual Posting	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

b. Exemptions or Other Sources of Candidate Referral

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	Current Employee/Internal Promotion	N	1
TOTAL INTERVIEWS OVER REPORTING PERIOD:			16

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	8/3/2019	Participation in events sponsored by community groups	attended the "I Am A Queen Back To School Supply Drive". WQMG staff was on site to help hand out supplies to low income families. WQMG representatives were able to discuss their radio career with several students and promote Internships.	2	Promotions WQMG PD
2	Ongoing Event	Participation in events sponsored by community groups	attended "Alan Alston Family Foundation" back to school event. Entercom staff were able to discuss their radio career with several students and promote Internships with students.	1	Promotions on-air talent
3	8/20/2019	Participation in events sponsored by community groups	participated in Smitty's McDonalds back to school giveaway. Staff was able to assist in giving away 500 book bags and school supplies while discussing their radio career with several students and promote Internships.	2	Promotions WQMG PD
4	8/22/2019	Participation in events or programs sponsored by educational institutions	"Lunchtime Takeover" at Reidsville High School. Entercom representatives interacted with students and spoke with them about their radio careers, radio broadcasting, and engineering.	2	Promotions on-air talent
5	8/23/2019	Participation in events or programs sponsored by educational institutions	"lunch takeover" at High Point Central High School. Entercom representatives interacted with students and spoke with them about their radio careers, radio broadcasting, and engineering.	2	Promotions on air talent
6	8/24/2019	Participation in events or programs sponsored by educational institutions	Aggie Fun Fest at North Carolina A&T University. Event for college students where Entercom staff were there to inform them about internships.	2	mixer on-air talent
7	8/25/2019	Participation in events or programs sponsored by educational institutions	Back 2 School event at Kingswood Alternate school in Winston Salem. Entercom representatives interacted with students and spoke with them about their radio careers, radio broadcasting, and engineering.	2	Promotions on-air talent
8	8/29/2019	Participation in events sponsored by community groups	"lunch takeover" at Carver High School. Entercom representatives interacted with students and spoke with them about their radio careers, radio broadcasting, and engineering. Promoted internships.	1	on-air talent

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
9	8/30/2019	Participation in events or programs sponsored by educational institutions	"lunch takeover" at Andrew's High School. Entercom employee interacted with students and spoke with them about their radio careers, radio broadcasting, and engineering. Promoted internships.	1	on air talent
10	9/3/2019	Participation in events or programs sponsored by educational institutions	event at Winston Salem State University where Entercom representatives (who attended WSSU) interacted with students and spoke with them about his radio careers and promoted internships.	1	on-air talent
11	9/4/2019	Participation in events or programs sponsored by educational institutions	Event at Guilford College. Entercom representatives interacted with students and spoke with them about their radio careers, radio broadcasting, and engineering. Promoted internships.	1	on air talent
12	9/10/2019	Participation in events or programs sponsored by educational institutions	Pop Up event at Elon University. Entercom representatives interacted with students and spoke with them about their radio careers, radio broadcasting, and engineering. Promoted internships.	2	Promotions on-air talent
13	Ongoing Event	Participation in other activities designed by the station employment unit	Internal email publishing the current open positions listed in Entercom career sites, including position title, station and reference number.	1	Business Admin
14	Ongoing Event	Participation in other activities designed by the station employment unit	The website for each of the stations in the Employment Unit includes a link to the Entercom Careers page, which has information about careers in broadcasting.	1	webmaster
15	Ongoing Event	Establishment of a mentoring program	Mentoring available for anyone interested in radio (programming). Two students from Winston Salem State University participated in the mentoring program.	1	WQMG PD
16	1/16/2020	Participation in other activities designed by the station employment unit	Invited anyone interested in employment to attend an afternoon "round table" at the office. We gave them tours of the building and had one on one conversations with everyone who attended.	3	NSM Sales Manager Sales Manager
17	Ongoing Event	Participation in Job Fairs	Entercom representatives attended a STEM Career Fair where they discussed their careers in radio and the different steps they had to take to get there. Internship opportunities were also discussed.	1	Promotions assistant

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18	1/23/2020	Participation in other activities designed by the station employment unit	Invited anyone interested in employment to attend an afternoon "round table" at the office. We gave them tours of the building and had one on one conversations with everyone who attended.	2	Sales Manager Sales Manager
19	5/13/2020	Provision of training to management	The Employment Unit's management-level personnel received training via webinar on methods of ensuring equal employment opportunity and preventing discrimination.	5	Market Hiring Managers
20	Ongoing Event	Participation in other activities designed by the station employment unit	Internal email publishing the current open positions listed in Entercom career sites, including position title, station and reference number.	6	Business Administrator
21	Ongoing Event	Participation in job banks, internet programs and other programs designed to promote outreach	Each vacancy at the Employment Unit, including upper-level category openings, is posted on the sites of organizations that are members of the Direct Employers Association Job Syndication Alliance. Members of the Alliance include 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.	1	EEO Coordinator
22	Ongoing Event	Participation in other activities designed by the station employment unit	The website for each of the stations in the Employment Unit includes a link to the Entercom Careers page, which has information about careers in broadcasting.	1	EEO Coordinator
23	Ongoing Event	Participation in other activities designed by the station employment unit	Once a week, this Entercom station group airs recruitment advertisements on all stations, seeking applicants across all departments. Advertisements inform the listening area of Entercom EOE policy and invites all organizations to be part of the recruitment process.	2	EEO Coordinator Traffic Manager