

**ENTERCOM ROCHESTER**

**This report covers full-time vacancy recruitment for the period of January 28, 2015 through January 31, 2016**

<b>Employment Unit:</b> Entercom Rochester License, LLC	<b>Address:</b> Entercom Rochester License, LLC 70 Commercial Street Rochester, NY 14614	<b>Contact Person/Title:</b> Susan Munn Vice President/Market Manager
<b>Unit Members, Community of License</b> WROC-AM, Rochester, NY WBEE-FM, Rochester, NY WBZA-FM, Rochester, NY WCMF-FM, Rochester, NY WPXY-FM, Rochester, NY	<b>Telephone Number:</b> 585-423-2900	<b>E-mail Address:</b> <a href="mailto:smunn@entercom.com">smunn@entercom.com</a>

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

	<b>Title</b>	<b>Recruitment Source Referring Hiree</b>	<b>Recruitment Sources Utilized to Fill the Full-Time Vacancy (See #2: "Recruitment Sources for Corresponding List")</b>	<b>Referral Source of Interviewees</b>
A	Inside Sales Representative 2/11/15	Employee Referral	1-48	Entercom.com: 3 On-Air Radio Ads:1 Rochesterhelpwanted.com: 4 Employee Referral:2 LinkedIn.com:3
B	Inside Sales Representative 2/11/15	Employee Referral	1-48	Repeat Pool A
C	Inside Sales Representative 2/11/15	On-Air Radio Ad	1-48	Repeat Pool A
D	Account Manager 2/17/15	Entercom.com	1-48	Repeat Pool A
E	Account Manager 2/17/15	Entercom.com	1-48	Repeat Pool A
F	Director of Major Events and Promotions 3/2/15	Employee Referral	1-47	Rochesterhelpwanted.com: 2 Industry Referral: 2 Internal Posting:2 Employee Referral: 1



G	Inside Sales Representative 4/1/15	Employee Referral	1-47	Entercom.com:3 Employee Referral:2 Job Fair:1
H	Promotions Director 5/4/15	Rochesterhelpwanted.com	1-47	Entercom.com: 1 Rochesterhelpwanted.com: 3 Employee Referral: 3 Industry Referral: 2 Internal Posting: 1
I	Local Sales Manager 5/11/15	Industry Referral	1-47	Rochesterhelpwanted.com:3 Industry Referral: 2 Employee Referral:1
J	Inside Sales Representative 6/24/15	Entercom.com	1-48	Entercom.com: 1 Rochesterhelpwanted.com:4 LinkedIn.com:1 Employee Referral: 2
K	Inside Sales Representative 7/15/15	Rochesterhelpwanted.com	1-48	Repeat Pool J
L	Inside Sales Representative 8/12/15	Employee Referral	1-48	Entercom.com: 2 LinkedIn.com:1 Employee Referral: 3
M	On-Air Morning Show Host 9/21/15	Industry Referral	1-45, 49	Entercom.com: 1 Internal Posting: 1 Employee Referral: 1 All Access:2 Industry Referral:1
N	Inside Sales Representative 9/23/15	Entercom.com	1-48	Entercom.com: 3 Rochesterhelpwanted.com: 1 LinkedIn: 1 Employee Referral: 3
O	Inside Sales Representative 9/23/15	Employee Referral	1-48	Repeat Pool N
P	Digital Media Coordinator 10/6/15	Rochesterhelpwanted.com	1-48	Rochesterhelpwanted.com: 2 LinkedIn.com: 3 Industry Referral: 1 Employee Referral: 1
Q	Inside Sales Representative 10/14/15	Entercom.com	1-47	Entercom.com: 2 Rochesterhelpwanted.com: 3
R	Account Manager 10/26/15	Rochesterhelpwanted.com	1-47	Repeat Pool Q
<b>Total # of New Interviewees for full-time job vacancies during the reporting period:</b>				<b>82</b>



## 2. Recruitment Sources

### Outreach Organizations

#	Name	Organization	Contact Information	Number of Interviewees Referred by Recruitment Source	Source Entitled to Vacancy Notification (Yes/No)?
1	Job Bank	NYS Dept. of Labor	<a href="mailto:rochesterjobbank@labor.state.ny.us">rochesterjobbank@labor.state.ny.us</a> 585-258-4550	0	No
2	Cathy Petruccione	Finger Lakes Community College	<a href="mailto:petrucce@flcc.edu">petrucce@flcc.edu</a> 585-394-5005	0	No
3	Cathy Slocum	Rochester Institute of Technology	<a href="mailto:cmsoce@rit.edu">cmsoce@rit.edu</a> 585-475-2301	0	No
4	Career Center	Genesee Community College	<a href="mailto:ctc@genesee.edu">ctc@genesee.edu</a> 585-343-0050 X6417	0	No
5	Career Center	Finger Lakes Community College	<a href="mailto:schlesra@flcc.edu">schlesra@flcc.edu</a> 585-394-3500	0	No
6	Yolanda Albino	Ibero-American Action League	<a href="mailto:yolanda@iaal.org">yolanda@iaal.org</a> 585-256-8900	0	No
7	Job Center	Epilepsy Foundation	<a href="mailto:m.newson@epilepsy-uny.org">m.newson@epilepsy-uny.org</a> 585-442-4430	0	No
8	Warren Kozires	WBSU Brockport	<a href="mailto:wkozires@brockport.edu">wkozires@brockport.edu</a> 585-395-2580	0	No
9	Career Center	College Broadcasters, Inc.	<a href="mailto:cbjob@mailman.rice.edu">cbjob@mailman.rice.edu</a> 855-275-4224	0	No
10	Cathy Taylor	New School of Radio	<a href="mailto:admin@nsrt.com">admin@nsrt.com</a> 518-438-7682	0	No
11	Gary James	Ohio Center for Broadcasting	<a href="mailto:gary@beonair.com">gary@beonair.com</a> 216-447-9117	0	No
12	Barb Harte	Boces #2	<a href="mailto:jajewel@monroeboces2.org">jajewel@monroeboces2.org</a> 585-349-8886	0	No



13	Rob DiCarlo	SUNY Brockport	<a href="mailto:rdicarlo@brockport.edu">rdicarlo@brockport.edu</a> 585-395-2159	0	No
14	Robin Richardson	Monroe Community College	<a href="mailto:jobconnection@monroeee.edu">jobconnection@monroeee.edu</a> 585-292-2370	0	No
15	Robin Oliver	Empire State College	<a href="mailto:robin.oliver@esc.edu">robin.oliver@esc.edu</a> 585-224-3200	0	No
16	Laura Maas	VESID- Adult Career and Continuing Education Services	<a href="mailto:lmaas@mail.nysed.gov">lmaas@mail.nysed.gov</a> 585-325-2967	0	No
17	Mary Flaherty	Roberts Wesleyan	<a href="mailto:flhertyM@roberts.edu">flhertyM@roberts.edu</a> 585-594-6350	0	No
18	Kelly Henry	Bryant and Stratton	<a href="mailto:khenry@bryantstratton.edu">khenry@bryantstratton.edu</a> 585-292-0700	0	No
19	Michelle Ferland	Eastern Monroe Career Center	<a href="mailto:michelle_ferland@ccmail.monroe.edu">michelle_ferland@ccmail.monroe.edu</a> 585-383-6427	0	No
20	Andrea DiGiorgio	SUNY Geneseo	<a href="mailto:ses@geneseo.edu">ses@geneseo.edu</a> 585-245-5211	0	No
21	Regina Mae	Action For A Better Com.	<a href="mailto:rmaye@abcinfo.org">rmaye@abcinfo.org</a> 585-325-5116 X3411	0	No
22	Rob DeCarlo	Suny Brockport	<a href="mailto:rdecarlo@brockport.edu">rdecarlo@brockport.edu</a> 585-395-2796	0	No
23	Margaret Thompson	YMCA	<a href="mailto:margarett@rochesterYMCA.org">margarett@rochesterYMCA.org</a> 585-546-5500	0	No
24	Kim Wilcox	SUNY Geneseo	<a href="mailto:wilcox@geneseo.edu">wilcox@geneseo.edu</a> 585-245-5233	0	No
25	Michael Kahl	Nazareth College	<a href="mailto:mkahl6@naz.edu">mkahl6@naz.edu</a> 585-389-2571	0	No
26	Meg Osborne	Cayuga CC	<a href="mailto:osbornem@cayuga-cc.edu">osbornem@cayuga-cc.edu</a> 315-255-1743	0	No
27	Career Center	Nazareth College	<a href="mailto:careers@naz.edu">careers@naz.edu</a> 585-389-2571	0	No
28	Career Development Services	Newhouse School Communications	<a href="mailto:belichti@syr.edu">belichti@syr.edu</a> 315-443-2911	0	No
29	Michelle Mayo	Monroe Community College	<a href="mailto:mmayo@monroecc.edu">mmayo@monroecc.edu</a> 585-292-2368	0	No
30	Amber Graham	University of Rochester	<a href="mailto:recruit@mail.rochester.edu">recruit@mail.rochester.edu</a> 585-275-2366	0	No
31	Susan Putnam	Greece Central Schools	<a href="mailto:Susan.Putnam@greece.k12.ny.us">Susan.Putnam@greece.k12.ny.us</a> 585-227-5500	0	No
32	Jed Broitman	Full Sail Real World Education	<a href="mailto:jbroitman@fullsail.edu">jbroitman@fullsail.edu</a> 800-757-2105	0	No
33	Tassie Dempst	City of Rochester	<a href="mailto:dempst@cityofrochester.gov">dempst@cityofrochester.gov</a> 585-428-7134	0	No



34	Tom Proietta	Monroe Community College	<a href="mailto:tproietta@monroecc.edu">tproietta@monroecc.edu</a> 585-292-3395	0	No
35	Wia Program	Native American Culture	<a href="mailto:netroc@frontiernet.net">netroc@frontiernet.net</a> 585-442-1100	0	No
36	Donna Howland	Lifespan Employment Services	<a href="mailto:dhowland@lifespan-roch.org">dhowland@lifespan-roch.org</a> 585-244-8400 X129	0	No
37	Terry Selene	Eastern Monroe Career Center	<a href="mailto:Selene_terry@boces.monroe.edu">Selene_terry@boces.monroe.edu</a> 585-377-4660	0	No
38	Enid Archibald	YWCA	<a href="mailto:earchibald@ywca.org">earchibald@ywca.org</a> 585-546-5820	0	No
39	Laura Rakoczy	Fingerlakes Community College	<a href="mailto:rakoczla@flcc.edu">rakoczla@flcc.edu</a> 585-394-3500 X7274	0	No
40	Jean Berry	Simon School of Business	<a href="mailto:Jean.berry@simon.rochester.edu">Jean.berry@simon.rochester.edu</a> 585-271-5111	0	No
41	Allison Barden	Everest Institute	<a href="mailto:abardenkaram@cci.edu">abardenkaram@cci.edu</a> 585-266-0430	0	No
42	Career Services	SUNY Brockport	<a href="mailto:jobs@brockport.edu">jobs@brockport.edu</a> 585-395-5000	0	No

#### **COMPANY POSTING**

43	Yuri Bong	Entercom Corp Website	<a href="http://www.entercom.com/careers">www.entercom.com/careers</a>	16	N/A
44	Kate Savage	Entercom Rochester Employees	Internal Posting and/or email to current employees at <a href="mailto:Rochesterusers@entercom.com">Rochesterusers@entercom.com</a>	4	N/A
45	Entercom Rochester Station Websites		<a href="http://www.wbee.com">www.wbee.com</a> <a href="http://www.rochesterbuzz.com">www.rochesterbuzz.com</a> <a href="http://www.98pxy.com">www.98pxy.com</a> <a href="http://www.wcmf.com">www.wcmf.com</a> <a href="http://www.sportsradio950espn.com">www.sportsradio950espn.com</a>	0	N/A

#### **ADVERTISING**

46	On-Air Radio Ads	WROC, WBEE, WBZA, WPXY, WCMF Commercials		1	N/A
47	RochesterHelpWanted.com	Rochester Help Wanted Website		22	N/A
48	LinkedIn	Linkedin.com		9	N/A
49	All Access	Allaccess.com		2	N/A



<b>JOB FAIRS</b>				
1	State University of New York College at Brockport	See Supplemental Initiatives #8	1	N/A
2	Downtown Rochester Career Fair	See Supplemental Initiatives #13	0	N/A

<b>OTHER RECRUITMENT SOURCES</b>				
1	Employee Referral		19	N/A
2	Industry Referral		8	N/A



### 3. Supplemental Recruitment Initiatives

Initiatives		Date	Location	Description	Titles of Employees Involved
1	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 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. There were 18 students who participated in this program.	Director of Programming Promotions Director Creative Services Associate Programming Director
2	RAMP 3.0 Sales Training Program	Periodically throughout the year	Entercom Rochester	Entercom salespeople and managers participate in Entercom's proprietary RAMP Training. Five Account Executives and one Sales Manager graduated from this program during the annual reporting period.	Sales Managers Account Executives
3	Manager EEO Training	Periodically throughout the year	Entercom Rochester	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 Sales Managers Program Directors
4	"In Control" Group Student Tour	January 29, 2015	Entercom Rochester	A group of four students and one teacher from the "In Control", a youth development program in Rochester, New York were given a tour of Entercom Rochester. The tour included an inside look at all four FM stations during an air shift. This tour helped give the students an inside look at a job in the radio broadcasting field.	Sales Assistant On-Air Staff Promotions Directors Program Directors
5	Entercom's EEO Policy and Compliance Training	February 12, 2015	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 Business Manager All Entercom Markets
6	Girl Scouts of WNY Station Tour	February 26, 2015	Entercom Rochester	Nine Brownies from Girl Scouts of WNY, Troop 60899 and their parents were given a tour of Entercom Rochester. The tour included an inside look at all four FM stations during an air shift. This tour helped the Scouts achieve their badge requirement.	Sales Assistant On-Air Staff Promotions Directors
7	Tiger Scout Pack 105 Station Tour	March 4, 2015	Entercom Rochester	Six Tiger Cubs from Pack 105 and their parents were given a tour of Entercom Rochester. The tour included an inside look at all four FM stations during an air shift. This tour helped the Scouts achieve their badge requirement.	Sales Assistant On-Air Staff Promotions Directors



8	State University Of New York College at Brockport Job Fair	April 1, 2015	Brockport, NY	Entercom Rochester participated in the local college Job Fair. A Customer Promotion Director and Public Relations Representative discussed the radio industry with students, distributed materials, and accepted resumes from applicants for a number of open positions. Approximately 650 people attended the career fair.	Sales Manager Promotion Director Public Relations Representative
9	Cub Scout Pack 126 Station Tour	April 17, 2015	Entercom Rochester	Seven Cub Scouts from Pack 126 and their parents were given a tour of Entercom Rochester. The tour included an inside look at all four FM stations during an air shift. This tour helped the Scouts achieve their badge requirement.	Sales Assistant On-Air Staff Promotions Directors
10	Perry High School Station Tour	May 7, 2015	Entercom Rochester	A group of 17 students and one teacher from Perry High School's marketing class were given a tour of Entercom Rochester. The tour included an inside look at all four FM stations during an air shift. This tour helped give the students an inside look at a job in the radio broadcasting field.	Sales Assistant On-Air Staff Promotions Directors
11	Girl Scouts of WNY Station Tour	May 14, 2015	Entercom Rochester	11 Girl Scouts from Girl Scouts of WNY, Troop 60515 and their parents were given a tour of Entercom Rochester. The tour included an inside look at all four FM stations during an air shift. This tour helped the Scouts achieve their badge requirement.	Sales Assistant On-Air Staff Promotions Directors
12	Spry Middle School Station Tour	June 3, 2015	Entercom Rochester	A group of four students and one teacher from Spry Middle School were given a tour of Entercom Rochester. The tour included an inside look at all four FM stations during an air shift. This tour helped give the students an inside look at a job in the radio broadcasting field.	Sales Assistant On-Air Staff Promotions Directors
13	Downtown Career Fair	November 20, 2015	Rochester, NY	Entercom Rochester participated in the local Downtown Career Fair at the Blue Cross Arena. A Sales Manager, Sales Assistant and Public Relations Representative discussed the radio industry with students, distributed materials and accepted resumes from applicants for a number of open positions. Approximately 200 people attended the career fair.	Sales Manager Sales Assistant Public Relations Representative
14	EEO Breakfast	January 14, 2016	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
15	EEO Breakfast	January 26, 2016	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

