

## EEO ANNUAL PUBLIC FILE REPORT ENTERCOM KANSAS CITY

**This report covers full-time vacancy recruitment for the period of October 1, 2014 to September 30, 2015**

<b>Employment Unit:</b> Entercom Kansas City License, LLC	<b>Address:</b> Entercom Kansas City License, LLC 7000 Squibb Rd. Mission, KS 66202	<b>Contact Person/Title:</b> David Alpert/ Vice President/Market Manager
<b>Unit Members, Community of License:</b> KCSP-AM, Kansas City, MO KMBZ-AM, Kansas City, MO KMBZ-FM, Kansas City, KS KYY5-AM, Kansas City, KS KWOD-AM, Kansas City, KS KRBZ-FM, Kansas City, MO KQRC-FM, Leavenworth, KS KZPT-FM, Kansas City, MO WDAF-FM, Liberty, MO	<b>Telephone Number:</b> 913.744-3839	<b>E-mail Address:</b> <a href="mailto:dalpert@entercom.com">dalpert@entercom.com</a>

### 1. Full-Time Job Vacancies Filled by Employment Unit.

	Title	Recruitment Source Referring Hire	Sources Utilized to Fill the Full-Time Vacancies (See #2: "Recruitment Sources for Corresponding List)			Referral Source of Interviewees		
			Outreach Organizations	Company Postings	Advertising	Referral Source	Number Interviewed	New Interviewees
A	Integrated Marketing & Digital Coordinator November 17, 2014	Current Employee (PT to FT)	1-54	55, 56	57	Current Employee: 1 Entercom.com: 4	5	5
B	Producer November 17, 2014	Current Employee (PT to FT)	1-54	55, 56	57	Current Employee: 1 Entercom.com: 5	6	6
C	General Sales Manager November 19, 2014	Hawthorne Search	1-54	55, 56	57, 59, 60, 63	Hawthorne Search: 3 Employee Referral: 2 Talent Q Consulting: 1	6	6
D	General Sales Manager December 1, 2014	Talent Q Consulting	1-54	55, 56	57, 59, 60	Repeat from Pool C	6	0
E	Producer December 8, 2014	All Access Website	1-54	55, 56	57, 58, 63	Current Employee: 1 Employee Referral: 1 AllAccess.com: 4	6	6
F	On-Air Talent December 15, 2014	Employee Referral	1-54	55, 56	57, 63, 65	Employee Referral: 1 Industry Referral: 1 Entercom.com: 6	8	8
G	On-Air Talent December 29, 2014	Industry Referral	1-54	55, 56	57, 65	Repeat from Pool F	8	0



H	Account Executive February 23, 2015	Employee Referral	1-54	55, 56	57, 65	Entercom KC On-Air Recruitment: 1 Entercom.com: 1 Industry Referral: 1 Employee Referral: 1 Kansas State University: 1	5	5
I	Account Executive February 23, 2015	Industry Referral	1-54	55, 56	57, 63, 74, 75	Industry Referral: 2 Employee Referral: 1 Entercom.com: 1 Former Employee: 1	5	5
J	Account Executive March 2, 2015	Employee Referral	1-54	55, 56	57, 63, 64, 65	Repeat from Pool I	5	0
K	Account Executive March 16, 2015	Former Employee	1-54	55, 56	57, 64, 65	Former Employee: 1 repeat from Pool I Industry Referral: 4	5	4
L	News Reporter/Anchor April 6, 2015	Employee Referral	1-54	55, 56	57, 63	Employee Referral: 3 Entercom.com: 2	5	5
M	Sales Assistant April 6, 2015	Current Employee (PT to FT)	1-54	55, 56	57, 63	Current Employee: 1 Employee Referral: 1 Entercom.com: 3	5	5
N	Account Executive April 27, 2015	Careerbuilder.com	1-54	55, 56	57, 63, 67	Employee Referral: 2 On-Air Recruitment: 1 Entercom.com: 1 Careerbuilder.com: 1	5	5
O	Promotions Coordinator June 29, 2015	Current Employee (PT to FT)	1-54	55, 56	57	Current Employee: 4 Entercom.com: 1	5	5
P	Producer July 27, 2015	Current Employee (PT to FT)	1-39, 41-54	55, 56	57	Current Employee: 1 Pittsburg State University: 1 Entercom.com: 4	6	6
Q	Account Executive August 3, 2015	Employee Referral	1-39, 41-54	55, 56	57, 63	Employee Referral: 4 Entercom.com: 1	5	5
R	Account Executive August 24, 2015	Industry Referral	1-15, 17-39, 41-54	55, 56	57, 63, 65	Industry Referral: 1 Employee Referral: 4 repeat from Pool P Entercom.com: 1 repeat from Pool P	6	1
S	Account Executive August 31, 2015	Employee Referral	1-15, 17-39, 41-54	55, 56	57, 63, 65	Employee Referral: 1+ (4 repeat from Pool P) Entercom.com: 1 repeat from Pool P Industry Referral: 1 repeat from Pool P	7	1
T	Continuity Director September 14, 2015	Industry Referral	1-15, 17-39, 41-54	55, 56	57, 63, 65	Industry Referral 3 Employee Referral: 2	5	5
U	Account Executive September 30, 2015	Entercom.com	1-15, 17-39, 41-54	55, 56	57, 63	Employee Referral: 3 Current Employee: 1 Entercom.com: 1	5	5
<b>Total # of New Interviewees for full-time job vacancies during the reporting period:</b>								<b>88</b>



## 2. Recruitment Sources

### OUTREACH ORGANIZATIONS

#	Name	Organization	Address (Street or E-Mail)	City	ST	Zip	Phone	Total Number of Interviewees Referred	Pursuant to Prong 2	
									Did Entercom contact organization to request to send job vacancy information?	Did organization contact Entercom to request job vacancy information?
1	Mary Corless	Avila College-Career Services	<a href="mailto:careers@avila.edu">careers@avila.edu</a> 11901 Wornall Road	Kansas City	MO	64145	816-501-2901	0	Yes	No
2	Susan Wade	Baker University-Career Development Center	<a href="mailto:susan.wade@bakeru.edu">susan.wade@bakeru.edu</a> PO Box 65	Baldwin City	KS	66006	785-594-8435	0	Yes	No
3	Joe Watson	Baker University-Department of Mass Media	<a href="mailto:joe.watson@bakeru.edu">joe.watson@bakeru.edu</a> PO Box 65 205 Pulliam Center	Baldwin City	KS	66006	785-594-7855	0	Yes	No
4	Katie McDowell	Benedictine College Director of Career Development	<a href="mailto:Kmcddowell@benedictine.edu">Kmcddowell@benedictine.edu</a> 1020 North 2 <sup>nd</sup> Street, Library Room 208	Atchison	KS	66002	913-360-7578	0	Yes	No
5	Rick Perry	Chamber of Commerce of Kansas City	<a href="mailto:perry@kcchamber.com">perry@kcchamber.com</a> 30 West Pershing Road, Suite 301	Kansas City	MO	64108	816-221-2424	0	Yes	No
6	Shelly Wales	DeVry Institute of Technology- Employer Liaison	<a href="mailto:swales@devry.edu">swales@devry.edu</a> 500 E 112th St	Kansas City	MO	64131	816-943-7463	0	Yes	No
7	Kim Smith	DeVry Institute of Technology-Senior Career Advisor	<a href="mailto:ksmith3@devry.edu">ksmith3@devry.edu</a> 500 E 112th St	Kansas City	MO	64131	816-943-7464	0	Yes	No
8	Career Services	Emporia State University (via HireKansasTalent)	<a href="http://www.hirekansastalent.com">http://www.hirekansastalent.com</a> 1200 Commercial Street	Emporia	KS	66801	620-341-5407	0	No	No
9	CSS-Fort Hays	Fort Hays University (via Hire Kansas Talent)	<a href="http://www.hirekansastalent.com">http://www.hirekansastalent.com</a> <a href="http://www.myinterfase.com/fhsu">www.myinterfase.com/fhsu</a>	Fort Hays	KS	67601	N/A	0	Yes	No
10	Daniel Rice	Fort Hays State University	<a href="mailto:careers@fhsu.edu">careers@fhsu.edu</a> 600 Park Street Sheridan Hall 214	Hays	KS	67601	785-628-4260	0	Yes	No
11	Harmony Thompson	Full Sail Real World Education	<a href="mailto:hthompson@fullsail.com">hthompson@fullsail.com</a> 3300 University Blvd	Winter Park	FL	32792	800-757-5105	0	Yes	No
12	Wanda McNeil	Harris-Stowe State University	<a href="mailto:Careerservices@hssu.edu">Careerservices@hssu.edu</a> 3026 Laclède Ave	St. Louis	MO	63103	314-340-3366	0	Yes	No
13	Bill Ellibee	Independence Employment Resource Ctr - Church of Latter Day Saints	wel-ec-independence @Idschurch.org 517 W. Walnut Ste. 5	Independence	MO	64050	816-461-5481	0	Yes	No



14	Mark Raduziner / Grethen Thum	Johnson County Community College	<a href="mailto:markr@jccc.edu">markr@jccc.edu</a> <a href="mailto:gthum@jccc.edu">gthum@jccc.edu</a> 12345 College Blvd., Box 80	Overland Park	KS	66210	913-469-3131	0	Yes	No
15	Molly Baumgardner	Johnson County Community College – Journalism & Media	<a href="mailto:molly@jccc.edu">molly@jccc.edu</a> 12345 College Boulevard	Overland Park	KS	66210	913-469-8500	0	Yes	No
16	Debbie Lang	Kansas Department of Social & Rehabilitation Services (* e-mail not valid after 8/13/15)	<a href="mailto:debbie.lang@srs.ks.gov">debbie.lang@srs.ks.gov</a> Docking State Office Bldg 915 SW Harrison, Room 680	Topeka	KS	66612	785-296-5103	0	Yes	No
17	Candy Walton	Kansas State University	<a href="mailto:radio@ksu.edu">radio@ksu.edu</a> 105 Kedzie Hall	Manhattan	KS	66502	785-532-2769	0	Yes	No
18	Anthony YBarra	Kansas State University – Career & Employment Services	<a href="mailto:anthonyy@ksu.edu">anthonyy@ksu.edu</a> 100 Holtz Hall	Manhattan	KS	66506	785-532-6506	1	Yes	No
19	Jeannie Culberos	Lincoln University	<a href="mailto:ccsjobs@lincolnu.edu">ccsjobs@lincolnu.edu</a> 304 Founders Hall, 816 Chestnut St	Jefferson City	MO	65102	573-681-5162	0	Yes	No
20	Linda Anderson	Longview Community College	<a href="mailto:linda.anderson@mcckc.edu">linda.anderson@mcckc.edu</a> 500 S.W. Longview Road	Lee's Summit	MO	64081	816-604-2380	0	Yes	No
21	Mary Lynn Munger	Maple Woods Community College	<a href="mailto:marylynn.munger@mcckc.edu">marylynn.munger@mcckc.edu</a> 2601 NE Berry Rd.	Kansas City	MO	64156	816-437-3155	0	Yes	No
22	Kim Moriconi	Metropolitan Community College-Blue River	<a href="mailto:Kim.Moriconi@mcckc.edu">Kim.Moriconi@mcckc.edu</a> 20301 E 78 Hwy	Independence	MO	64057	816-604-6544	0	Yes	No
23	Tatia Shelton	Metropolitan Community College-Business & Technology	<a href="mailto:tatia.shelton@mcckc.edu">tatia.shelton@mcckc.edu</a> 1775 Universal Ave	Kansas City	MO	64120	816-604-5226	0	Yes	No
24	Mark Murtha	Metropolitan Community College	<a href="mailto:Mark.Murtha@mcckc.edu">Mark.Murtha@mcckc.edu</a> 3200 Broadway	Kansas City	MO	64111	816-604-1001	0	Yes	No
25	Angie Meinke	Mid-America Nazarene University-Athletics	<a href="mailto:ammeinke@mnu.edu">ammeinke@mnu.edu</a> 2030 East College Way	Olathe	KS	66062	913-971-3760	0	Yes	No
26	Billie Batten	Mid-America Nazarene University-Community Information	<a href="mailto:bbatten@mnu.edu">bbatten@mnu.edu</a> 2030 East College Way	Olathe	KS	66062	913-971-3297	0	Yes	No
27	Mark Hamilton	Mid-America Nazarene University-Humanities	<a href="mailto:hamilton@mnu.edu">hamilton@mnu.edu</a> 2030 East College Way	Olathe	KS	66062	913-971-3532	0	Yes	No
28	Nicole Brown	Missouri Southern State University Career Services	<a href="mailto:HireALion@mssu.edu">HireALion@mssu.edu</a> <a href="mailto:brown-n@mssu.edu">brown-n@mssu.edu</a> 3950 E Newman	Joplin	MO	64801	417-625-9343	0	Yes	No
29	Tiffany Bergman	Missouri Valley College	<a href="mailto:bergmant@moval.edu">bergmant@moval.edu</a> 500 East College	Marshall	MO	65340	660-831-4618	0	Yes	No
30	Anita Russell	National Association for the Advancement of Colored People	<a href="mailto:naacpkcmo@sbcglobal.net">naacpkcmo@sbcglobal.net</a> 1601 E. 18th Street Suite 250	Kansas City	MO	64108	816-421-1191	0	Yes	No
31	Linwood Hagin, Ph.D.	North Greenville College	<a href="mailto:lahagin@ngu.edu">lahagin@ngu.edu</a> P.O. Box 1892	Tigerville	SC	29688	864-977-7137	0	Yes	No
32	Fred Lamer	Northwest Missouri State University-Asst. Professor	<a href="mailto:lamer@nwmissouri.edu">lamer@nwmissouri.edu</a> Wells Hall 235 800 University Drive	Maryville	MO	64468	660-562-1617	0	Yes	No
33	Marla McCrary	Northwest Missouri State University - Department of Mass Communications	<a href="mailto:marlam@nwmissouri.edu">marlam@nwmissouri.edu</a> Wells Hall 237 800 University Drive	Maryville	MO	64468	660-562-1361	0	Yes	No



34	Rosalie Weathermon	Northwest Missouri State University-Administrations	<a href="mailto:career@nwmissouri.edu">career@nwmissouri.edu</a> Administration Bldg # 130 800 University Drive	Maryville	MO	64468	660-562-1455	0	Yes	No
35	Terry Wilson	Ohio Center for Broadcasting	<a href="mailto:twilson@beonair.com">twilson@beonair.com</a> 5330 E. Main St., Ste 200	Columbus	OH	43213	614-655-5250	0	Yes	No
36	Susan Webb	Ottawa University	<a href="mailto:susan.webb@ottawa.edu">susan.webb@ottawa.edu</a> 2001 S. Cedar, Box 14	Ottawa	KS	66067	785-229-1067	0	Yes	No
37	Leah Fletcher	Park University Career Development Center	<a href="mailto:Leah.fletcher@park.edu">Leah.fletcher@park.edu</a> 8700 NW River Park Drive, Box 33	Parkville	MO	64152	816-584-6407	0	Yes	No
38	David Hogard	Pittsburg State University	<a href="mailto:dhogard@pittstate.edu">dhogard@pittstate.edu</a> 203 Horace Mann 1701 South Broadway	Pittsburg	KS	66762	620-235-4141	1	Yes	No
39	Anne Johnston	Prep-KC	<a href="mailto:ajohnston@prepkc.org">ajohnston@prepkc.org</a> 700 W 47th	Kansas City	MO	64112	816-817-0890	0	Yes	No
40	Kita Graham	Regent University ***e-mail not valid after 6/22/15	<a href="mailto:kgraham@regent.edu">kgraham@regent.edu</a> 1000 Regent University Drive COM 200	Virginia Beach	VA	23464	757-352-4746	0	Yes	No
41	Mike Theobald	Rockhurst University-Career Services	<a href="mailto:mike.theobald@rockhurst.edu">mike.theobald@rockhurst.edu</a> 1100 Rockhurst Rd	Kansas City	MO	64110	816-501-4861	0	Yes	No
42	Pete Bicak	Rockhurst University College-Communications	<a href="mailto:pete.bicak@rockhurst.edu">pete.bicak@rockhurst.edu</a> 1100 Rockhurst Rd	Kansas City	MO	64110	816-501-4682	0	Yes	No
43	Shelly Oliver	Rockhurst University-Asst. Director Career Services	<a href="mailto:shelly.oliver@rockhurst.edu">shelly.oliver@rockhurst.edu</a> 1100 Rockhurst Rd	Kansas City	MO	64110	816-501-4858	0	Yes	No
44	Dr. Katie Fischer Clune	Rockhurst University-Dept. of Communication	<a href="mailto:katie.clune@rockhurst.edu">katie.clune@rockhurst.edu</a> 1100 Rockhurst Rd	Kansas City	MO	64110	816-501-4390	0	Yes	No
45	Suzanne Powers	Southern Baptist University	<a href="mailto:spowers@sbuniv.edu">spowers@sbuniv.edu</a> 1600 University Avenue	Boliver	MO	65613	417-328-1689	0	Yes	No
46	M.C. Richardson	United Minority Media Association	<a href="mailto:Ummaseventyfour@yahoo.com">Ummaseventyfour@yahoo.com</a> 5511 Woodland Ave., Ste 1	Kansas City	MO	64110	816-822-1313	0	Yes	No
47	Kathy Tierney	University of Central Missouri	<a href="mailto:tierney@ucmo.edu">tierney@ucmo.edu</a> Career Services Center, Ward Edwards 1200	Warrensburg	MO	64093	660-543-4985	0	Yes	No
48	Liz Caldwell	University of Kansas - Career Services	<a href="mailto:kucareer@ku.edu">kucareer@ku.edu</a> 1601 Irving Hill Road 110 Burge	Lawrence	KS	66045	785-864-7672	0	Yes	No
49	Sue Edwards	University of Kansas -Regents Center	<a href="mailto:s459o929@ku.edu">s459o929@ku.edu</a> 12600 Quivira Road	Overland Park	KS	66213	913-897-8550	0	Yes	No
50	Patty Noland	University of Kansas, William Allen School of Journalism	<a href="mailto:pnoland@ku.edu">pnoland@ku.edu</a> 209D Stauffer-Flint Hall 1435 Jayhawk Blvd	Lawrence	KS	66045	785-864-7630	0	Yes	No
51	Beth Medley	University of Missouri of Kansas City-Career Services	<a href="mailto:careerservices@umkc.edu">careerservices@umkc.edu</a> Atterbury Student Success Center 5000 Holmes, Floor 2	Kansas City	MO	64110	816-235-1636	0	Yes	No
52	BodJob-Washburn	Washburn University (via Hire Kansas Talent)	<a href="http://myinterfase.com/washburn">myinterfase.com/washburn</a>	Topeka	KS	66621	N/A	0	Yes	No



53	ShockWorks-Wichita	Wichita University (via Hire Kansas Talent)	myinterfase.com/Wichita	Wichita	KS	67260	N/A	0	Yes	No
54	Marissa Bland	William Jewell College Director of Career Development	<a href="mailto:blandm@william.jewell.edu">blandm@william.jewell.edu</a> 500 College Hill WJC Box 1058	Liberty	MO	64068-1896	816-415-5936	0	Yes	No

**COMPANY POSTINGS AND COMPANY WEBSITES**

55	Yuri Bong	Entercom.com	<a href="mailto:ybong@entercom.com">ybong@entercom.com</a>	Bala Cynwyd	PA	19004	610-660-5645	30	N/A	
56	Lynne Greenamyre	Current Employee / Internal Posting	Entercom Kansas City	Mission	KS	66202	913-744-3838	10	N/A	

**ADVERTISING**

57	Entercom / KC On-Air Recruitment	Radio Ads: KMBZ-AM, KCSP-AM, KYYS-FM, KQRC-FM, KRBZ-FM, KWOD-AM, KZPT-FM, WDAF-FM					2	N/A	
58	All Access.com	<a href="http://www.allaccess.com">www.allaccess.com</a>					4	N/A	
59	Hawthorne Search	Robert Hawthorne; (910) 777-5383; robert@hawthornesearch.com					3	N/A	
60	Talent Q Consulting	Leslye Schumacher; leslye@talentqconsulting.com					1	N/A	

**JOB FAIRS**

61	UMKC Mercury Association Career Internship Brunch & Job Fair	See Supplemental Initiative #13 – February 17, 2016					0	N/A	
62	Kansas State University: A.Q. Miller School of Journalism & Mass Communications Professional's Day (Career Networking Event) & Job Fair	See Supplemental Initiative #14 – March 5, 2015					0	N/A	

**OTHER RECRUITMENT SOURCES**

63	Employee Referral						22		
64	Former Employee						1		
65	Industry Referral (Interviewee works in broadcasting or was referred by someone working in broadcasting.)						12		
66	www.Indeed.com						0		
67	www.Careerbuilder.com						1		

<b>Total # of New Interviewees Referred:</b>								<b>88</b>		
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### 3. Supplemental Recruitment Initiatives.

#### ENTERCOM KANSAS CITY SUPPLEMENTAL RECRUITMENT INITIATIVES

Initiatives		Date	Location	Description	Titles of Employees Involved
1	Internship Program	Periodically throughout the year	Entercom Kansas City	Entercom Kansas City 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. Over 50 interns participated in the program and Internships are ongoing throughout the year.	Director of Programming Promotions Director Business Manager
2	RAMP 3.0 Sales Training Program	Periodically throughout the year	Entercom Kansas City	Entercom Salespeople and Managers participate in Entercom's proprietary RAMP Training. RAMP is a comprehensive training program designed to teach AEs about the company, the industry, the market, the cluster and how to uncover and solve their client's marketing challenges. The program consists of weekly training sessions conducted by the Sales Managers of all of Entercom's stations. The program can also be conducted as independent study. After completing the sessions, the AEs are tested on their knowledge through our online testing center. When they pass all of the quizzes, they become RAMP graduates. 8 Account Executives graduated from this program during the annual reporting period.	Sales Managers Account Executives
3	On-Air EEO Policy and Invitation to Receive Job Openings	Periodically throughout the year	Entercom Kansas City	Once a week, Entercom Kansas City airs recruitment advertisements on all stations, seeking applicants across all departments. Advertisements inform the Kansas City area of Entercom's EOE policy and invite all organizations to be a part of our recruitment process.	Traffic Managers Production Directors
4	Social Media Training	Periodically throughout the year	Entercom Kansas City	This is an Entercom initiative offered to Programming employees to educate them on social media skills that will enhance their performance. It will also assist on-air staff with their ratings and name recognition. The training is a 3-day seminar.	Social Media Strategist Program Director Promotions Director Marketing Manager On-Air Talent Promotions Assistant
5	Manager EEO Training	Periodically throughout the year	Entercom Kansas City	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
6	Integrated Marketing Solutions	Monthly throughout the year	Entercom Corporate Web-Ex	Entercom hosts a monthly Account Executive Web-ex that is intended to enhance our AE's skills as marketing consultants and provide ideas and successes to help grow their controllable business. On the 45 minute calls, we provide timely category research that help identify opportunities in our markets that can be used to accelerate the sales process.	Account Executives





7	Kansas Association of Broadcasters (KAB)	Periodically throughout the year	Different member locations	The Kansas City Association of Broadcasters provides communication, recruiting, education and training for Kansas City broadcasters. They also promote free over-the-air broadcasting for enhancing the success of Kansas City broadcasters and helping them better serve the people of Kansas.	Market Manager
8	Missouri Broadcasters Association (MBA)	Periodically throughout the year	Different member locations	The Missouri Broadcasters Association promotes the success and prosperity of the broadcasting industry by representing the members' points of view in the legislative and regulatory process in pertinent branches of State and Federal government. They serve as a resource for training, revenue expansion, cost containment and information on evolving governmental policies.	Market Manager
9	Hyper-Transactional Training Offsite Meeting	October 23, 2014	Lake Quivira, KS	The VP/Market Manager, National Sales Manager and Regional Sales Manager met for a day long training session on a variety of topics including review of market growth, revenue planning and account strategies.	VP/Market Manager National Sales Manager Regional Sales Manager
10	Sales Culture & Training Offsite Meeting	October 23, 2014	Lake Quivira, KS	The VP/Market Manager and Sales Management staff met for a day long training session on a variety of topics. Topics included reviewing strategic themes, market growth, revenue planning and key account growth. There was also a review of the sales structure, focusing on performance. In addition, other topics discussed included recruitment and hiring motivated individuals who meet the profile of successful marketing/sales talent. The meeting also went over active management coaching used to maximize individual talents, while expecting performance, measured against metrics directed to each individual, were also discussed.	VP/Market Manager General Sales Managers
11	Boy Scout Troops Station Tour	January 5, 2015 February 9, 2015 February 13, 2015 May 5, 2015 May 18, 2015	Entercom Kansas City	Boy Scout Troops 3314, 3204, 3425 and 3181 and a group of Tiger Scouts took a tour of our studios and technical department. Station employees discussed careers in radio, how to get started in the radio business, and also answered other broadcasting industry related questions. 35 students and 22 adults participated.	Sales Assistant Production Director On-Air Staff
12	Entercom's EEO Policy and Compliance Training	February 12, 2015	Web-Ex	Entercom's VP of Human Resources facilitated a training session on Entercom's Preventing Discrimination Policy and Procedure. The training also discussed 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 Business Office Assistant Executive Assistant/EEO Officer
13	UMKC Mercury Association Internship Brunch & Job Fair	February 17, 2015	Kansas City, MO	The Promotions Director from two of our stations and a Promotions Assistant attended the UMKC Mercury Association 28 <sup>th</sup> annual Internship Brunch in the Atterbury Student Success Center. This was an interviewing and networking event for students looking for internship opportunities in communications industries.	Promotions Director Promotions Assistant
14	Kansas State University: A.Q. Miller School of Journalism & Mass Communications Professional's Day & Job Fair	March 5, 2015	Manhattan, KS	The Sales Manager for SmartReach Digital and a member of the Programming staff attended the A.Q. Miller School of Journalism & Mass Communications Professional's Day, a Career Networking Event sponsored by the Society of Professional Journalists and K-State Career & Employment Services to network with students, conduct interviews, critique resumes, and offer advice on opportunities in our industry.	Sales Manager On-Air Producer





15	U.S. Army Operations Qualifications Course	April 1, 2015 & September 10, 2015	Entercom Kansas City	Two one hour lectures were given to Army personnel regarding the basics of radio audio recording. The lectures included a discussion of equipment choices, mic technique, acquiring localized audio for background sources, and focusing creative choices on the listeners' world, experiences, and emotional triggers. 50-60 military personnel attended.	Program Director Production Manager Sales Administration Manager
16	UMKC Communications Studies Senior Seminar	April 9, 2015	Kansas City, MO	The Promotions Director of two of our stations spoke to the University of Missouri – Kansas City (UMKC) Communications Studies Senior Seminar class about his career in radio and his career path. 25-30 students were in attendance.	Promotions Director
17	Broadcast Education Association (BEA) Conference	April 14, 2015	Las Vegas, NV	The Program Director of our Sports Station attended the BEA Conference and spoke to students, educators and others on the topic, <i>Can (or Should) Sports Journalists Be Taught How To Be Sports Personalities</i> . 50 people attended this discussion.	Program Director
18	Nielsen Training	April 20, 2015	Entercom Kansas City	Nielsen provides quantitative and qualitative data on local radio listeners, and builds radio advertising schedules. A senior training service consultant for Nielsen conducted the training. Topics included Sports Qualitative information, ROI presentations, how to pull rating rankers, audience composition reports, and qualitative listener profiles (what your listeners like to do and the products and services they buy).	Sales Managers Account Executives
19	JCCC "Introduction to Broadcasting" class tour	September 8, 2015	Entercom Kansas City	An Entercom Engineer led a class from Joel Nichols "Introduction to Broadcasting" class on a tour of our stations. During the tour they discussed various jobs in the industry including news, on-air personalities, technical operations, how one can start a career in radio and specifically how to apply for internships at Entercom. 20 students attended.	Engineer Program Director On-Air Talent News Staff
20	EEO Breakfast	September 25, 2015	Entercom Kansas City	Entercom Kansas City extended invitations to our EEO Recruitment Source contacts to host a breakfast networking event. Managers were available to discuss employment opportunities and provide an overview of their specific departments. Recruitment Sources were strongly encouraged to attend.	General Manager Sales Managers Program Directors Promotion Directors ETM KC EEO Officer
21	AE Flyaway	September 27-29, 2015	Miraval, AZ	In fall of 2015, we invited our top producing AEs from around Entercom to join an AE Flyaway where they would spend time with other sales leaders, develop new skills and share learnings. We brought together outside speakers and senior level management to provide coaching and training for the AEs. Over two days, Entercom AEs were exposed to a deep dive in sales training including information on the sales process, developing strong positioning and information on developing leads.	Account Executives National Sales Manager Director of Events & Sponsorship Initiatives

