

# EEO ANNUAL PUBLIC FILE REPORT ENTERCOM MILWAUKEE

**This report covers full-time vacancy recruitment for the period of August 1, 2018 through July 31, 2019**

<b>Employment Unit:</b> Entercom License, LLC	<b><u>Address:</u></b> Entercom Milwaukee 11800 W. Grange Ave Hales Corners, WI 53130	<b><u>Contact Person/Title:</u></b> Chuck Sullivan SVP/Market Manager
<b>Unit Members, Community of License:</b> WMYX-FM, Milwaukee, WI  WXSS-FM, Milwaukee, WI  WSSP-AM, Milwaukee, WI	<b><u>Telephone Number:</u></b> 414-529-1250	<b><u>E-mail Address:</u></b> Chuck.Sullivan@entercom.com

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

	<b>Title and Hire Date</b>	<b>Recruitment Source Referring Hire</b>	<b>Recruitment Sources Utilized to Fill the Full-Time Vacancy (See #2: "Recruitment Sources for Corresponding List")</b>
A	Account Executive	Employee Referral	1-61
B	Digital Sales Manager	Entercom.com	1-61
C	On-Air Personality	Current Employee PT to FT	1-61



## 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	Arlene Constant	Alverno College Biology & Communications	<a href="mailto:Arlene.constant@alverno.edu">Arlene.constant@alverno.edu</a> 3400 S 43 <sup>rd</sup> St Milwaukee, WI 53234	Yes	No	0
2	Carole Barrowman	Alverno College English Professor	<a href="mailto:Carole.barrowman@alverno.edu">Carole.barrowman@alverno.edu</a> (414) 382-6000 3400 S 43rd St Milwaukee, WI 53234	Yes	No	0
3	Jean Groshek	Alverno College Assoc. of Comm. & Tech	<a href="mailto:Jean.groshek@alverno.edu">Jean.groshek@alverno.edu</a> (414) 382-6000 3400 S 43rd St. Milwaukee, WI 53234	Yes	No	0
4	Lori Baez	Alverno College Instructional Services & Comm.	<a href="mailto:Lori.baez@alverno.edu">Lori.baez@alverno.edu</a> (414) 382-6000 3400 S 43rd St. Milwaukee, WI 53234	Yes	No	0
5	Sheila Amo	AAUW	<a href="mailto:connect@aauw.org">connect@aauw.org</a> (414) 382-6000 1111 Sixteenth St. N.W. Washington, DC 20036	Yes	No	0
6	Career Development	Beloit College	<a href="mailto:lapc@beloit.edu">lapc@beloit.edu</a> (202) 785-7700 700 College St Beloit, WI 53511	Yes	No	0
7	Nancy Patterson	Bryant & Stratton College	<a href="mailto:nepatterson@bryantstratton.edu">nepatterson@bryantstratton.edu</a> (608) 363-2673 310 W Wisconsin Ave Ste. 500 Milwaukee, WI 53203	Yes	No	0
8	Megan Schrader	Bryant & Stratton College	<a href="mailto:mlschrader@bryantstratton.edu">mlschrader@bryantstratton.edu</a> (414) 276-7239 310 W Wisconsin Ave. Ste. 500 Milwaukee, WI 53203	Yes	No	0

9	Jean Frederick	Carthage College	<a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a> (414)276-5200 P.O. Box 4116 Oceanside, CA 92052	Yes	No	0
10	Lucia Nunez	Equal Opportunity Commission	<a href="mailto:lnunez@cityofmadison.com">lnunez@cityofmadison.com</a> (608) 266-4910 210 Martin Luther King, Rm 523 Madison, WI 53703	Yes	No	0
11	Jill Urchak	Illinois School of Broadcasting	<a href="mailto:jurchak@beonair.com">jurchak@beonair.com</a> (630) 916-1700 55 W. 22nd Street STE 240 Lombard, IL 60148	Yes	No	0
12	Carl Jackson	Illinois School of Broadcasting	<a href="mailto:cjackson@beonair.com">cjackson@beonair.com</a> (630) 916-1700 55 W 22nd Street STE 240 Lombard, IL 60148	Yes	No	0
13	Jess Lambrecht	Lakeland College Career Services	<a href="mailto:jlambrechtj@lakeland.edu">jlambrechtj@lakeland.edu</a> P.O. Box 359 Sheboygan, WI 53082 (920) 565-1388	Yes	No	0
14	Michael Havice	Marquette University Assoc. Prof. of Digital Media	<a href="mailto:Michael.havice@marquette.edu">Michael.havice@marquette.edu</a> 1250 W Wisconsin Ave. Milwaukee, WI 53233 (414) 288-7250	Yes	No	0
15	Sheena Carey	Marquette University Internship Coordinator	<a href="mailto:Sheena.carey@marquette.edu">Sheena.carey@marquette.edu</a> (414) 288-7250 1250 W Wisconsin Ave. Milwaukee, WI 53233	Yes	No	0
16	Jenny McGilligan	MATC – Milwaukee	<a href="mailto:McGillij@matc.edu">McGillij@matc.edu</a> (414) 297-6302 700 W. State St. #203 Milwaukee, WI 53233	Yes	No	0
17	Paul Walenta	MATC – Milwaukee School of Business: Marketing	<a href="mailto:walentap@matc.edu">walentap@matc.edu</a> (414) 297-6883 700 W State St. #203 Milwaukee, WI 53233	Yes	No	0
18	Duane Seidensticker	Milwaukee Institute of Art & Design	<a href="mailto:careerservices@miad.edu">careerservices@miad.edu</a> (414) 847-3274 273 E. Erie St. Milwaukee, WI 53202	Yes	No	0
19	Cathy Ferraro	Milwaukee School of Engineering	<a href="mailto:ferraro@msoe.edu">ferraro@msoe.edu</a> (414) 227-4517 1025 N. Broadway Milwaukee, WI 53202	Yes	No	0
20	Career Website	National Lesbian & Gay Journalists Association	<a href="mailto:info@nlga.org">info@nlga.org</a> (202) 588-9888 1420 K St, Ste 910 Washington, DC 20005	Yes	No	0

21	Career Website	National Association of Broadcasters	<a href="mailto:nab@nab.org">nab@nab.org</a> (202) 429-5300 1771 N Street NW Washington, DC 20036	Yes	No	0
22	Holly M. Decker	Notre Dame University	<a href="mailto:hdeckerq@nd.edu">hdeckerq@nd.edu</a> 220 Main Ave Notre Dame, IN 46556	Yes	No	0
23	Amy Gerretsen	Ripon College Director if Constituent Engagement & Career Services	<a href="mailto:gerretsen@ripon.edu">gerretsen@ripon.edu</a> (920) 748-8353 300 Seward St Ripon, WI 54971	Yes	No	0
24	James Neuliep	St. Norbert College Prof. Comm & Media Studies	<a href="mailto:Jim.neuliep@snc.edu">Jim.neuliep@snc.edu</a> (920) 337-3181 100 Grant Street DePere, WI 54115	Yes	No	0
25	Judith Smith	St. Norbert College Asst. Prof. Communications	<a href="mailto:Judy.smith@snc.edu">Judy.smith@snc.edu</a> (920) 337-3181 100 Grant Street DePere, WI 54115	Yes	No	0
26	Career Website	Unity Journalists of Color	<a href="mailto:info@unityjournalists.org">info@unityjournalists.org</a> (703) 854-3585 7950 Jones Branch Dr. McLean, VA 2210	Yes	No	0
27	Marshall Whitlock	Upper Iowa University	<a href="mailto:whitlockm@uiu.edu">whitlockm@uiu.edu</a> (414) 475-4848 6610 W Greenfield Ave Milwaukee, WI 53214	Yes	No	0
28	Katrice McNeal	Urban League of Greater Madison	<a href="mailto:kmcneal@ulgm.org">kmcneal@ulgm.org</a> (608) 729-1200 2222 S Park St #200 Madison, WI 53713	Yes	No	0
29	Tim Meyer	UW Green Bay	<a href="mailto:meyert@uwgb.edu">meyert@uwgb.edu</a> (920) 456-2000 2420 Nicolet Dr. Green Bay, WI 54311	Yes	No	0
30	Karl Zehms	UW Green Bay Assoc. Prof. of Business	<a href="mailto:zehmsk@uwgb.edu">zehmsk@uwgb.edu</a> (920) 465-2000 2420 Nicolet Dr. Green Bay, WI 54311	Yes	No	0
31	James Finch	UW La Crosse Prof. of Marketing	<a href="mailto:jfinch@uwlax.edu">jfinch@uwlax.edu</a> (608) 785-8000 1725 State St. La Crosse, WI 54601	Yes	No	0
32	Pamela Garcia-Rivera	UW Madison School of Journalism & Mass Communication	<a href="mailto:pgarciariver@wisc.edu">pgarciariver@wisc.edu</a> (608) 262-3690 5115 Vilas Hall Madison, WI 53706	Yes	No	0

33	Ann Halbach	UW Madison School of Education Career Services	<a href="mailto:ah@education.wisc.edu">ah@education.wisc.edu</a> 141 Educational Sciences 1025 W Johnson St. Madison, WI 53706	Yes	No	0
34	Career Website	UW Milwaukee Career Planning & Resource Center	<a href="mailto:careerplan@uwm.edu">careerplan@uwm.edu</a> (414) 229-1122 P.O. Box 413 Milwaukee, WI 53201	Yes	No	0
35	Jessica McBride	UW Milwaukee Internship Coordinator	<a href="mailto:mcbridej@uwm.edu">mcbridej@uwm.edu</a> (414) 229-1122 P.O. Box 413 Milwaukee, WI 53202	Yes	No	0
36	Greg Krejci	UW Milwaukee School of Business	<a href="mailto:gregkr@uwm.edu">gregkr@uwm.edu</a> 2200 E Kenwood Blvd. Milwaukee, WI 53211 (414) 229-1122	Yes	No	0
37	Jeffery Smith	UW Milwaukee Prof. of Journalism	<a href="mailto:jsmith@uwm.edu">jsmith@uwm.edu</a> (414) 229-1122 2200 E Kenwood Blvd. Milwaukee, WI 53211	Yes	No	0
38	Jessica Pandell	UW OshKosh Student Development	<a href="mailto:pondellj@uwosh.edu">pondellj@uwosh.edu</a> (920) 424-1234 800 Algoma Blvd. Oshkosh, WI 54901	Yes	No	0
39	Bryan Lilly	UW OshKosh Business & Marketing	<a href="mailto:lilly@uwosh.edu">lilly@uwosh.edu</a> (920) 424-1234 800 Algoma Blvd. Oshkosh, WI 54901	Yes	No	0
40	Mike Cowling	UW OshKosh Journalism	<a href="mailto:cowling@uwosh.edu">cowling@uwosh.edu</a> (920) 424-1234 800 Algoma Blvd. Oshkosh, WI 54901	Yes	No	0
41	Dirk Baldwin	UW Parkside Dean of Bus. & Economics	<a href="mailto:Dirk.baldwin@uwp.edu">Dirk.baldwin@uwp.edu</a> (262) 595-2345 900 Wood Rd. Kenosha, WI 53141	Yes	No	0
42	Megan Mullin	UW Parkside - Assoc. Dean of Arts & Humanities	<a href="mailto:Megan.mullin@uwp.edu">Megan.mullin@uwp.edu</a> (262) 595-2345 900 Wood Rd. Kenosha, WI 53141	Yes	No	0
43	Career Website	UW River Falls	<a href="mailto:jobs@uwrf.edu">jobs@uwrf.edu</a> (715) 425-3572 410 S. 3rd St. River Falls, WI 54022	Yes	No	0

44	Gary Mullins	UW Stevens Point Business & Economics	<a href="mailto:gmullins@uwsp.edu">gmullins@uwsp.edu</a> (715) 346-0123 2100 Main St. Stevens Point, WI 54481	Yes	No	0
45	Jim Haney	UW Stevens Point Communications	<a href="mailto:jhaney@uwsp.edu">jhaney@uwsp.edu</a> (715) 346-0123 2100 Main St. Stevens Point, WI 54481	Yes	No	0
46	Lorry Walters	UW Stevens Point Career Services	<a href="mailto:career@uwsp.edu">career@uwsp.edu</a> (715) 346-3226 134 Old Nain Building Stevens Pt, WI 54481	Yes	No	0
47	Career Website	UW Stout	<a href="mailto:placementcoop@uwstout.edu">placementcoop@uwstout.edu</a> (715) 232-1122 103 Administration Building Menomonee, WI 54751	Yes	No	0
48	Chris Roland	UW Washington County Student Services	<a href="mailto:Chris.roland@uwc.edu">Chris.roland@uwc.edu</a> (262) 335-8600 400 University Drive West Bend, WI 53095	Yes	No	0
49	Alexandria Lawver	UW Waukesha	<a href="mailto:Alexandria.lawver@uwc.edu">Alexandria.lawver@uwc.edu</a> (262) 541-5459 1500 N University Drive Waukesha, WI 53186	Yes	No	0
50	Tim Alft	Waukesha Co Tech College	<a href="mailto:talft@wctc.edu">talft@wctc.edu</a> <a href="mailto:careers@wctc.edu">careers@wctc.edu</a> (262) 695-7842 892 Main St. Pewaukee, WI 53072	Yes	No	0
51	Kim Houk	Waukesha Co Tech College Co-Op / Internship Assist.	<a href="mailto:Khouk3@wctc.edu">Khouk3@wctc.edu</a> (262) 691-5566 892 Main St. Pewaukee, WI 53072	Yes	No	0
52	Jeff Weber	WI Lutheran College	<a href="mailto:careerdevelopment@wlc.edu">careerdevelopment@wlc.edu</a> (414) 443-8800 8800 W. Bluemound Rd. Milwaukee, WI 53226	Yes	No	0
53	Lori Vance	Wisconsin TechConnect	<a href="mailto:jobplacement@nicoletcollege.edu">jobplacement@nicoletcollege.edu</a> (715) 365-4448 P.O. Box 518 Rhinelander, WI 54501	Yes	No	0
54	Career Website	Wisconsin Women's Network	<a href="mailto:info@wiwomensnetwork.org">info@wiwomensnetwork.org</a> (608) 255-9809 122 State Street, #201B Madison, WI 53703	Yes	No	0

COMPANY POSTINGS AND WEBSITES				
55	EEO Coordinator	Entercom Corporate Website	www.entercom.com/careers	8
56	EEO Coordinator	Internal Postings/Current Employees	<a href="mailto:milwaukee@entercom.com">milwaukee@entercom.com</a> , <a href="mailto:madison@entercom.com">madison@entercom.com</a>	3
ADVERTISING				
57	Direct Employers	<a href="https://de.nlx.org/pdfs/JobAlliancesList.pdf">https://de.nlx.org/pdfs/JobAlliancesList.pdf</a>		0
58	All Access.com	All Access Music Group Industry Internet Classified		1
59	Handshake.com	Nationwide Collegiate job board		0
60	LinkedIn.com	Networking Website		1
61	Indeed.com	Virtual job board		1
JOB FAIRS				
NAB National Job Fair		Supplemental Recruitment Initiative #12		0
Milwaukee Virtual Job Fair		Supplemental Recruitment Initiative #11		0
Diversity Career Fair		Supplemental Recruitment Initiative #6		0
Frank Lloyd Wright Intermediate Career Fair		Supplemental Recruitment Initiative #8		0
OTHER SOURCES				
Employee Referral				3
Total # of New Interviewees Referred				17



### **3. Supplemental Recruitment Initiatives.**

Initiatives		Date	Location	Description	Titles of Employees Involved
1	Entercom Careers Page	Periodically throughout the year	Entercom Milwaukee	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 Milwaukee	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 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
4	Radio Station Tours	Periodically throughout the year	Entercom Milwaukee	Entercom Milwaukee's Promotion Coordinator and On-Air Personalities conducted several station tours throughout the reporting period for the following organizations: Prime Horizon Group home, 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
5	On-Air EEO Policy and Invitation to Receive Job Openings	Periodically throughout the year	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





6	Diversity Career Fair	9/20/18	Milwaukee, WI	Entercom representatives met with Milwaukee's major employers with thousands of qualified diversity professionals with the 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 hand out open positions to them.	Local Sales Manager Business Operations Manager
7	St. Thomas More High School	11/17/2018	Milwaukee, WI	An Entercom employee visited her alma mater to discuss her career in the Communications industry. She spoke about the required education and recommended internships and conducted a Q&A session with the students and staff.	On-Air Personality
8	Frank Lloyd Wright Intermediate Career Fair	12/12/2018	West Allis, WI	Entercom representatives met with students and members of the Student Services Dept. at FLWIS, to offer different career perspectives and enhance staff knowledge on the industry. FLW is one of three intermediate schools in the West Allis/Milwaukee district and has 900 students and 100 staff members.	On-Air Personalities and Promotions Manager
9	Job Shadow	12/14/2018	Entercom Milwaukee	A local student came in to shadow a typical morning and afternoon shift for two Entercom On-Air personalities. They were given a station tour and assisted in a pre-recorded segment.	On-Air Personalities
10	Potawatomi Casino Marketing Event	2/5/2019	Milwaukee, WI	An Entercom employee spoke at a local marketing event about a career in media. She spoke about what the role entails and how crucial the proper use of social media is to the current climate of marketing.	On-Air Personality
11	Milwaukee Virtual Job Fair	4/7/2019-4/28/2019	Online/Email	Email blast to mailing list, that included advertisers – highlighting these job categories: Accounting, Driving/Transportation, Electrical, HVAC, Manufacturing, Plumbing, Remodeling, Sales & Marketing, Staffing, Telecommunications and Warehouse.	Digital Content Manager Account Executives
12	NAB National Job Fair	4/9/2019	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
13	Highland View Elementary Career Day	5/10/2019	Greenfield, WI	An Entercom employee visited the school for two hours on Career Day. He presented information and took questions from five different groups, about life in the industry. They were able to ask questions into a recorder and then hear their voices back, to simulate how they would sound on the radio.	On-Air Personality



13	Job Shadow	6/13/2019	Entercom Milwaukee	Entercom invited a local woman whom we met at #MKE networking event, to shadow our afternoon WMYX On-Air personality to 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. They were also given a tour.	On-Air Personality
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