

WHLL, WMAS-FM, WWEI
EEO PUBLIC FILE REPORT
December 1, 2019 - November 30, 2020

ENTERCOM Springfield,MA 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
NO JOB OPENINGS WERE POSTED AND FILLED DURING THIS REPORTING PERIOD.		

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
AS NOTED IN SECTION I, NO JOB OPENINGS WERE POSTED AND FILLED DURING THIS REPORTING PERIOD.			

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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	1/16/2020	Co Sponsoring Job Fair	Keeping Western Mass Working Winter Expo - Entercom representative shared information on employment opportunities within Entercom Springfield.	2	Market Manager Promotions Director
2	Ongoing Event	Participation in scholarship programs	Entercom Springfield's Market Manager took part in the MBA Student Broadcaster Scholarship Program - a statewide station/association-funded program, the Student Broadcaster Scholarship Program awards qualified students with a scholarship toward pursuing a degree in over-the-air broadcasting.	1	Market Manager
3	4/28/2020	Co Sponsoring Job Fair	Keeping Western Mass Moving Forward Spring Expo - Entercom representative shared information on employment opportunities within Entercom Springfield.	2	Market Manager Promotions Director
4	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
5	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
6	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
7	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

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8	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
9	7/28/2020	Co Sponsoring Job Fair	Keeping Western Mass Moving Summer Expo - Entercom representative shared information on employment opportunities within Entercom Springfield.	2	Market Manager Promotions Director
10	9/1/2020	Co Sponsoring Job Fair	Keeping Western Mass Moving Forward Fall Expo - Entercom representative shared information on employment opportunities within Entercom Springfield.	2	Market Manager Promotions Director
11	9/30/2020	Co Sponsoring Job Fair	Entercom was a Gold Sponsor of the College Diversity Network Virtual Career Fair. Entercom representative shared information on employment opportunities within Entercom markets nationwide.	4	Talent Acquisition Manager Talent Acquisition Specialist Regional HR Director Regional HR Director
12	10/14/2020	Co Sponsoring Job Fair	Keeping Western Mass Moving Forward Fall Expo - Entercom representative shared information on employment opportunities within Entercom Springfield.	2	Market Manager Promotions Director

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13	Ongoing Event	Participation in other activities designed by the station employment unit	<p>Entercom has entered into an agreement with Atlanta University Center (AUC), which consists of Clark Atlanta University, Morehouse and Spelman, which are HBCUs in Atlanta. From this partnership, we will be providing curriculum and education to the students and alumni of these universities through virtual "Dinner and Learn" sessions. Leadership from our company will speak at these sessions providing insight as to how they became successful in radio, learn about the ever changing landscape of the audio industry, and learn about the different departments and operations of a radio broadcasting company. In addition, we plan to recruit 5 interns directly from AUC. The Dinner and Learn sessions will be kicking off this semester, and we plan to hold roughly 3-5 of these events per semester. The kick off to this program will be high level, but the dinner and learns will even more specialized, and even get into resume writing, and mock interviews, etc.</p> <p>Forward looking, we will plan to partner with AUC and other HBCUs to recruit for our fellowship program.</p>	48	Chief Executive Officer SVP/Market Manager Talent Acquisition Manager