



Entercom Management Awards Finalists – Big Pool Market of 2007

Big Pool Market of 2007	Nomination Rationale:
Boston	<ol style="list-style-type: none"> 1. Total Revenue: \$6.1 million 2. Total Big Pool Clients: 12 (Includes Shaw's, Cingular/AT&T, Twin River, VW, Mass Economic Development, Comcast, Jordan's Furniture) 3. Renewals: Some multi year deals. Close to 100% renewal on annual deals 4. Customized digitally based platforms developed or executed in 2007: First in the company to execute highly successful text campaigns including Toyota and AT&T: Red Sox Scores Sports Flash (text 4 scores). First in the company to execute Rovion program for client Twin River and first to drive ROI with Rovion for the Army. 5. Big Pool Culture: The culture is translated in all sales meetings: Success stories shared and all AEs have full access to all best practice programs and presentations. Sports key to generating Big Pool deals, particularly Red Sox. Marketing Model sessions conducted on a weekly basis to differentiate vs. competitors. Brainstorming sessions assist in sponsorship activation.
Denver	<ol style="list-style-type: none"> 1. Total Big Pool Revenue 2007: \$796,124 2. Total Big Pool Clients: 10 (Foresters, Renewal by Anderson, TCF, Saturn Dealers \$97,500, King Soopers) 3. Number of renewals to 2008 programs: 5 4. Customized digitally based platforms developed or executed in 2007: Scion Tone Maker but more was in 2008, Lottery Text Program in December on Alice, Cricket Text Program in December on KOSI, Spotlight program with Stevinson Auto 5. Big Pool Culture: In less than a year, the department evolved from a package pushing - added value "NTR" division of the sales department to a Marketing Department that creates unique and innovated and integrated marketing solutions for clients. We have secured major partnerships in the Denver market that have generated over \$150,000 in revenue. (dollars we would not have had by those partners) including The Denver Zoo and the American Heart Association. We executed over 30 brainstorm/marketing model sessions that have resulted in \$540,000 in revenue. The sales people have bought into this new culture and each month we are seeing new successes and better habits when it comes to business development.

<p>Portland</p>	<ol style="list-style-type: none"> 1. Total Big Pool Revenue 2007: \$2.7 Million 2. Total Big Pool Clients: 22 Clients - Top clients include: Columbia Credit Union; Pioneer Pacific College; Northwest Toyota Dealers; Cricket; Mercedes; Scion 3. Number of renewals to 2008 programs - 20 renewals 4. Customized digitally based platforms developed or executed in 2007. Just 1 Thing: created integrated content concept on sustainability for ETM. Columbia Credit Union first sponsor. LazBoy New Look: first video testimonial platform for ETM. Created website and custom webisodes Also originated Bootleg Video Music Series and Balance concept platforms for advertiser sponsorships. 5. Big Pool Culture: Big Pool 2007 in Portland: We lived it...breathed it...and executed! In addition to the above financial success and client success: we conducted 16 Marketing Workshops (now a weekly discipline in place) and closed 50% of those meetings for long-term contracted business, averaging \$110,000 per deal. We created an atmosphere within Entercom Portland that not only supported the Big Pool philosophy...we began the transformation of our entire sales effort. We retooled our Creative Services team to include four people, we created positions for four Client Service Managers (CSM's), and we created positions for five 24/7 dedicated new business sellers (do not carry traditional transactional clients)! We did all of this while reducing our cost-of-sale and keeping overall cluster expenses to a 1% increase
<p>Rochester</p>	<ol style="list-style-type: none"> 1. Total Big Pool Revenue 2007: \$610,000 2. Total Big Pool Clients: 24 (Biggest: Nothnagle Realtors, Southern Wine and Liquor , NY State Iron Workers, One Click Medical Supply, Extended Medical Services) 3. Number of renewals to 2008 programs: 15 of 24 '07 clients have renewed 4. Customized digitally based platforms developed or executed in 2007. (Roswell Park: SEO application recommendation, One Click Medical Supply (Monroe Wheelchair) - SEO and site traffic building programs using all of Entercom's digital assets. Project management, creative and technical outsourcing with 100% mark up. 5. Big Pool Culture: Rochester has been a leader in setting up a rigorous culture: establishing the people, processes, execution and renewals: Maximizing C.N.A. Appointments: C.N.A.'s for following week are collected and highest potential C.N.A.s are assigned managers to go on C.N.A. to maximize possibility of a multi-platform approach. C.N.A System: All C.N.A.s are executed with idea that each client can be "Big Pool", or multi-platform. Co-Selling Managers: Sales Mgr transfers coaching of accounts deemed "target to key" (or big pool) to Director of Marketing Services whose job is to bring ad <u>agency-like approach</u> to process and to have ability to bring as many company resources to presentations as need be. Marketing Training: Weekly Training on Marketing and Sales. Bonus and Recognition Program: "Target to Key" Program, rewarding account managers who close a "Target to Key" account with bonus and success email that goes to ETM Rochester, Regional VP and MJ. Sales Club Points are earned for Target To Key and Multi Platform Selling. Campaign Quality - Outsourcing Initiative with Street Teams, Digital Development (ie: SEO and Site Creation and Development) and Premium Production. Director of Marketing Services manages the network of vendors and oversees their quality and that they hit our deadlines. (Depth, quality, customization and program uniqueness are achieved by outsourcing to the experts)

Sacramento

1. Total Big Pool Revenue 2007: Actual = \$1.78 million (net) greater than goal
2. Total Big Pool Clients: 16 (Including FNMS, Halls Windows, Bridgefield Condos, Cache Creek, Metro PCS, KFC, News 10)
3. Number of renewals to 2008 programs: 12
4. Customized digitally based platforms developed or executed in 2007.
First to package and customize Tonemaker DJ for Scion. Program extended to dealer website and an experiential application in the cars at the dealership. First market to package and sell Spotlight Ads that included on air. Developed Lottery alert platform.
5. Big Pool Culture: FUSION Keys To Success - Frequency of Culture Message, Dedicated Big Pool Website (entercomsacramento.com), full support/execution team, monthly FUSION-only sales trainings/meetings, continual communication of successes and opportunities, designated "brainstorming" environment/area in-office. Speed (and Efficiency) of Doing Business: MATRIX – a searchable/digital file cabinet of sales opportunities, eMATRIX (new) – secure ON-LINE version of the Matrix for off-site access. BASECAMP – project management tool for Fusion programs. Also being used as secure, online client tool for program tracking, recaps, etc.