

EEO Public File Report
Cox Media Group - Seattle, WA
KIRO

Reporting Cycle: December 17, 2019 – September 30, 2020

Full Time Positions Filled

Requisition	Date Opened	Start Date	Source of Hire	Interviewed	Hired
000583 (Master Control Switcher)	4/22/2020	6/23/2020	Indeed	5	1
000710 (Morning News Reporter)	6/24/2020	8/29/2020	ZipRecruiter	5	1
000709 (Ignite Director)	6/24/2020	7/27/2020	CMG Career Site	3	1
1915894 (Manager of Content and Coverage)	12/14/2019	6/8/2020	CMG Career Site	5	1

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Recruitment Sources Used for All Openings			
No.	Recruitment Source	Contact	Entitled to Notification
1	Directly sourced by CMG Recruiter	CMG Recruiter	N
2	Indeed Internet - www.indeed.com	Internet Posting	N
3	LinkedIn Internet - www.linkedin.com	Internet Posting	N
4	Broadbean job distribution	CMG Recruiter	N
5	America's Job Exchange	State Job Boards/Diversity job boards Internet Posting	N
6	ZipRecruiter Internet - www.ziprecruiter.com	Internet Posting	N
7	Directly sourced by Korn Ferry Recruiter	Korn Ferry Recruiter/Various	N
8	CMG.com careers	CMG career site (internal/external)	N

Long-Term Recruiting Initiatives					
Cox Media Group - KIRO					
December 17, 2019 - September 30, 2020					
No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Ongoing	Weather in the Classroom	KIRO 7 PinPoint Meteorologist, Nick Allard, visits local classrooms to educate students about the science behind forecasting. This outreach will help inspire future local meteorologists. Nick's visits occur throughout the school year	General Outreach	Nick Allard, Meteorologist
2	Ongoing	CMG Digital Virtual School	These twice-weekly training classes are set up to continue digital training through the CMG Digital Management Team.	Training Program	Sales Department
3	3/24/2020	What Local Marketers Need Right Now and How to Help Them	This Borrell webinar reviewed best practices for our sellers to take care of clients during the COVID crisis.	General Outreach	Sales Team
4	4/7/2020	TVB: Automotive Advertising in Today's World	This Television Bureau webinar updated the sales team about automotive advertising in the time of COVID.	Training Program	Sales Team
5	4/2020-9/2020	CSS Talent Insights Program	Center for Sales Strategy Talent Insights Program - Talent Insight works to help the manager understand their own unique strengths based on the PCMI and two surveys. The manager works with their CSS coach to build a plan to leverage those strengths to be more productive and successful.	Training Program	Dan Lawrie, Noreen King, Linda Hansen (Sales Managers)