

Long Term Initiatives

Cox Media Group – Atlanta Radio

December 1, 2011 to November 30, 2012

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Ongoing	Internship Program	Internship program to assist members of the community to acquire skills needed for broadcast employment. 4 session held each year, 1 each in Winter, Spring, Summer and Fall.	Committee representing news and programming, promotions, engineering and sales operations to establish criteria for interns within the Cox Media Group-Atlanta Radio. The committee developed internship applications and a brochure which are provided to students who inquire about internships. The packets have also been distributed to all hiring managers in the Cox Media Group – Atlanta Radio and to the job placement coordinators at colleges, Universities, trade and technical school in Georgia.	Kara Wilson, Clarence Natto, Condace Pressley, William Fisher, Charles Mitchell, Tony Kidd
2	Ongoing	Scholarship Program	Endowment fund established at Southern Polytechnic State University	Scholarship to be given annually to student to continue studies in broadcasting field	Business Office
3	Ongoing	Training Programs	Training programs for Leadership and Diversity of managers	Managers attend 1 day and 2 day Leadership and Diversity training programs to further develop management skills	Various managers selected each training program
4	Ongoing	Sales Training Programs	Center for Sales Strategy	Sales employees attend training programs to further develop sales skills. Sessions held through the year on several different areas of training both on-line and in classroom environment.	Various sales employees selected each training program
5	Ongoing	Training Program	Marketron	Training to ensure employees are using Marketron, the company advertising, billing & Accounts Receivable software properly.	All employee using software product
6	Ongoing	Sales Training	Internal Sales Cluster Training	Semi-Monthly training for sales staff on topics to help further develop sales skills.	Various sales employees selected each training program
7	Ongoing,	Training Program	MS Office on-line training	Train employees on use of MS Office products to use in daily work activities.	Provided through CMG University
8	Ongoing	Training Program	On-line training program	24 x 7 on-line learning resources for skills improvement, professional development, performance support to develop professional skills and take targeted learning	Provided through CMG University
9	Ongoing	Training Program	Career Development Program	AJC sponsored Career development program for employees to develop leadership or managerial opportunities.	Cox / Laverne Wright Amanda Moyer, Shane Backler, Jackie Brammer, Kara Wilson, Andrew Rudd

10	3/21/12	GAB Georgia Broadcasters Job Fair at UGA	Co-Sponsor in job fair to increase awareness to students about careers in broadcast field	Facilitate a booth at job fair representing Cox Media Group – Atlanta Radio	Neil Williamson, Clarence Natto
11	3/30/12	Job Fair – Congressman David Scott	Co-Sponsored Broadcaster job fair about careers in broadcast field	Represented in booth at job fair for Cox Radio Group – Atlanta Radio	Andee Ochs, Charles Youngs, Hallie Wilson, Beth Bowers, Karyn Cerulli, Charlsie Moore, Francisco Luciano
12	6/13/12	Diversity Employment Day Career Fair	Co-Sponsor Career Fair to recruit and promote jobs in broadcast field	Facilitate a booth at career fair representing Cox Media Group – Atlanta Radio	Michael Dobson
13	11/2011 – 6/2012	National Assoc. of Broadcasters, Broadcast Leadership Training Program	Training Program	Leadership Development for Broadcasters	Joey Crawford
14	3/3/12	Job Fair	Sales Job fair and Competition	National Collegiate Competition and Job Fair	Joey Crawford
15	5/17/12-4/14/13	Mentoring Program	Cox Mentoring Program sponsored by CEI	Cox Mentoring Program for employees from our location and other cluster locations designed to help develop future in management positions with company.	Cox / Laverne Wright, Joey Crawford, Karyn Cerulli
16	3/7/12	Media Day	Dept. of Mass Communications at Univ. of West Georgia	Participated in their Media Day	Clarence Natto
17	2/23/12	Training	Effective Presentations	Class offered at the Atlanta Journal Constitution	Neil Williamson and Sales Assistants