

Longer - Term Recruiting Initiatives
Cox Media Group - San Antonio Radio
KCYY, KKYY, KONO-FM/AM, KTKX, KSMG, KISS
April 1, 2017 - March 31, 2018

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	On-going	Diverse Job Bank Career Listings - America's Job Exchange	Cox entered into agreement to post all external Job Openings through America's Job Exchange, as well as 4500 affiliated career websites through Direct Employers.	Broad Outreach	Cox Talent Acquisition Team
2	On-going	Sales Training Program - Center for Sales Strategy	Sales employees attend training programs to further develop sales skills. Sessions held throughout the year on several different areas of training both on-line and in classroom environment.	Training Program	Various sales employees selected each training program.
3	April 3-June 9, 2017	Cox Mentoring Program	Co-mentoring program available to all staff; 10 week program with 10 employees from San Antonio participating. The goal of the program is to aide employee access to different generations, technology, ideas and departments.	Mentoring Program	Ben Reed, Wes Parker, Everett Thompson, Chris Sifuentes, Shawn Morris, Keith Hastings, Stacie Schroeder, Adam Michaels, Justin Shiner, Jim Dyer, Rebecca Gutz, George Hamilton, Tammie Thompson, Ryan Chadek, Jared Sanchez, Roger Allen, Yvonne Gutierrez, Jenny Lee, Aimee Shiner, Jeff Garrison
4	July 5-7, 2017	LULAC Career Fair	Participated in the LULAC Career Fair, which offered employers the opportunity to recruit jobseekers within the Latino community. The three day event provided educational and career developmental opportunities from federal agencies. Members of San Antonio Radio staffed a booth, discussed career opportunities with participants and handed out employment information.	Job Fair	Jay Hickman, Tori Finch, Jennifer Schultz
5	Nov. 8, 2017	"Day In A Life" College Challenge	Students from Texas A&M University, University of Texas, and Our Lady of the Lake University participated in a "Day in a Life" college challenge. Students spend the morning learning about the different departments and positions in radio. In the afternoon, we present them with a "challenge" and take them through the Design Thinking process. Each team makes a presentation that is judged. The winning team receives \$500 for each student for their education.	Mentoring Program	Roger Allen, Julie Busse, Ryan Chadek, Sara Chadek, Ric Gonzalez, Rebecca Gutz, Brandi McDaniel, Shawn Morris, Lena Rodriguez, Jennifer Schultz, Kristi Lawson
6	Feb. 22, 2018	Texas State Communications Job Fair	Participated in the Texas State Communications Job in San Marcos, TX. A leader answered questions about the company, discussed career opportunities with participants and handed out employment information.	Job Fair	Roger Allen