

EEO Public File Report
Cox Media Group - Orlando, FL
WDBO, WCFB, WOEX, WMMO, WWKA
Reporting Cycle: December 17, 2019 – September 30, 2020

Full Time Positions Filled

Requisition	Date Opened	Start Date	Source of Hire	Interviewed	Hired
000519 (General Sales Manager)	2/19/2020	4/1/2020	CMG Career Site	8	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

Longer - Term Recruiting Initiatives

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No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	2019-2020	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	Ongoing	Internship Program	Cox Media Group provides a paid Internship Program to give students first-hand experience in the career area they wish to pursue at both of our Radio and Televisions properties. CMG Orlando Radio also promoted internship opportunities for all seven radio stations through social media via Facebook and Instagram posts.	Internship Program: During this reporting period, Orlando Radio Sponsored (5) College Students for a paid internship program.	Internships are available in all departments within CMG - Orlando. Majority of the interns worked in the Promotions & Events Departments (Allie Gomez and Samantha Cruz) and The WDBO News Room. (Marsha Taylor)
3	March 2020	University of Central Florida	Meet with UCF students to discuss potential internships and career opportunities within Cox Media Group	Intern Pursuit	Samanta Cruz and Marsha Taylor
4	March - May 2020	We Are Open Campaign	(COVID-19) Community Service Local Business Campaign	Program established in support of local businesses where we used our brands to inform listeners of selected businesses that were open during COVID-19.	On-air Campaigns Across All of Our On-Air Brands and Station Websites
5	April - May 2020	Let's Help Orlando	CMG Orlando Radio stations partnered with WFTV's 9 Family Connection of Central Florida Strong to benefit the Heart of FL United Way. During COVID-19, the goal was to help people stay in their homes by raising funds to assist with mortgage/rent and utility payments.	The program was designed to help & support families stay in their homes during COVID-19. Commercial spots ran on-air across all of our brands, websites and TV stations.	On-air Campaign Across All of Our Brands and Station Websites, WFTV and WRDQ
6	April - June 2020	Hometown Heroes	(COVID-19) Community Service Local Hometown Heroes Campaign. Our Hometown Heroes promotion ran strong on-air and on-line. We celebrated our medical professionals, first responders, truck drivers, grocery store workers - everyone working on the front line allowing the rest of us to stay home and stay safe.	Local Community requesting specific Hometown Heroes to be announced. Included Nurses, Doctors, Healthcare Professionals and other everyday essential workers.	On-air Campaign Across All of Our Brands and Station Websites
7	Ongoing	Ongoing Digital Sales and Content Training	Several curriculum training programs offered to the Sales Team to help develop skills to succeed.	Independent developmental training offered to all new Sales/Content employees. Weekly group Digital/Social Media Training led by CMG Corporate Digital Content Director offered to content employees to enhance their skillset and apprise them of the ever changing social/digital landscape.	CMG Digital Content and Sales Employees
8	September 2020	Shop Local Orlando Campaign	We invited listeners to support Central Florida small businesses. They're a key part to getting us back to normal after COVID-19. Shop Local in local neighborhoods like the Audubon Park Garden District, Church St. District, College Park Mainstreet, Curry Ford West Mainstreet, Ivanhoe Mainstreet, Milk District Mainstreet, Mills 50 Mainstreet, SoDo Mainstreet and Thorton Park District was just another way for CMG Orlando to help Central Florida get back to normal.	The program continued to support & highlight specific local businesses who were open for business during COVID-19.	On-air Campaign Across All of Our Brands

9	Sept. 2020 - Oct. 2020	Talent Focused Management	Talent Focused Management is our foundation management training. Built around the Nature-Nurture Growth Formula, the TFM concept helps managers focus on what they can control on the Nature side (talent and fit) and on the Nurture side (investing in their people). In Talent Focused Management, sales managers learn how to focus on discerning and developing an individual's innate sales talents.	During this reporting period, one Integrated Sales Manager participated in the Talent Focused Management Program.	Fernando Bauermeister
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