

EEO Public File Report

COX MEDIA GROUP ATHENS

DECEMBER 1, 2014 – NOVEMBER 30, 2015

WNGC-FM, WGMG-FM,
WGAU-AM, WRFC-AM,
WPUP-FM, WTSH-FM, WXKT-FM

Full-Time Positions Filled

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy	Number Interviewed	Number Hired	Hiring Source
1	Sales Assistant	9/13/14	1/5/15	1, 4	3	1	4
2	Receptionist	12/15/14	1/5/15	1-5, 8, 9, 13-24	4	1	13
3	Account Executive	12/23/14	4/13/15	1-5, 8-24	6	1	4
4	Engineer	3/17/15	4/27/15	1, 2, 4, 5, 8, 9, 11-24	1	1	13
5	Sales Assistant	8/6/15	9/11/15	1, 2, 4, 5, 8, 9, 11-24	2	1	4

Recruiting Sources
COX MEDIA GROUP ATHENS
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Information Regarding Recruitment Sources Contacted for Each Vacancy				
No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Jobs at Cox	Cathy Bates 1601 W. Peachtree Street NE Atlanta, GA 30309	0	N
2	Cox Radio Athens station websites – www.1061wngc.com ; www.1340wgau.com ; www.magic1021fm.com ; www.960theref.com ; www.powerathens.com ; www.1037chuckfm.com	Heather Taylor-webmaster (706)549-6222	0	N
3	Cox Radio Athens: On-air advertisement	Josh Hill Josh.hill@coxradio.com	1	N
4	UGA Career Center	Aaron Brown Univ. Of Georgia 2 nd Flr, Clarke Howell Hall Athens, Ga. 30605 www.hireUGA.com	6	Y
5	Help Wanted Athens.com	900 E. Panorama Drive Englewood, Co. 80112	0	N
6	Sierra Marketing	Deb Carter dccskisierra@aol.com (615)712-7605	0	N
7	NorthernGeorgiaHelpWanted.com	Elise Commerford 800-365-8630	0	N
8	Mercer University	Asst. Dir. of Career Svcs. Mercer University –Atlanta.	0	Y

		160 Henry Parkway McDonough, Ga. 30253 (678)547-6584 http://mercercsm.symplicity.com		
9	Piedmont College	Dale Van Cantfort (706)778-3000 ext 1337 dvancantfort@piedmont.edu	0	Y
10	In-house posting	1010 Tower Place, Bogart 850 Bobbin Mill Rd, Athens	0	N
11	LinkedIn	Website for job placement http://linkedin.com	1	N
12	CEI Recruiter	6205 Peachtree Dunwoody Rd, Atlanta, GA 30328 678-645-0000	2	N
13	Internal Referral	CMG Employees 1010 Tower Place Watkinsville, GA 30677	6	N
14	CareerLink Internet/Intranet - www.careerlink.com	Internet Posting - Automatic wrap from Cox Media Group Career Website	0	N
15	Glassdoor.com Internet/Intranet - www.glassdoor.com	Internet Posting - Automatic wrap from Cox Media Group Career Website	0	N
16	Indeed.com Internet/Intranet - www.indeed.com	Internet Posting - Automatic wrap from Cox Media Group Career Website	0	N
17	DiversityInc.com Internet/Intranet - www.diversityinc.com	Internet Posting - Automatic wrap from Cox Media Group Career Website	0	N
18	Simplyhired.com Internet/Intranet - www.simplyhired.com	Internet Posting - Automatic wrap from Cox Media Group	0	N

		Career Website		
19	Direct Employers Internet/Intranet - www.my.jobs	Internet Posting - Automatic wrap from Cox Media Group Career Website to State Job Bank, local Wagner-Peyser centers and 3,000 affiliated diversity websites	0	N
20	Recruit Military Internet/Intranet - www.recruitmilitary.com	Internet Posting - Automatic wrap from Cox Media Group Career Website	0	N
21	Agency - ZeroChaos/WorkForce Logic	Contingent Labor Management Partner	0	N
22	Agency - Talent Dynamics	Placement Agency	0	N
23	Dice Internet/Internet - www.dice.com	Internet Posting	0	N
24	Careerbuilder Internet/Intranet - www.careerbuilder.com	Internet Posting	0	N

**Prong 3 Longer-Term Recruitment Initiatives
Implemented During Previous Year
COX MEDIA GROUP ATHENS
December 1, 2014 through November 30, 2015**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Ongoing	Terry College of Business Mentoring Program	UGA matches up local business people with Juniors and Seniors in the Terry College of Business.	There are monthly meetings during the school year. The goal for the mentors is to offer advice and help the mentees seek out job opportunities, prepare for their career, and accomplish their goals upon graduation.	Russell Lawson- General Sales Manager
2	10/1/14-7/1/15	Cox Media Group Mentoring Edge Program	Cox Mentoring provides mentees access to experienced mentors who can contribute to their professional and personal development.	The program provides a platform for mentees to realize their potential by enabling personal and professional relationships with mentors, who act as role models and provide guidance to them. It offers opportunities to develop business contacts, access industry information, and gain valuable insights from experienced and successful professionals.	Heather Taylor- Digital Content Editor

3	2/4/15	UGA Journalism and Mass Communication Career Day	Sponsored a broadcasters' job fair on campus of University of Georgia	On Career Day, hosted a booth displaying details about Cox Media Group Athens & stations within the group. Talked with students who are nearing graduation about their goals and plans, as well as accepting resumes	Heather Taylor – Digital Content Editor and Public Affairs Director, Cox Media Group Athens Kate Pelon- Digital Sales Specialist, Cox Media Group Athens
4	2/6/15	Google SEO Seminar	Informative session giving local business owners advertising information.	CMG Athens hosted this client based workshop regarding strategies and tactics of how to best position your website on Google's search engine platform as well as overall advertising guidance.	Entire Sales Team. Kate Pelon- Digital Sales Specialist Alex Holzworth- Digital Sales Assistant Russell Lawson- General Sales Manager
5	3/23/15-3/27/15	Cox Media Content Conference	The Content Conference dealt with issues of how our sales people and programmers can better deal with issues facing us in 2015	Conference focused on why winners win, building our Superbrands, local solutions, diversity, digital disruptions, how the public is consuming audio, web site branding, the future car dashboard, etc...	Scott Smith – CMG Athens Gen. Mgr. Russell Lawson – CMG Athens Gen. Sales Mgr. Russell Mills –CMG Athens Local Sales Mgr. Pete De Graaff – Program Dir./Ops Manager Jerry Arnold- Program Dir. Heather Taylor- Digital Content Editor Kate Pelon- Digital Sales Specialist Eli Mayo – Sale Rep.

6	4/24/15	David Scott Job Fair	Sponsored a job fair in Atlanta	Hosted a booth displaying details about Cox Media Group Athens & stations within the group.	Cathy Bates Payroll Administrator / HR Coordinator, Cox Media Group
7	4/29/15-5/1/15	2015 Spring Peer Review	An opportunity for attendees to hear from peers on where they are having success in driving digital revenue growth and training on how to transfer their success to the local market & sales team	Corporate led training and seminar involving the latest in digital advertising offerings and go-to-market strategies from our Local Solutions Team in Atlanta.	Russell Lawson- General Sales Manager Russ Mills- Local Sales Manager Kate Pelon –Digital Sales Specialist Alex Holzworth- Digital Sales Assistant
8	5/8/15	Google SEO Seminar	Informative session giving local business owners advertising information.	Client based workshop regarding strategies and tactics of how to best position your website on Google’s search engine platform as well as overall advertising guidance.	Entire Sales Team. Kate Pelon- Digital Sales Specialist Alex Holzworth- Digital Sales Assistant Russell Lawson- General Sales Manager
9	5/29/15	Cox Media Group Mentoring Program	Session 1: “Understanding the Mentoring Process”	Topics included maximizing employee potential, enhancing leadership competency, development of meaningful partnerships for mentee and mentors, setting expectations, etc...	Pete de Graaff- Operations Manager

10	8/19/15	Cox Media Group Mentoring Program	Session 1: "Understanding the Mentoring Process"	Topics included maximizing employee potential, enhancing leadership competency, development of meaningful partnerships for mentee and mentors, setting expectations, etc...	Heather Taylor- Digital Content Editor
11	9/16/15	Cox Media Group Mentoring Program	Session 2: "Building Relationship and Networks"	Topics included maximizing relationships within the company.	Pete de Graaff- Operations Manager
12	9/17/15	Cox Media Group Google Seminar	Informative session geared towards increasing web traffic and understanding what Search Engine Optimization (SEO) means for businesses in the community.	Client based workshop regarding strategies and tactics of how to best position your website on Google's search engine platform as well as overall advertising guidance.	Entire Sales Team. Russell Lawson- General Sales Manager
13	10/14/15	2015 Day in the Life Program	To recruit, engage, and retain talent.	CMG Athens directly engaged colleges and universities in our operating areas by inviting students to apply for an opportunity to participate in a full-immersion experience at CMG Athens. At the centerpiece of the experience; is a design	Josh Hill- Promotions Director Jacqueline Rehe- Receptionist Staci Patrick- Traffic Assistant Heather Taylor- Digital Content Editor Russell Lawson- General Sales Manager

				thinking exercise whereby participants were challenged with designing a campaign around recruitment, engagement and retention of new talent to Cox Media Group.	
14	9/29/15-10/2/15	2015 CMG Radio 11 Program (NAB Radio Show)	One millennial from each CMG market was chosen to attend the 2015 NAB Radio Show as one of the next generation of leaders in Cox Media Group.	CMG Radio 11 members attended sessions with bold ideas and tangible takeaways that offer industry profitable strategies they can immediately put into action. The Radio Show featured the best drill-downs in all facets of radio, unparalleled networking opportunities, the latest technologies and special events featuring the thought leaders shaping the future of radio.	Heather Taylor- Digital Content Editor