

EEO Public File Report

COX MEDIA GROUP ATHENS

DECEMBER 1, 2013 – NOVEMBER 30, 2014

WNGC-FM, WGMG-FM,
WGAU-AM, WRFC-AM,
WPUP-FM, WXXT-FM

Full-Time Positions Filled

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*	Number Interviewed	Number Hired
1	Account Executive	10/4/13	1/6/14	Cox Career Network	1	1
				Sierra Marketing	1	0
				UGA Career Center	2	0
				Cox Radio Athens station websites	0	0
				Cox Radio Athens: On-air advertisement	0	0
				Help Wanted Athens.com	0	0
				In-house posting	0	0
				Mercer University	0	0
				Atlanta NAACP	0	0
				Piedmont College	0	0
2	Account Executive	12/4/13	3/2/14	Cox Career Network	1	1
				UGA Career Center	1	0
				Sierra Marketing	0	0
				Cox Radio Athens station websites	0	0
				Cox Radio Athens: On-air advertisement	0	0

Recruiting Sources
COX MEDIA GROUP ATHENS
 WNGC-FM, WGMG-FM, WGAL-AM, WRFC-AM, WPUP-FM, WXKT-FM
 December 1, 2013 through November 30, 2014

Information Regarding Recruitment Sources Contacted for Each Vacancy

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Cox Career Network Cox Enterprises.com/ careers job website	Selma Green 1010 Tower Place Bogart, Ga. 30622	3	N
2	Cox Radio Athens station websites – www.1061wngc.com ; www.1340wgan.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	3	N
4	University Of Georgia Career Center	Aaron Brown Univ. Of Georgia 2 nd Flr, Clarke Howell Hall Athens, Ga. 30605 www.hireUGA.com	3	Y
5	Allaccess – website for employing radio personnel	www.allaccess.com	0	N
6	University Of Georgia Job Fair	Ga. Assoc. of Broadcasters Kathy Haugen (770)395-7200 haugenk@gab.org	0	N
7	Help Wanted Athens.com	900 E. Panorama Drive Englewood, Co. 80112	0	N
8	Sierra Marketing	Deb Carter dccskisierra@aol.com (615)712-7605	2	N

9	NorthernGeorgiaHelpWanted.com	Elise Commerford 800-365-8630	1	N
10	Mercer University	Asst. Dir. of Career Svcs. Mercer University -Atlanta. 160 Henry Parkway McDonough, Ga. 30253 (678)547-6584 http://mercer-csm.symphlicity.com	0	Y
11	Piedmont College School of Journalism	Dale Van Cantfort (706)778-3000 ext 1337 dvancantfort@piedmont.edu	0	Y
12	In-house posting	1010 Tower Place, Bogart 850 Bobbin Mill Rd, Athens	0	N
13	LinkedIn	Website for job placement http://linkedin.com	4	N
14	Internal Referral	Eli Mayo- Account Exe.	1	N
15	Internal Referral	Kate Pelon- Digital Sales Specialist	1	N
16	CMG Atlanta Referral		1	N

**Prong 3 Longer-Term Recruitment Initiatives
Implemented During Previous Year
COX MEDIA GROUP ATHENS
December 1, 2013 through November 30, 2014**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	3/5/14	Job Fair	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	Mel Stovall – Compliance, Cox Media Group Athens Heather Taylor- Digital Content Editor
2	3/24/14- 3/28/14	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 2014	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, and a legal workshop.	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 Manager Eli Mayo – Sale Rep.

3	3/28/14	David Scott Job Fair	Sponsored a job fair in Atlanta	Hosted a booth displaying details about Cox Media Group Athens & stations within the group.	Mel Stovall – Compliance, Cox Media Group Athens
4	4/14/14-4/16/14	Cox Media Group Leadership Program	Development of individual leadership abilities.	Sessions included topics of Strengthening Your Professional Networks, Emotional Intelligence, Effective Communication, Social Media	Russell Lawson –CMG Athens Gen. Sales Mgr.
5	4/22/14	2014 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	Training focused on building momentum early to hit digital goals of the year, digital product marketing, excellence in execution and support, future focus, the next steps with the Local Solutions website, and digital future focuses.	Kate Pelon –Digital Sales Specialist
6	4/30/14	Cox Media Group Athens Digital Education Seminar	Informative session geared towards increasing web traffic and understanding what Search Engine Optimization (SEO) means for businesses in the community.	Topics covered included “what all the buzz means for your business”, what businesses should and shouldn’t do with SEO, how to know if websites are properly optimized, and key metrics to monitor and how to hold vendors accountable.	CMG Athens sales team and clients who wanted to attend.

7	5/22/14	Veterans Job Fair	Athens Area Veterans Job Fair is sponsored by VFW Post 2872 and covers fourteen Northeast Georgia counties.	The purpose is to connect veterans who made a commitment to serve our country with available employers. We manned a booth and displayed materials about CMG Athens and discussed our job opportunities with the veterans. This was an opportunity to discover the talents, skills and experience these veterans can bring to a local business.	Heather Taylor – Digital Content Editor
8	5/28/14	Cox Media Group Mentoring Program	Session 1: Understanding the Mentoring Process	Topics included developing more diverse bench strength, discovering key development goals and opportunities, providing a structured environment where Mentors share leadership success.	Josh Hill- Promotions Director
9	9/17/14	Cox Media Group Mentoring Program	Session 2: Building Relationships & Networks	Topics included Maximizing employee potential, Using tools giving and receiving effective feedback, and helping mentees feel more confident and self-supporting in their leadership roles.	Josh Hill- Promotions Director

10	10/7/14-10/9/14	Cox Media Group Innovation Summit	Development of creative and innovative thinking skills.	The summit taught attendees how to use rapid idea prototyping.	Steven Lang- Creative Services Director Eli Mayo- Account Executive
11	10/17/14	Cox Media Group Athens Digital Education Seminar	Informative session geared towards increasing web traffic and understanding what Search Engine Optimization (SEO) means for businesses in the community.	Topics covered included "what all the buzz means for your business", what businesses should and shouldn't do with SEO, how to know if websites are properly optimized, and key metrics to monitor and how to hold vendors accountable.	CMG Athens sales team and clients who wanted to attend.
12	10/22/14-10/24/14	2014 Fall 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	Topics included How to Fuel Your Digital Growth in 2015, The CMG Digital Dashboard, Digital Product and Local Solutions Updates, Case studies, SEM Solutions, Talent Acquisition Shared Services, Growing CMG's Audiences, Growing CMG's Superbrands, Our future focus	Kate Pelon -Digital Sales Specialist