

Recruiting Sources
COX MEDIA GROUP ATHENS
WNGC-FM, WGMG-FM, WGAU-AM, WRFC-AM, WPUP-FM, WXKT-FM
December 1, 2012 through November 30, 2013

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	9	N
2	Personal Inquiry	Mel Stovall(706)549-6222 mel.stovall@cmginc.com 1010 Tower Place Bogart, Ga. 30622	3	N
3	Cox Radio Athens station websites – www.1061wngc.com ; www.1340wgau.com ; www.magic1021fm.com ; www.960theref.com ; www.powerathens.com ; www.1037chuckfm.com	Becky Atkinson-webmaster (706)549-6222	0	N
4	Cox Radio Athens: On-air advertisement	Mel Stovall mel.stovall@coxradio.com	0	N
5	University Of Georgia Career Center	Aaron Brown Univ. Of Georgia 2 nd Flr, Clarke Howell Hall Athens, Ga. 30605 www.hireUGA.com	0	Y
6	NAACP	(website only)Webmaster www.atlantanaacp.org	0	N
7	Craigslis	Athensga.craigslis.org	0	N
8	Allaccess – website for employing radio personnel	www.allaccess.com	0	N
9	University Of Georgia Job Fair	Ga. Assoc. of Broadcasters Kathy Haugen	0	N

		(770)395-7200 haugenk@gab.org		
10	Help Wanted Athens.com	900 E. Panorama Drive Englewood, Co. 80112	0	N
11	Sierra Marketing	Deb Carter dccskisier@aol.com (615)712-7605	2	N
12	NorthernGeorgiaHelpWanted.com	Elise Commerford 800-365-8630	0	N
13	Mercer University	Asst. Dir. of Career Svcs. Mercer University –Atlanta. 160 Henry Parkway McDonough, Ga. 30253 (678)547-6584 http://mercercsm.symplicity.com	0	Y
14	Piedmont College School of Journalism	Dale Van Cantfort (706)778-3000 ext 1337 dvancantfort@piedmont.edu	0	Y
15	In-house posting	1010 Tower Place, Bogart 850 Bobbin Mill Rd, Athens	0	N
16	Indeed Gainesville	Career Builder.com Gainesville Jobs Indeed 866-438-1485	2	N
17	LinkedIn	Website for job placement http://linkedin.com	2	N

**Prong 3 Longer-Term Recruitment Initiatives
Implemented During Previous Year
COX MEDIA GROUP ATHENS
December 1, 2012 through November 30, 2013**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	12/4/12-12/6/13	Cox Media Group Leadership Program	Development of individuals leadership abilities.	Sessions included topics of communicating with influence & presence; included a facilitator led coaching session; developing others through success stories; developing organizational talent	Eric Lauer –CMG Athens Gen. Sales Mgr.
2	1/9/13-1/10/13	How Selling Challenge Workshop	The Center For Sales Strategy conducted the How Selling Workshop at the Atlanta Journal Constitution Bldg. in Atlanta Based on principles and in form of a competition	Focused on How Selling Steps. Find-build list of potential prospects; select-filter your list and narrow to prospects that best fit your ideal customer profile; approach-align your expectations before you meet; define-nail down prospect's real needs; solve-work collaboratively to tailor the solution; confirm-finalize the plan with a no surprise proposal; deliver-implement the solution	Russell Mills –CMG Athens Local Sales Mgr. 3-Sales Reps: Steve Argo; Joshua Bowles; Lindsey Thomas

3	1/30/13	University Of Georgia Spring Career Fair	Met with students hoping to attract qualified applicants for advertising sales positions.	General Sales Mgr. manned a booth to display materials about our company and discuss with students their goals and what Cox Media Group has to offer	Eric Lauer – CMG Athens Gen. Sales Mgr.
4	2/20/13	Seminar on Safety in the Workplace	The Athens Area Employer Committee of the Georgia Dept. of Labor planned the seminar to help local businesses prepare for emergencies in the workplace	Pete Golden & Noelle Broadnax of UGA's Office of Security & Emergency Preparedness, along with Beth Burgess of the Clarke County E-M-A conducted the seminar that focused on how employers may prepare to combat fires, tornadoes, and violence in the workplace	Heather Taylor –CMG Athens Safety Coordinator
5	3/18/13-3/21/13	Cox Media Checked-in Summit	The Checked-In Summit dealt with issues of how our sales people and programmers can better deal with issues facing us in 2013	Summit focused on sales force revving up your revenue and provided the automotive big picture from Manheim Consulting and Valpac and Savings.com. Focused on social media continuing to consume more of our audience's time and CMG embracing it to engage with readers, listeners and viewers in new innovative ways. Focused on team building and increasing audience, revenue and engagement in 2013	Scott Smith – CMG Athens Gen. Mgr. Eric Lauer – CMG Athens Gen. Sales Mgr. Russell Mills –CMG Athens Local Sales Mgr. Pete Degraaffe – Program Dir. Tim Bryant –News Director Lynda Brame – Sale Rep.

6	3/20/13	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
7	3/13/13-3/14/13	Digital training	Training in Atlanta on the Medley System as well as system that align with Medley. These systems are used in producing website content.	This digital training was planned to allow this individual to acquire knowledge that is extremely beneficial and essential for her to fulfill the additional duties she has assumed in preparing web content and keeping our six station websites up-to-date.	Heather Taylor
8	3/27/13	Diversity inclusion at work	This course was designed to teach individuals how to value diversity and inclusion in the workplace. This is a pilot program for Cox Media	Cox Media has a commitment to Diversity. This course was to help supervisors achieve the skills need to be productive in a diverse and inclusive work environment. A goal to work with and be sensitive to everyone in the workplace regarding their feelings	Joshua Hill – Marketing Dir. Tod Tucker – Program Dir.

9	4/3/13-4/4/13	CMG Diversity & Inclusion Summit	This summit focused on training individuals within the company on the Cox commitment on Diversity and the company's strategy and structure	The summit helped individuals become an articulate advocate for Diversity and Inclusion. It covered the basics of the company's plan and worked on creating business team strategies and tactics	Russell Mills –CMG Athens Local Sales Mgr.
10	4/19/13	Job Fair	Sponsored Congressman David Scott's job fair at the Georgia International Convention Center	Hosted a booth; displayed materials about Cox Media Group Athens; discussed with attendees about our job opportunities	Mel Stovall –Compliance, Cox Media Group Athens
11	5/9/13	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 - Administrative

12	6/18/13- 6/21/13	Leadership OLT Meeting	To bring leadership team up-to-date on company strategies and status.	Focused on where we are on digital plans and how the leaders can take this information back to their markets and progress. Also included a Diversity training session. PRISM International focused on Diversity training and how to create & facilitate a Diverse and Inclusive workforce	Scott Smith – CMG Athens Gen. Mgr.
13	6/19/13	Seminar on preventing and responding to discrimination and harassment claims	A seminar sponsored by the Employer Committee of the Georgia Dept. of Labor for employers on various issues facing employees in the workplace	This seminar was led by Andria Ryan, an attorney with Fisher and Phillips, LLP. It focused on preventing and responding to discrimination and harassment claims and included new U.S. Equal Employment Opportunity Commission initiatives regarding pregnancy discrimination, disability accommodation cases, and insurance coverage of lesbian, gay and transgender partners	Heather Taylor - Administrative
14	7/11/13	Communication Skills for Women	A six hours course aimed at helping those in leadership roles better communicate with others	This course focused on how to influence people; gaining credibility & respect from others; turning resistance into cooperation; speaking up in groups, presentations and meetings, how to handle difficult people with difficult	Lisa Walker – CMG Athens Traffic Dir.

15	10/22/13-10/24/13	Peer Review Digital Sales Training	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	<p>situations; giving negative feedback in a positive way; receiving criticism without getting hooked; staying composed and responding constructively even when emotions are overwhelming you</p> <p>This training focused on showcasing new digital sales strategies that work, training sales teams, unique digital sales programs and new initiatives worth sharing. A goal was to show how to maximize sales productivity by empowering reps with critical knowledge and useful automation. This was an intended introduction to Data Driven Marketing, an internal initiative designed to bring industry specific insights to our sales force</p>	Kate Pelon –Digital Sales Specialist
16	11/18/13-11/19/13	Performance Management Process Training	A half-day training session on CMG's management process that will enhance the employee's existing knowledge and learn new techniques to develop skills	<p>This training will help employees create a draft performance plan that includes smart goals, competencies and a development plan. Learn to track progress in achieving your plan. Have productive planning and review</p>	<p>Scott Smith- Gen. Mgr. Staff: Heather Taylor; Stephen Splitt; Curran-Fahy Walker; Linda Dagley; Carol Johnson; Lisa Walker; Lauren Cerny; Cody Coker; Caleb Hunter; Ashley Puckett; Austin Smith; Marc Young; Todd Bair; David Johnston; Charles Belflower;</p>

				<p>conversations with your manager. Find the best development resources to meet your needs. This process enhances results through clear and positive communication of expectations & priorities</p>	<p>Daniel Cottar; Charles Griffin; Caesar Mattioli; Tim Bryant; Mark Overby; Cheryl Drake; Elizabeth Larson; Byron Cooper; Evan Peterson; Brian Bane; Allison Colfer; Selma Green; Steven Lang; Russell Lawson; Russell Mills; Lindsey Hammer-Thomas; Eli Mayo; Todd Mosher; Phyllis Nelson; Kathryn Pelon; Josh Hill; Staci Patrick; Zach Clement; Jordan Dubrof; Chris Brame; Kris Harris; Mark Gaffney; Charly McGinley; Pete DeGraaff; Jerry Arnold; Eric Brand; Jeff Dantzler; Martha Zoller</p>
17	9/30/2013-11/30/2013	Internship	<p>Intern student from University of Georgia's New Media Institute within the Grady School of Journalism.</p> <p>Expectations were to grow in knowledge of digital marketing, sales and graphic design. All of these expectations appear to have been exceeded</p>	<p>Interviewing staff on digital sales accomplishments, then building case studies from those recorded interviews; UGA on-campus research and scheduling of informational interviews with dept. heads about marketing needs for 2014; graphic support for marketing collateral; participated in 360-degree explanation of our internal processes & sales cycle</p>	<p>Intern: Sofia Jesani UGA Professor: Dr. Betty Jones Grady School of Journalism Russ Mills – CMG Local Sales Manager Kate Pelon – CMG Digital Sales Specialist(supervisor)</p>