

Longer - Term Recruiting Initiatives					
Cox Media Group - WHBQ-TV					
April 1, 2018 - March 31, 2019					
No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	April 1, 2018 On going	Diverse Job Bank Career Listings	Cox entered into agreement to post all external Job Openings with DiversityInc.com, Indeed.com, Glassdoor.com, SimplyHired as well as 3000 affiliated career websites through Direct Employers.	Broad Outreach	Cox Talent Acquisition Team
2	April 6, 2018	Training	Leadership Human Resources Training on Harrassment	Career Development	16 WHBQ Managers
3	April 25, 2018	Training	CMG Digital training with Jesse McCambridges for Cox Branded Solutions	Career Development	9 Account Executives and 3 Managers
4	May 2/3, 2018	Training	OTT Gamut training	Career Development	9 Account Executive and 3 Managers
5	May 9, 2018	Career Day	Nicole Willis spoke at Knight Road Elementary School for their career day. She discussed different careers at WHBQ	Speaker	Assignment Desk staff member Nicole Willis
6	May 10, 2018	Career Day	Speakers attended Career Day at Riverview Elementary School. Students were given an introduction to various careers in broadcasting	Speakers	Producer Erika Draper and Reporter Jonathan Bailey
7	May 14, 2018	Career Day	WHBQ staff spoke to students at Overton High School for their career day. These were the students exploring Journalism as a career choice.	Speakers	Reporter Jerrita Patterson and TD John Privitera
8	June 5, 2018	Training	Radical Candor Leadership Training	Career Development	16 WHBQ Managers
9	June 5, 2018	Training	New Leader Assimilation	Career Development	7 WHBQ Senior Level Managers and GM
10	July 11, 2018	Training	Off-site Sales strategy meeting with Mike Anderson and Luisa Banks from CMG Corp	Career Development	9 Account Executives and 3 Managers and GM
11	August 1-5, 2018	NABJ Annual Convention & Career Fair	Annual convention for journalism professionals that allow career development and recruitment opportunities. One Reporter was hired as a result.	Networking and Recruiting	Anchor Mearl Purvis
12	Sept. 13, 2018	Job Fair	Attended job fair and University of Memphis for recruitment and spoke to students from the print and broadcast classes	Recruitment and Education	Technical Director Kristina Bray and Operations Manager Adell Mooney
13	Sept. 29, 2018	Business Expo	This was a forum for women to learn how to start, survive, and succeed in the media business. Best practices and strategies were given for professional growth.	Panelist	Meteorologist Brittany DuBose
14	Oct. 2, 2018	A Day In The Life	College Students from a variety of backgrounds were at the station to learn about the jobs positions offered at WHBQ. Several staff members explained their day-to-day and how their work affects the digital world. Students gained an understanding of how everyone works together as a team and how many platforms we use to deliver news to viewers.	Student Outreach	WHBQ Staff
15	Oct. 17, 2018	"Opioids: Asking Questions, Getting Answers"	This half-hour special addressed the Opioid epidemic and addressed why so many are dying and what's being done to save lives. There was also a live phone bank to answer questions. During the program medical doctors and representatives from the health department discussed the use and abuse of the drugs. Myths regarding opioids and other drugs were discussed. Also addressed was prevention and treatment.	Community Outreach	Anchors Mearl Purvis and Darrell Greene
16	Oct. 18, 2018	Training	Cox Healthcare Sales training with Whitney Stuart from Atlanta	Career Development	9 Account Executives and 3 Managers
17	Oct. 19, 2018	Career Training	Whitney Stuart from Cox Health Marketing came in to train sales staff on personal branding through social media and also how to work with the healthcare team and local medical clients	Career Development	9 Account Executives and 3 Managers
18	Nov. 2018	Medical Debt Series	To help those in medical debt, Fox 13 collected \$1.4 million in medical debt and paid it off for 501 families in our viewing area. This helped many viewers who were drowning in medical debt and had past-due health care bills on their credit report.	Community Outreach	Anchor Mearl Purvis
19	Jan. 16, 2019	Training	Leading Through Times of Change facilitated by Tashana Hudspeth and Lavern Williams	Career Development	10 WHBQ Managers
20	Jan. 27, 2019	Workshop	Alexa spoke to college Journalism students during their workshop. Topics included on-air delivery and confidence while working in the field	Speaker	Reporter Alexa Lorenzo

21	Feb. 12/13, 2019	Training	Sales Training with Digital Sales Manager Chip Beale	Career Development	9 Account Executives and 3 Managers
22	Feb. 19/20, 2019	Training	Attended Cox Healthcare Management Conference in Atlanta	Career Development	Manager Jeff Klayman, AE Ellen Dykes, Sophie Duffie
23	March 1, 2019	Read Across America Day	Annual event to encourage students to read. WHBQ collected and donated books to the effort.	Community Outreach	10 Reporters and Staff Members
24	March 7, 2019	STEM Expo	Similar to a career day, this expo focuses on Science, Technology, Engineering, and Math aspect of job duties.	Speakers	Account Executive Nick Burchette, Meteorologist Patrick Pete
25	March 11, 2019	Facebook Seminar	The Society of Professional Journalist in partnership with Facebook provided journalist training on how to use Facebook and its platforms. Journalist learn to incorporate Facebook into every aspect of reporting	Career Development	WHBQ Reporters and news managers