

**Longer - Term Recruiting Initiatives
Cox Media Group - San Antonio Radio
KCYX, KKYX, KONO-FM/AM, KTKX, KSMG, KISS
April 1, 2020 - March 31, 2021**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	On-going	Sales Training Program - Center for Sales Strategy	Sales employees attend training programs to further develop sales skills. Sessions held throughout the year on several different areas of training both on-line and in classroom environment.	Training Program	Various sales employees selected for each training program. New hire Austin Yount is going the CSS training program.
2	On-going	Diversity Training for Managers	Building an Inclusive Workplace: The course covers topics relevant to today's workplace, such as unconscious bias, racial bias, sexual orientation, gender identity, and more. After the Building an Inclusive Workplace course, leaders will be equipped with to build highly inclusive teams and honor peoples' differences to maximize results. This behavior-based training program addresses today's issues and underscores the business imperatives for leveraging the cultural backgrounds, personal characteristics, and unique experiences of all employees to truly promote and benefit from an inclusive workplace	Training Program	All of our managers have been tasked to do the training. We have had 6 managers complete the course.