

Long Term Initiatives

Cox Media Group - Radio Atlanta

December 1, 2009 to November 30, 2010

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Ongoing	Internship Program	Internship program to assist members of the community to acquire skills needed for broadcast employment. 4 session held each year, 1 each in Winter, Spring, Summer and Fall.	Committee representing news and programming, promotions, engineering and sales operations to establish criteria for interns within the Cox Radio Group-Atlanta. The committee developed internship applications and a brochure which are provided to students who inquire about internships. The packets have also been distributed to all hiring managers in the Cox Radio Atlanta Group and to the job placement coordinators at colleges, Universities, trade and technical school in Georgia.	Kelly McCoy
2	Ongoing	Scholarship Program	Endowment fund established at Southern Polytechnic State University	Scholarship to be given annually to student to continue studies in broadcasting field	Charles Youngs
3	Ongoing	Achievement Award	Co-Sponsor with GAB annual Achievement Award at Grady College of Journalism, University of Georgia, Athens	Distinguished Achievement Award given annually to student to continue studies in Journalism field	Condace Pressley
4	Ongoing	Training Programs	Training programs for Leadership and Diversity of employees	Employees attend 3 day Leadership and Diversity training programs to further develop management skills	Various employees selected each training program
5	Ongoing	Sales Training Programs	Center for Sales Strategy	Sales employees attend training programs to further develop sales skills. Sessions held through the year on several different areas of training both on-line and in classroom environment.	Various sales employees selected each training program
6	Ongoing	Training Program	Marketron	Training to ensure employees are using Marketron, the company advertising billing & Accounts Receivable software properly.	All employee using software product
7	Ongoing	Sales Training	Internal Sales Cluster Training	Semi-Monthly training for sales staff on topics to help further develop sales skills.	Various sales employees selected each training program
8	5/25, 9/23, 9/29 & 9/30/10,	Training Program	MS Office training	Train employees on use of Excel & PowerPoint MS Office products to use in daily work activities.	Provided by Cox Corporate & AJC training staff
9	3/26/10	GAB Georgia Broadcasters Job Fair at UGA	Co-Sponsor in job fair to increase awareness to students about careers in broadcast field	Facilitate a booth at job fair representing Cox Radio Group – Atlanta	Clarence Natto
10	4/15 & 4/22/10	Gatekeeper Training	Security Front Desk training	Training for receptionist personnel on security for front desk coverage.	Andee Ochs
11	4/23/10	Job Fair – Congressman David Scott	Sponsored Broadcaster job fair about careers in broadcast field	Represented in booth at job fair for Cox Radio Group – Atlanta	Andee Ochs, Charles Youngs, Neil Williamson, Charlsie Moore, Hallie Wilson, Cathy Bates, Caroline Riegel
12	10/22/10	Customer Service Training	Internal employee training	Training employee on how to better serve internal and external customers	Andee Ochs
13	11/18/10	Junior Achievement Day.	Sponsored JA Day at middle school	Speak about careers in Radio to McNair Middle school	Andrew Rudd