

Prong 3 Longer-Term Recruitment Initiatives Implemented During Previous Year: October 1, 2007 - September 30, 2008

Cox Radio - Orlando

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	November 6, 2007	Seminole Community College Annual Career Fair - 2007	This Career Fair is to provide the SCC students with the latest information about career opportunities.	Cox Radio hosted a presentation table with a representative on hand to give out information on our company and interview potential job candidates.	Shannon Farrell
2	November 7, 2007	Intern Pursuit	The Adv. & Public Rel. Club at the Univ. of Cen.FL - "Quotes" hosts this event where companies attend to interview interns for internships.	Cox Radio hosted a presentation table with representatives to answer questions and obtain resumes for possible internships.	Promotions Departments Cox Events Group CXRI
3	February 4, 2008	Spring 2008 Career Expo University of Central Florida "UCF"	This Career Expo allowed UCF students to learn about career opportunities from local businesses.	Cox Radio hosted a presentation table with representatives to answer questions and obtain resumes for possible job opportunities.	Heather Stricker
4	Feb. 12-14, 2008	Leadership Fundamentals Training Seminar	Designed to teach managers about the multiple kinds of diversity that exist in the workplace and how to effectively communicate with employees.	A 3-day training course, held in Jacksonville, FL to help our leaders enhance their leadership & management effectiveness.	Dani O'Brien Scott Buckley Paul Emery
5	March 1, 2008	Annual RTNDA Spring Seminar at the University of Central Florida (RTNDA - Radio/Television News Director's Association)	This workshop allows broadcasting students to get information on the broadcast industry.	A Reporter/Anchor for Cox Radio was one of the hosts in the "Field Reporting" workshop.	Elizabeth Arenas
6	March 26, 2008	University of Central Florida "SMPS" (Society for Marketing Professional Services) & Sales Club Internship/Career Expo	Allows students interested in Sales & Marketing to meet with local businesses.	Cox Radio hosted a presentation table with a representative on hand to give out information on our company and meet potential job candidates for sales.	Heather Stricker

7	May 8, 2008	Florida Career Centers 20th Annual Statewide Job Fair held at the University of Central Florida.	This Statewide Job Fair provides employers the unique opportunity to recruit graduates and alumni from Florida's ten state universities at one event.	Cox Radio hosted a presentation table with representatives to answer questions and interview potential job candidates.	Todd Dickerson Pam Rosenberg Heather Stricker
8	September, 2007 through April, 2008	Advanced Professional Selling Mentorship Program through the University of Central Florida.	This program gives the student an opportunity to gain a close-up view of the selling professional and to draw on their expertise & experience.	Cox Radio - Orlando has an on-going relationship with the University of Central Florida and they offered this program to us.	Chris Ganoudis
9	May 19 - 22, 2008	National Assoc. of Minority Media Executive Training	The Cox Foundation provided funding for 5 participants of color to attend a 4-day Leadership Development Institute in Atlanta, GA.	The Leadership Development Institute helps participants sharpen their leadership skills, as well as encourage more diversity in the broadcasting profession.	Kevin Gardner
10	On-going	Internship Program	An Internship Program allows Cox Radio to give students first-hand experience in the career area they wish to pursue.	Cox Radio - Orlando has an on-going relationship with local colleges and specialty schools to provide internships for students.	All departments within Cox Radio - Orlando
11	On-going	Teaching College Students	A Cox Radio - Orlando Producer teaches broadcasting related classes at the University of Central Florida.	Gives Cox Radio - Orlando an advantage to recruiting Univ. of Central FL college students interested in the broadcasting field for both jobs and internships.	Kirk Healy