

Long Term Initiatives

Cox Radio Group - Atlanta

December 1, 2008 to November 30, 2009

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 sessions 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	Krista Johnson
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	Krista Johnson
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	Mentoring Program	Mentoring program sponsored by CEI.	Mentor Cox Radio employees from our location and other cluster locations for future in management positions with company. Employee selected and mentored throughout the year.	Tony Kidd, Francisco Luciano
7	Ongoing	Training Program	Marketron	Training to ensure employees are using Marketron, the company advertising billing & Accounts Receivable software properly.	All employee using software product
8	3/5 & 3/17/09	Training Program	CPR Training	Provided CPR Training to staff at our location	Cathy Bates
9	2/26/09	Kennesaw State University	Participated in job fair to increase awareness to students about careers in broadcast field	Represented in booth at job fair for Cox Radio Group - Atlanta	Chris D'Emilio, Jeff Mello