

LONG TERM RECRUITMENT INITIATIVES

**COX RADIO - DAYTON
WHIO-AM/FM, WHKO-FM, WZLR-FM
DAYTON, OH
June 1, 2007 - May 31, 2008**

No.	Date	Initiative Source	Description	Scope of Involvement	Personnel Involved
1	9/25/2007	Cedarville University Career Fair	One day event to inform students about our company and for them to gather information regarding job openings and internships.	A representative mans a booth, answering questions, supplying information about job openings and internships, and gathering resumes from prospective candidates.	Tommy Collins, APD WHIO AM/FM Kathy Norris, GSM WHKO/WZLR-FM
2	9/26/2007	NAB Career Fair	One day event to inform candidates about our company and for them to gather information regarding job openings and internships.	A representative mans a booth, answering questions, supplying information about job openings and internships, and gathering resumes from prospective candidates.	Pecola Scott, HR Assistant, Cox Radio Corporate
3	2/13/2008	Clark State/Urbana University/Wittenberg University Job Fair	One day event to inform students about our company and for them to gather information regarding job openings and internships.	A representative mans a booth, answering questions, supplying information about job openings and internships, and gathering resumes from prospective candidates.	Tommy Collins, APD WHIO-AM/FM Glenn Moore, APD WHKO-FM
4	2/14/2008	Wright State University Career Fair	One day event to inform students about our company and for them to gather information regarding job openings and internships.	A representative mans a booth, answering questions, supplying information about job openings and internships, and gathering resumes from prospective candidates.	Tommy Collins, APD WHIO-AM/FM
5	4/3/2008	University of Dayton	On-Campus Recruitment	Five hours of On-Campus Interviews with potential candidates every 1/2 hour.	Kathy Norris, GSM WHKO/WZLR-FM Todd Pitt, GSM WHIO-AM/FM
6	5/13/2008	University of Dayton	Internship or Co-op Program	A Five hour on On-Campus Employer workshop. Learning about the Internship Program. Learn the difference between Intership and Co-Op.	Tommy Collins, APD WHIO-AM/FM
7	5/20/2008 5/21/2008	Media Sales Institute at FAMU	Two day event to inform candidates about our company and for them to gather information regarding job openings and internships.	A representative mans a booth, answering questions, supplying information about job openings and internships, and gathering resumes from prospective candidates.	Pecola Scott, HR Assistant, Cox Radio Corporate
8	Ongoing	College Intern Program	Expose college students to a broadcasting environment.	Manager hosts students from area colleges majoring in the field of Broadcasting, Communications or Marketing for College credit hours.	Amber Schmelick, Special Projects Samantha Freels, Webmaster
9	Ongoing	Job Shadow Program	Expose high school students to a broadcasting environment.	Manager hosts students from area high schools wishing to pursue a career in the field of Broadcasting, Communications or Marketing.	Steve Kerrigan and Nancy Wilson-FM Programming
10	Ongoing	CoLearn Sales Training	Training current employees to acquire additional sales skills.	Provide tuition and time for classes on-site computer modules.	Sales Employees
11	Ongoing	Center for Sales Strategy Training	Training current employees to acquire additional sales skills.	Provide tuition and time for classes off-site as well as on-site additional training group sessions.	Sales Employees