

LONG TERM RECRUITMENT INITIATIVES

**COX RADIO - DAYTON
WHIO-AM/FM, WHKO-FM, WZLR-FM
DAYTON, OH
June 1, 2008 - May 31, 2009**

No.	Date	Initiative Source	Description	Scope of Involvement	Personnel Involved
1	7/22/2008	UNITY Conference & Career Fair	Five 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
2	7/24/2008	OAB Career Fair	One day event to inform candidates about our company and for them to gather information regarding job openings and internships.	Representatives man a booth, answering questions, supplying information about job openings and internships, and gathering resumes from prospective candidates.	Joe Hardin, Director of Talent Development Tommy Collins, APD WHIO-AM/FM
3	10/8/2008	Cedarville University Career Fair	One day event to inform students about our company and for them to gather information regarding job openings and internships.	Representatives man a booth, answering questions, supplying information about job openings and internships, and gathering resumes from prospective candidates.	Joe Hardin, Director of Talent Development Tommy Collins, APD WHIO-AM/FM
4	11/25/2008	Miamisburg High School Career Day	One day event to inform students about our company, industry, and to expose students to broadcasting careers.	A representative speaks about the various career opportunities in the broadcasting field to help students learn about career choices.	Jim Barrett, News Director WHIO-AM/FM
5	2/20/2009	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.	Representatives man a booth, answering questions, supplying information about job openings and internships, and gathering resumes from prospective candidates.	Joe Hardin, Director of Talent Development Tommy Collins, APD WHIO-AM/FM
6	3/23/2009	University of Dayton Media Class	One day event to inform students about our company, industry, and to expose students to broadcasting careers.	A representative speaks about the various career opportunities in the broadcasting field to help students learn about career choices.	Larry Hansgen, Morning Show Host WHIO-AM/FM
7	4/21/2009	University of Dayton's Last Chance Job Fair	One day event to inform students about our company and for them to gather information regarding job openings and internships.	Representatives man a booth, answering questions, supplying information about job openings and internships, and gathering resumes from prospective candidates.	Joe Hardin, Director of Talent Development Tommy Collins, APD WHIO-AM/FM James Cosby, III & Scott Cable, Sales Associates
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.	Samantha Freels, Webmaster/ISM
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 & Nancy Wilson, Morning Show Hosts WHKO-FM
10	Ongoing	Mentoring Program	General Manager has been selected to mentor another employee to help them grow in their skills and abilities.	Mentor spends three hours per month together with mentee, along with four group meetings for one year to accelerate mentees learning and to aid in their career growth.	Donna Hall, General Manager
11	Ongoing	CoLearn Sales Training	Training current employees to acquire additional sales skills.	Provide tuition and time for employees to complete on-site computer modules.	Sales Employees
12	Ongoing	Center for Sales Strategy Training	Training current employees to acquire additional sales skills.	Provide tuition and time for attending classes off-site as well as on-site training group sessions.	Sales Employees
13	Ongoing	Teaching	Employee is an instructor at the International College of Broadcasting	Employee has advantage in recruiting students interested in internships and careers in the broadcasting field.	Jason Michaels, News Anchor