

**Prong 3 Longer-Term Recruitment Initiatives Implemented During Previous Year: October 1, 2008 - September 30, 2009**

**Cox Radio - Orlando**

<b>No.</b>	<b>Date</b>	<b>Initiative</b>	<b>Description</b>	<b>Scope of Involvement</b>	<b>Personnel Involved</b>
<b>1</b>	October 1, 2008	University of Central Florida Fall 2008 Career Expo	The Fall Career Expo provides the opportunity for employers to discuss career & employment opportunities with the UCF students, graduates & alumni.	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
<b>2</b>	October 29, 2008	University of Central Florida "Quotes" - the Ad/PR Club Intern Pursuit	Designed to give students a chance to meet employers who are interested in giving the students an Internship.	Cox Radio hosted a presentation table with several representatives who handed out brochures and information on Cox Radio's Internship Program.	Dani O'Brien Shannon Farrell
<b>3</b>	January 27, 2009	University of Central Florida Spring 2009 Career Expo	Spring Career Expo provides the opportunity for employers to discuss career & employ. opportunities with the UCF students, graduates & alumni.	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.	Steve Williams
<b>4</b>	March 23-24, 2009	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 2-day training course, held in Jacksonville, FL to help our leaders enhance their leadership & management effectiveness.	Kristi Nguyen Chris Kernstock Kirsten Benfield
<b>5</b>	May 14, 2009	University of Central Florida Annual Statewide Job Fair	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.	Jimmy Farrell Chris Ganoudis Pam Rosenberg
<b>6</b>	June, 2009	University of Central Florida Professional Selling Program	UCF's Professional Selling Program is designed to prepare an exclusive group of students to become future sales leaders.	Cox Radio is a Silver Partner for this program and allows us to recruit from an exclusive group of sales students.	Chris Ganoudis Jimmy Farrell

<b>7</b>	June 2, 2009	Howard University: National Association of Broadcasters Media Sales Institute	A 12-day workshop to introduce 35 graduating seniors to the nuts and bolts of media sales as a career.	Cox Radio was asked to give a presentation to the students during this workshop.	Richard Reis
<b>8</b>	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
<b>9</b>	July 22, 2009	EEO Webinar	Dow Lohnes presented a webinar on FCC EEO Compliance.	This webinar served as a refresher on FCC EEO requirements; best practices; suggestions for outreach opportunities; clarification on recruitment procedures and long-term initiatives.	Linda Qualls
<b>10</b>	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
<b>11</b>	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