

**Longer - Term Recruiting Initiatives
Cox Media Group - San Antonio Radio
April 1, 2016 - March 31, 2017**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	April 1, 2015 - May 2016	Diverse Job Bank Career Listings - Direct Employers	Cox entered into agreement to post all external Job Openings with DiversityInc.com, Indeed.com, Glassdoor.com, SimplyHired as well as 3000 affiliated career websites through Direct Employers.	Broad Outreach	Cox Talent Acquisition Team
2	May 8, 2016 - ongoing	Diverse Job Bank Career Listings - America's Job Exchange	Cox entered into agreement to post all external Job Openings through America's Job Exchange, as well as 4500 affiliated career websites through Direct Employers.	Broad Outreach	Cox Talent Acquisition Team
3	On-going	Co-mentoring program available to all staff, two times per year. First program was 4/4/16-6/10/16 and second program was 9/12/16-12/18/16. Both are 10 week programs.	The goal of the program is to aide employee access to different generations, technology, ideas and departments. The Co-Mentoring Program will allow employees to Co-Learn from each other.	Mentorship Program	Ric Gonzalez, Geoffrey Cooper, Roland Pena, Peggy Saunders, Alfonso Montemayor, Sam Freas, Keith Hastings, Ben Reed, Rebecca Gutz, Jim Dyer, Luaida Alvira, George Hamilton, Stacie Schroeder, Cathy Sheehan, Jennifer Schultz, Randy Bonillas, Mark Buchanan, Ryan Chadek, Mary Lanoue, Melissa Gonzales, Beth Chandler
4	On-going	Sales Training Program - Center for Sales Strategy	Sales employees attend training programs to further develop sales skills. Sessions held throughout the year on several different areas of training both on-line and in classroom environment.	Training Program	Various sales employees selected each training program.
5	Oct. 6, 2016	"Day In A Life" College Challenge; Texas State University, Incarnate Word University and Trinity University participated with a team of 3 students each.	Students spend the morning learning about all of the different departments and positions in radio. In the afternoon, we present them with a "challenge" and take them through the Design Thinking process. Each team makes a presentation that is judged. The winning team receives \$500 for each student for their education.	Mentorship Program	Roger Allen, Julie Busse, Rebecca Gutz, Shawn Morris, Ric Gonzalez, Chelsea Torres, Brody Simmons, Jennifer Schultz, Ben Reed, Tammie Thompson & Ryan Chadek.