

Longer - Term Recruiting Initiatives
Cox Media Group - San Antonio Radio
KCY, KKYX, KONO-FM/AM, KTKX, KSMG, KISS
April 1, 2018 - March 31, 2019

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	On-going	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
2	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.
3	April 23-June 29, 2018	Cox Mentoring Program	Co-mentoring program available to all staff; 10 week program with employees from our San Antonio market cross mentoring with employees from other Cox Media Group Radio markets. The goal of the program is to aide employee access to different generations, technology, ideas and departments.	Mentoring Program	Mary Lanoue-Gers, Johnny Walker, Brennan Loy, Adam Michaels, Keith Hastings, Justin Shiner, Ben Reed, Morgan Harrison, Rebecca Gutz, Tiffany Robles, Jennifer Schultz, Jordan Pena, Alex Guteirrex, Jim Dyer, Stacie Schroeder and Jordan Ojeda
4	June - December 2018	Frontline Leaders U by Cox Media Group; providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	To provide frontline leaders with the tools necessary to manage themselves and others in a dynamic, changing, diverse workplace environment. Managers attend in person training classes and complete online curriculum.	Management EEO Training	Rebecca Gutz - Promotions Team Lead
5	9/25/2018	Cox Media Group's Next Gen Program	CMG San Antonio team member attended the National Association of Broadcasters / Radio Advertising Bureau Radio Show in Orlando. She joined a group of Next Gen representatives from every other Cox Radio cluster. The group attended the conference, acquired valuable training from industry experts, and spent time with Executives from every market. Follow the CMG Next Gen Instagram for a look inside last year's program: https://www.instagram.com/cmgnextgen/	Mentoring Individual Contributors	Jordan Ojeda, Digital Content Specialist
6	January-December 2018 (Group15)	Cox Media Group Leadership Program	Focuses on strategic business priorities – innovation, collaboration and talent. Thebuilds new skills such as coaching, developing emotional intelligence, how to develop a culture of innovation and becoming a more influential, successful team leader.	Management Training	Wes Parker, Digital Sales Manager
7	12/6/2018	Hosted On-Site Hiring Event	Cox Media Group San Antonio hosted a hiring event with our corporate CTA team. The CTA reached out to local universities along with various hiring websites to recruit candidates. We had about 10 candidates attend and hired 3.	Hiring Event	Tori Finch, Yvonne Gutierrez, Jennifer Schultz and Rebecca Gutz - all hiring managers.