

### **Narrative Statement Regarding Outreach**

Cox Radio, Inc. and Cox Television Jacksonville, LLC

Jacksonville, Florida

WAPE, WJGL, WXXJ, WOKV(AM), WOKV-FM, WEZI, WFOX-TV and WJAX-TV

Cox Radio Group, Inc. and Cox Television Jacksonville, LLC (together, "Cox Media Group" or "CMG"), seeks to hire the best talent reflective of our Radio and TV brands varied formats and representative of our diverse community. To achieve these results, we utilize several channels to seek talent, actively participate in numerous recruitment initiatives and perform community outreach as part of our fair hiring practices.

Listed here are some of the efforts we have used to achieve our EEO goals:

#### **Recruitment**

Internet: We have an extensive list of business that we send our open positions to. We use this to attract job seekers via the internet including All Access, Career Builder, Indeed, LinkedIn and more. These sites are listed on our EEO Mailing list.

College Websites: Job vacancy notices are e-mailed to 19 colleges and universities that include Historically Black Colleges and Hispanic Media Vocational Schools all around the entire state of Florida. These websites are listed on our EEO Mailing List.

Job Fairs: Cox Media Group Jacksonville participates in local job fairs in and around Duval county. We partner every year with Bethune Cookman University and Edward White College both of which are Historically Black Colleges to encourage minority candidates to apply.

Cox Career Site: Our corporate website has all open positions listed for interested persons to apply for jobs locally or regionally. This is open to both internal and external job seekers to CMG.

Employee Referral: We welcome employees to refer applicants they feel would be a good fit for the organization.

#### **Training**

Learn@Cox: Online classes offered by Cox to out employees to acquire skills for career advancement.

Leadership Training: Frontline University is a program where new managers learn to be more effective leaders by a combination of on-line and in person facilitator lead courses. Civil Treatment for leaders teaches managers how to create a welcoming environment to maximize performance and reduce legal risk.

Mentoring Program: CMG Links connects generations in the workforce and gives an opportunity to do peer shadowing and connect with different individuals across departments.

Internship Program/Career shadowing: Many individuals seek internship opportunities at CMG Jacksonville, as a result 11 students were selected and interned/shadowed with us.

Development Plans: Each employee is encouraged to complete an individualized personal development plan. The employee and manager then can look into ways to helping the employee achieve the new career goal and identify training to eliminate any skill gaps.

### **Community Outreach**

Professional Seminars: Employees participate in classroom sessions to share career successes and discuss how to achieve excellence in media environments. Students seeking opportunities are encouraged to apply for open positions.

Station Tours: To support student learning we open our station to middle, high school, and college students to visit and see how our facility operates. The goal is to encourage students to consider a profession in media.