

EEO PUBLIC FILE REPORT

COX RADIO INC. - TAMPA BAY
 WWRM, WXGL, WSUN, WHPT, WPOI, WDUV
 ST. PETERSBURG, FL
 October 1, 2008 - September 30, 2009

Full-Time Positions Filled

No.	Station(s)	Position Title	Date Open	Date Filled	Recruitment Sources	Number Interviewed	Number Hired
1	WWRM	Account Manager	7/11/2008	10/15/2008	Cox Career Network EEO Distribution List Employee Reference Jobing.com Walk-In/Other	1 4	1
2	WXGL	Account Manager	8/23/2008	10/16/2008	Cox Career Network EEO Distribution List External Reference Employee Reference Jobing.com Sierra Marketing	2 1 5 1	1
3	WXGL WSUN WHPT WXGL WPOI	Account Manager Account Manager Account Manager Account Manager Account Manager	10/22/2008	11/3/2008 11/10/2008 12/8/2008 12/8/2008 2/16/2009	Cox Career Network EEO Distribution List Employee Reference External Reference Jobing.com On-Air Advertisement	4 1 17 3	1 3 1
4	WPOI	General Sales Manager	10/1/2008	12/8/2008	Cox Career Network EEO Distribution List External Reference Internal Posting MediaRecruiter.com	1 3 2	1
5	WPOI WDUV	Account Manager Account Manager	2/13/2008	3/16/2009 4/20/2009	Cox Career Network EEO Distribution List External Reference Former Employee Jobing.com On-Air Advertisement	1 2 1	1 1
6	WHPT	Promotions Director	4/29/2009	5/4/2009	Cox Career Network EEO Distribution List External Reference	1	1
7	WHPT WXGL WWRM WSUN	Account Manager Account Manager Account Manager Account Manager - 1 Account Manager - 2	5/4/2009	7/6/2009 7/13/2009 7/13/2009 8/3/2009 9/14/2009	Cox Career Network EEO Distribution List External Reference On-Air Advertisement Sierra Marketing	7 12 1	4 1

RECRUITMENT SOURCES

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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Company: EEO Distribution List (attached) Address:	Name: EEO Distribution List (attached) Phone:	0	Y
2	Company: Cox Career Network Address: http://www.coxenterprises.com/coxcareer	Name: Rhonda Carswell Phone: (727) 579-2000	5	N
3	Company: External References Address: Clients, former employees, friends/family, word of mouth	Name: Various Phone:	30	N
4	Company: Employee References (referred by current employees) Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Various Phone: (727) 579-2000	3	N
5	Company: Jobing Internet Job Board Address: http://www.jobing.com	Name: Rick Gonzalez Phone: (813) 649-8411	8	N
6	Company: Walk-In/Other Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Rhonda Carswell Phone: (727) 579-2000	4	N
7	Company: On-Air Advertisements (WHPT, WSUN, WPOI) Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Jason Meder Phone: (727) 579-2000	12	N
8	Company: Sierra Marketing Address: 7114 Colesbrooke Dr., Hudson, OH 44236	Name: Debbie Carter Phone: (330) 655-5191	2	N
9	Company: MediaRecruiter.com Address: 22102 E. Canyon Place, Aurora, CO 80016	Name: Jim Birschbach Phone: (303) 400-5150	2	N
10	Company: Internal Posting Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Rhonda Carswell Phone: (727) 579-2000	3	N
11	Company: Former Employees (former employees who sought out reemployment) Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Rhonda Carswell Phone: (727) 579-2000	1	N

PRONG 3 LONGER TERM RECRUITMENT INITIATIVES IMPLEMENTED DURING PREVIOUS YEAR

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Date	Initiative	Description	Scope of Involvement	Personnel Involved
5/5/2009	Eckerd College Career Fair	Employers had the opportunity to meet, interview and educate possible job candidate about opportunities in the broadcasting field.	Staffed booth, interacted with attendees and distributed current job openings.	John Long - WPOI General Sales Manager
4/20/09 - 4/24/09	University of Tampa Virtual Career Fair	Job openings were posted online by the University of Tampa Career Services for undergraduate and graduate school students.	Distributed current job openings.	Rhonda Carswell - EEO/CCN Coordinator
Ongoing	Center for Sales Strategy	Trained employees to acquire additional skills. The Marketing Pro is a highly experiential, four-day advanced selling workshop attended by all salespeople and managers, following completion of the online Customer Focused Selling (CoLearn) course. The following four topics are interwoven throughout The Marketing Pro: 1. The Four-Day Case Study: Helps salespeople to take all the strategies, systems, and practices they learned in CoLearn's Customer Focused Selling and apply them to a remarkable "real" simulation experience; 2. Marketing Brilliance, Blunder, & Blur: Helps salespeople hone their marketing strategy analysis skills by getting into stories of both marketing mastery and marketing misery, and then trying their hand at a marketing mystery; 3. The Giant Marketing Umbrella: Helps salespeople develop a broader appreciation of marketing; and to recognize marketing challenges beyond those related specifically to strategy or advertising; 4. No More Leaky Buckets!: Helps salespeople plug holes in broadcasting's leaky bucket - clients slip through the holes in the bottom of the bucket so often that we're constantly looking for new clients to pour in through the top.	Provided tuition and time for classes off-site, as well as additional on-site training and an online reference source.	All sales employees
Ongoing	CoLearn	Trains employees to acquire additional skills CoLearn introduces new hires to radio and to the advertising business and gets them up to speed quickly. CoLearn's approach is self-paced so new hires can slow down when they need to, or speed up through areas they already understand. Highly interactive. In-Station training uses real clients, not classroom theoretical case studies. CoLearn's Customer Focused Selling teaches sellers: How to make warm calls, earn quality appointments, and get the prospect to open up; How to identify a prospect's real marketing challenges - the stuff that leads to big orders; How to partner with their prospects to create marketing solutions that use our stations; How to earn an unfair share of the Radio revenue pie.	Provided tuition and time for classes	All sales employees
Ongoing	Internship Program	Exposes students to the broadcasting industry	Hosted interns from colleges who are majoring in broadcasting or marketing for credit hours	Michael Calta - WHPT On Air Talent Chris Fisher - WSUN On Air Talent Jessica Galbraith - WSUN On Air Talent Michael Sharkey - WSUN Program Director Joseph Naylor - Interactive and Events General Sales Manager Tracy Saxton - Director Cox Marketing Services
Ongoing	Online Job Banks	Cox Career Network - http://coxenterprises.com/coxcareers Jobing.com - http://tampabay.jobing.com UT Hire - http://ut.experience.com/emp	Posted all open positions as well as positions for departments adding additional staff	Rhonda Carswell - EEO/CCN Coordinator
Ongoing	Job Shadow Program	High School seniors shadow an employee for a day to learn about the on the job skills and training necessary to work in various areas of the industry and get a better picture of what college courses would be required.	Gave high school students a glimpse into the broadcasting field, and an insight into the type of studies required to enter the field.	Howard Tuuri - VP of Sales
7/22/2009	EEO Training Webinar Webinar Dow Lohnes	Refreshed hiring managers on baseline requirements and best practice information. Topics covered included expectations of the FCC, suggestions for outreach opportunities, clarification on what needs to be posted and other important information.	Hiring managers received training on EEO requirements, reporting, and practices.	Jason Facer - Controller Jason Meder - WXGL/WHPT General Sales Manager Jodi Rainey - WSUN General Sales Manager John Long - WPOI General Sales Manager

EEO DISTRIBUTION LIST

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Company	Contact		Job Title/Department	Address	City	State	Zip	Email	Phone
	Last	First							
Bethune Cookman College	McKee	Claudine	Career Resources	640 Mary McLeod Bethune Blvd.	Daytona	FL	32114		(386) 481-2143
Boston University	Rogers	Joyce	College of Communications	640 Commonwealth Ave	Boston	MA	2215		(617) 353-3450
Brevard Community College-Cocoa	Harris	Jim	Learning Lab	1519 Clearlake Rd. 12-303	Cocoa	FL	32922		(321) 433-7330
Central Florida Employment Council	Weir	Paulette	Marketing Director	450 Seminola Blvd.	Casselberry	FL	32707		(407) 834-4223
Connecticut School of Broadcasting	Clark	Steve		3901 Coconut Palm Dr. Ste 105	Tampa	FL	33619	kcrain@800tvradio.com	(813) 740-0990
Eckerd College	Colson	Jane	Office of Career Resources	4200 54th Ave. S.	St. Petersburg	FL	33711	grunskjk@eckerd.edu	(727) 864-8258
Everest University	Moran	Christina	Career Services	5421 Diplomat Circle	Orlando	FL	32810		(407) 628-8570
Everest University	McCain	B	Director of Career Services	3319 W. Hillsborough Ave.	Tampa	FL	33614		(813) 879-6000
Everest University	Long	Anita		3924 Coconut Palm Dr.	Tampa	FL	33619		(813) 621-0041
Florida A&M University	Sweet	Joan	Cunningham Career Center	100 Student Union Plaza	Tallahassee	FL	32307		(850) 599-3700
Florida A&M University	Miles	Keith	School of Journalism & Graphic Comm.	314 Tucker Hall	Tallahassee	FL	32307		(850) 599-3379
Florida Atlantic University	Cardin	Matt	Career Development-Boca Raton Campus	777 Glades Rd. SU 220	Boca Raton	FL	33431	mcardin@fau.edu;jblythe@fau.edu	(561) 297-3533
Florida College				119 N. Glen Arven Ave.	Temple Terrace	FL	33617		(813) 988-5131
Florida International University	Magnusen	Olga	Career Services	11200 SW 8th St. UP CG230	Miami	FL	33199	career@fiu.edu	(305) 348-2423
Florida Southern College	Leap	Marsha	Career Resources	111 Lake Hollingsworth Dr.	Lakeland	FL	33803		(863) 680-4390
Hillsborough Community College	Ragsdale	Laurie	Career Resource Center Manager	PO Box 30030	Tampa	FL	33630		(813) 253-7310
Hillsborough Community College	Shearer	Ron	Radio-TV Program Manager	2112 N. 15th St. PST 134	Tampa	FL	33605		(813) 253-7572
Hispanic Association of Colleges & Universities	Moder	John	Senior VP/COO	8415 Datapoint Dr. Ste. 400	San Antonio	TX	78229	hacu@hacu.net	(202) 833-8361
Metro Orlando Urban League	Jenkins	Tina	Career Services	2804 Belco Dr.	Orlando	FL	32808		(407) 841-7654
NAACP			Sarasota County Branch	P.O. Box 1024	Sarasota	FL	34230		(941) 355-2097
NAACP	Stokes	Curtis	Hillsborough County Branch	308 E. MLK Blvd., Ste. C	Tampa	FL	33603		(813) 234-8683
NAB	Duke	Michelle		1771 N St. NW	Washington	DC	20036		(202) 429-5300
National Association of Hispanic Journalists			Araujo/Career Services	1000 National Press Building 529 14th St. NW	Washington	DC	20045	jobbank@nahj.org	(202) 662-7145
National Organization of Women	Cecil	Eleanor		1701 Curry Rd.	Lutz	FL	33549		(850) 763-0262
National-Louis University			Career Services Department	4950 W. Kennedy Blvd.	Tampa	FL	33609		(813) 286-8087
Pinellas County Urban League	Melville	Sharon	Minority Skills Coordinator	333 31st St. N	St. Petersburg	FL	33713		(727) 327-2081
Rasmussen College	Stiles	Sheila	Career Services	2127 Grand Blvd.	Holiday	FL	34690		(727) 942-0069
Resource Center for Women	Letvin	Barbara	Enoch D. Davis Center	1111 18th Ave. S.	St. Petersburg	FL	33705		(727) 586-1110
Rollins College	Corday	Jane	Office of Career Services	1000 Holt Ave. 2587	Winter Park	FL	32789		(407) 646-2195
Seminole Community College	Sautter	Nancy	Career Services	100 Weldon Blvd.	Sanford	FL	32773		(407) 708-2337
Southern Illinois University	Robbins	Beverly	Career Services	Woody B204 Maricode 4703	Carbondale	IL	62901		(618) 453-2391
St. Petersburg College	Miglino	Rose	Clearwater Campus	2465 Drew St., AD 115	Clearwater	FL	33765		(727) 341-4640
St. Petersburg College	Smith	Nikia	Gibbs Campus	6605 5th Ave. N., Admin Bldg. 121	St. Petersburg	FL	33710		(727) 791-2738
University of Central Florida	Ramdial	Valda	Career Services	4000 Central Florida Blvd.	Orlando	FL	32816		(407) 823-2361
University of Central Florida	Betz	Michelle	Nicholson School of Communication	PO Box 161344	Orlando	FL	32816		(407) 823-0000
University of Central Florida	Meeske	Mike	School of Communication	PO Box 161344	Orlando	FL	32816		(407) 823-0000
University of Florida	Francis	Nadine	Career Resource Center	PO Box 118507	Gainesville	FL	32611	nadeneffrancis@crc.ufl.edu	(352) 392-1601
University of Florida	Reshard	Lennette	Librarian, Career Resource Center	PO Box 118507 CR-170	Gainesville	FL	32611		(352) 392-1601
University of Florida	Harris	Charles	College of Journalism & Communication	1080 Weimer Hall PO Box 118400	Gainesville	FL	32611		(352) 392-0466
University of Miami	Rodriguez	Alicia	Toppel Career Center	1306 Stanford Dr.	Coral Gables	FL	33124		(305) 284-5451
University of Tampa	Harding	Tim	Director of Career Services	401 W. Kennedy Blvd. Box K	Tampa	FL	33606	hireut@ut.edu	(813) 253-6236
Valencia Community College	Hunt	Vertrilla	Career Placement	7108 E. Econlockhatchee Trail	Orlando	FL	32825		(407) 299-5000
Workforce Tampa				9215 N. Florida Ave., Ste. 101	Tampa	FL	33612		(813) 930-7400