

**Prong 3 Longer-Term Recruitment Initiatives Implemented During Previous Year: October 1, 2006 - September 30, 2007**

**Cox Radio - Orlando**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	November 9, 2006	Intern Pursuit	The Adv. & Public Rel. Club at the Univ. of Cen. FL - "Quotes" hosts this event where companies attend to interview interns for internships	Cox Radio hosted a presentation table with representatives to answer questions and obtain resumes for possible internships.	News Department Promotions Department
2	March 1, 2007	Sales Career Expo	The Sales Club at the University of Cen. FL held the 1st Annual Sales Career Expo for employers to interview students interested in the Sales & Marketing field.	Cox Radio hosted a presentation table with representatives to answer questions and obtain resumes for possible employment as an Account Manager with Cox Radio - Orlando.	Chris Ganoudis Shane Reeve
3	May 10, 2007	Florida Career Centers 19th Annual Statewide Job Fair held at the University of Central Florida.	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.	Belinda Bininger Jimmy Farrell Pam Rosenberg Steve Williams Nina Ramos
4	May 23, 2007	Cox Radio, City of Orlando & Parramore Kidz Zone Teen Job Fair.	This job fair is to provide Orange & Seminole County juniors and seniors an opportunity to work during the summer and gain working experience.	Cox Radio found the partners and organized this job fair.	Monica May
5	August 15, 2007	Diversity Career Fair & Education Expo	This Diversity Career Fair & Education Expo was put on by the Employment Guide and included over 850 applicants who attended.	Cox Radio purchased a booth and had a representative there to interview potential job candidates and give out information on our company.	Heather Stricker
6	September, 2007 through November, 2007	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>7</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 for all radio stations are involved.
<b>8</b>	On-going	Cox Executive Leadership Mentoring Program	Allows a senior manager with the company to teach & mentor an employee.	Cox Radio - Orlando participates in the Cox Enterprises Mentoring Program which teams a local staff member with a senior manager in another Cox Radio market.	Todd Markiewicz
<b>9</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