

EEO PUBLIC FILE REPORT

COX RADIO INC. - TAMPA BAY
 WWRM, WXGL, WSUN, WHPT, WPOI, WDUV
 ST. PETERSBURG, FL
October 1, 2007 - September 30, 2008

Full-Time Positions Filled

No.	Station(s)	Position Title	Date Open	Date Filled	Recruitment Sources	Number Interviewed	Number Hired
1	WPOI	Account Manager	1/1/2007	10/1/2007	Cox Career Network EEO Distribution List Jobing.com	1	1
2	WXGL	Account Manager	10/1/2007	11/1/2007	Cox Career Network EEO Distribution List (Univ. of Tampa Hire UT) Internal Referral Jobing Career Expo Jobing.com Walk-In/Other	1 1 2 2 1	1
3	WWRM	Account Manager	10/1/2007	11/26/2007	Cox Career Network EEO Distribution List Internal Referral Jobing.com Station Website Walk-In/Other	1 1 3	1
4	WXGL	Account Manager	10/1/2007	12/17/2007	Cox Career Network EEO Distribution List Internal Referral Jobing Career Expo Jobing.com Walk-In/Other	2 3 2	1
5	ALL	Receptionist	11/12/2007	1/1/2008	Cox Career Network EEO Distribution List Ultimate Staffing Services	2	1
6	WXGL	Account Manager	2/5/2008	3/3/2008	Cox Career Network EEO Distribution List Internal Referral Jobing Career Expo Jobing.com	1 1 2	1
7	WSUN	Account Manager	2/5/2008	3/10/2008	Cox Career Network EEO Distribution List Internal Referral Jobing.com WSUN Radio Spot	2 3	1
8	WHPT	Account Manager	2/5/2008	3/17/2008	Cox Career Network EEO Distribution List External Referral Internal Referral Jobing.com Station Website	2 2 1 1	1
9	WDUV	Account Manager	2/1/2008	4/3/2008	Cox Career Network EEO Distribution List Internal Referral Jobing.com Walk-In/Other WSUN Radio Spot	1 2 2	1
10	WHPT	Account Manager	1/2/2008	4/7/2008	Cox Career Network EEO Distribution List External Referral Internal Referral Jobing.com Station Website	3 1 2	1
11	WWRM	Account Manager	10/1/2007	4/7/2008	Cox Career Network EEO Distribution List Internal Referral Jobing.com Station Website Walk-In/Other	1 2 3	1
12	WXGL	Account Manager	3/24/2008	4/21/2008	Cox Career Network		

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					EEO Distribution List External Referral Jobing.com	2 1	1
13	WPOI	Account Manager	2/1/2008	4/28/2008	Cox Career Network EEO Distribution List External Referral Jobing.com Walk-In/Other	1 6 2	1
14	WDUV	Account Manager	4/15/2008	5/13/2008	Cox Career Network EEO Distribution List Jobing.com Walk-In/Other WSUN Radio Spot	1 4	1
15	WPOI	On-Air Talent	5/16/2008	5/16/2008	Internal Referral	1	1
16	WSUN	Account Manager	2/5/2008	5/19/2008	Cox Career Network Walk-In/Other EEO Distribution List External Referral Jobing.com WSUN Radio Spot	5 1	1
17	WPOI	Account Manager	4/1/2008	6/30/2008	Cox Career Network EEO Distribution List External Referral Internal Referral Jobing.com Walk-In/Other WHPT Radio Spot WPOI Radio Spot	1 2 1 4 2 14 13	1 1
18	WSUN	Account Manager	6/10/2008	7/7/2008	Cox Career Network Walk-In/Other EEO Distribution List Internal Referral Jobing.com WSUN Radio Spot	6 1	1
19	WXGL	Account Manager	7/1/2008	8/1/2008	Walk-In/Other Cox Career Network EEO Distribution List External Referral Internal Referral Jobing.com	1 1 3 9	1
20	WSUN	Account Manager	6/10/2008	9/2/2008	Internal Referral Cox Career Network EEO Distribution List External Referral Jobing.com WSUN Radio Spot	1 3 1	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:	1	Y
2	Company: Cox Career Network Address: http://www.coxenterprises.com/coxcareer	Name: Rhonda Carswell Phone: (727) 579-2000	3	N
3	Company: External References Address: Clients, former employees, friends/family, word of mouth	Name: Various Phone:	24	N
4	Company: Internal References (referred by current employees) Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Various Phone: (727) 579-2000	24	N
5	Company: Jobing Internet Job Board Address: http://www.jobing.com	Name: Tara Chafin Phone: (813) 649-8411	19	N
6	Company: Walk-In/Other Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Rhonda Carswell Phone: (727) 579-2000	17	N
7	Company: WHPT On-Air Advertisement Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Jason Meder Phone: (727) 579-2000	14	N
8	Company: WSUN On-Air Advertisement Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Jodi Rainey Phone: (727) 579-2000	12	N
9	Company: WPOI On-Air Advertisement Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Bernadette Van Osdal Phone: (727) 579-2000	13	N
10	Company: Jobing.com Career Expo Address: Tampa Convention Center, Tampa, FL	Name: Tara Chafin Phone: (813) 649-8411	6	N
11	Company: Ultimate Staffing Services Address: 150 2nd Ave. N., Ste. 1170, St. Petersburg, FL 33701	Name: Rick Cartagena Phone: (727) 823-3500	2	N
12	Company: Cox Radio Tampa Bay Station Websites Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Patrick Graney Phone: (727) 579-2000	6	N

PRONG 3 LONGER TERM RECRUITMENT INITIATIVES IMPLEMENTED DURING PREVIOUS YEAR

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Date	Initiative	Description	Scope of Involvement	Personnel Involved
4/16/08	NAB 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.	Pecola Scott - Corporate Human Resources
10/30/2007 2/5/2008 5/14/2008	Jobing.com Career Expo	Employers had the opportunity to meet, interview and educate possible job candidate about opportunities in the broadcasting field.	Media Sponsor; staffed booth, interacted with attendees and distributed current job openings.	Rhonda Carswell - EEO/CCN Coordinator Sean Halter - WXGL Account Manager Mark Kanak - WWRM General Sales Manager Joseph Naylor - Interactive Sales Manager Katie Pedretty - WHPT Account Manager Matthew Rodriguez - WDUV General Sales Manager Tracy Saxton - WXGL General Sales Manager Michelle Stoner - WDUV Account Manager Marc Zallis - WWRM Account Manager
Ongoing	Center for Sales Strategy	Training of 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 for credit hours	Michael Calta - WHPT On Air Talent Chris Fisher - WSUN On Air Talent Jessica Galbraith - WSUN On Air Talent Jodi Rainey - WSUN General Sales Manager Michael Sharkey - WSUN Program Director Bernadette Van Osdal - WPOI General Sales Manager Edward Wedlick - Production
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.	John Larson - WHPT Program Director
Ongoing	Mentoring Program	Mentoring is an opportunity for the mentee to enhance their skill set, expand their network and benefit from career guidance. It works with clearly defined goals, roles, expectations, and time frames. It gets people to learn the value of different perspectives and styles. Finally it is an opportunity for the mentor and mentee to focus together on the mentee's growth and development needs.	Participated in the Cox Enterprises Mentoring Program which paired local staff with a senior manager in another Cox Radio market. A senior member of management also participated as a mentor to an employee at another Cox location.	Jason Meder - WHPT General Sales Manager Tracy Saxton - WXGL General Sales Manager Howard Tuuri - General Manager
Ongoing	Online Job Banks	Cox Career Network; Jobing.com http://coxenterprises.com/coxcareers ; http://www.jobing.com	Posted all open positions as well as positions for departments adding additional staff	Rhonda Carswell - EEO/CCN Coordinator
Ongoing	Teaching	A Cox Radio Inc. - Tampa Bay employee was also an instructor at the Connecticut School of Broadcasting - Tampa Campus.	Gave Cox Radio an advantage in recruiting students interested in internships and careers in the broadcasting industry	Kelly Crain - WHPT On Air Talent

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@800tradio.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 (formally FMU)	Stewart	K	Director of Career Services	2471 McMullen Booth Rd.	Clearwater	FL	33759		(727) 725-2688
Everest University (formally FMU)	Moran	Christina	Career Services	5421 Diplomat Circle	Orlando	FL	32810		(407) 628-8570
Everest University (formally FMU)	McCain	B	Director of Career Services	3319 W. Hillsborough Ave.	Tampa	FL	33614		(813) 879-6000
Everest University (formally FMU)	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
Hispanic Chamber of Commerce	Simoneau	M	Executive Dir.	1032 W. Hillsborough Ave.	Tampa	FL	33603		(813) 414-9411
Hispanic Services Council		Consuello		2700 N. Macdill Ave #106	Tampa	FL	33607		(813) 936-7700
Metro Orlando Urban League	Jenkins	Tina	Career Services	2804 Belco Dr.	Orlando	FL	32808		(407) 841-7654
NAACP	obi Nweze	Adora	Florida State Conference	397 W. Church St.	Orlando	FL	32801		(407) 843-5320
NAACP			Sarasota County Branch	P.O. Box 1024	Sarasota	FL	34230		(941) 355-2097
NAACP	Rouson	Darryl	President	3310 1st Ave. N.	St. Petersburg	FL	33702		(727) 898-3310
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	Plaza Center	1301 Seminole Blvd., #137	Largo	FL	33770		(727) 586-1110
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
Tampa Urban League				1405 Tampa Park Plaza	Tampa	FL	33605		(813) 229-8117
University of Central Florida	Ramdiel	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	nadeneFrancis@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. Econolockhatchee Trail	Orlando	FL	32825		(407) 299-5000
Workforce & Employment Opportunities				3251 3rd Ave. N., Ste. 150	St. Petersburg	FL	33713		(727) 893-2255
Workforce Tampa				9215 N. Florida Ave., Ste. 101	Tampa	FL	33612		(813) 930-7400
Worknet Pinellas	Martin	James		2312 Gulf to Bay Blvd.	Clearwater	FL	33755		(727) 524-4344