

EEO PUBLIC FILE REPORT

COX RADIO INC. - TAMPA BAY
 WWRM, WXGL, WSUN, WHPT, WPOI, WDUV
 ST. PETERSBURG, FL
October 1, 2006 - September 30, 2007

Full-Time Positions Filled

No.	Station(s)	Position Title	Date Open	Date Filled	Recruitment Sources	Number Interviewed	Number Hired
1	WWRM	Account Manager	8/1/2006	10/2/2006	Cox Career Network EEO Distribution List Internal Reference Jobing.com Internet Job Board	4 1	1
2	WXGL	Account Manager	8/1/2006	10/2/2006	Cox Career Network EEO Distribution List Internal Reference Jobing.com Internet Job Board	3 4	1
3	WWRM	Account Manager	8/1/2006	11/15/2006	Cox Career Network EEO Distribution List Jobing.com Internet Job Board Sierra Marketing	4 1	1
4	WXGL	General Sales Manager	11/3/2006	11/27/2006	Cox Career Network EEO Distribution List Inside Radio Internal Reference Jobing.com Internet Job Board Sierra Marketing	2 4 4	1
5	WHPT	Account Manager	1/2/2006	11/27/2006	Cox Career Network EEO Distribution List Internal Reference Jobing.com Internet Job Board WSUN On-Air Advertisement	1 7 1 2	1
6	WHPT	Account Manager	1/2/2006	1/9/2007	Cox Career Network EEO Distribution List External Reference Jobing.com Internet Job Board	1 4	1
7	WDUV	Account Manager	9/26/2006	2/1/2007	Cox Career Network EEO Distribution List Jobing.com Internet Job Board	14	1
8	WHPT	On Air Talent	10/11/2006	2/19/2007	AllAccess.com Cox Career Network EEO Distribution List Jobing.com Internet Job Board	1	1
9	WSUN	Account Manager	2/3/2007	3/5/2007	Cox Career Network EEO Distribution List Internal Referral Jobing.com Internet Job Board WSUN On Air Advertisement	1 1 2	1
10	Shared Sales	Sales Assistant	10/19/2006	3/12/2007	Office Team	1	1
11	WXGL	Account Manager	1/1/2007	3/16/2007	Cox Career Network EEO Distribution List Internal Reference Jobing.com Internet Job Board WXGL On Air Advertisement USF Career Networking Fair	1 2 2	1

No.	Station(s)	Position Title	Date Open	Date Filled	Recruitment Sources	Number Interviewed	Number Hired
12	WXGL	Account Manager	1/3/2007	3/19/2007	Cox Career Network EEO Distribution List Internal Reference Jobing.com Internet Job Board WXGL On-Air Advertisement Sierra Marketing USF Career Networking Fair	1 1 1 3	1
13	WPOI	Account Manager	3/1/2007	4/2/2007	Cox Career Network EEO Distribution List External Reference Jobing.com Internet Job Board Sierra Marketing	1	1
14	WWRM	Account Manager	1/10/2007	4/23/2007	Cox Career Network EEO Distribution List Jobing.com Internet Job Board USF Career Networking Fair WHPT On-Air Advertisement	5 1	1
15	Shared CXRi	Account Manager	1/10/2007	5/1/2007	Cox Career Network EEO Distribution List Internal Reference Jobing.com Internet Job Board USF Career Networking Fair	2 1 1	1
16	WSUN	Account Manager	3/21/2007	5/29/2007	Cox Career Network EEO Distribution List Florida Career Center Job Fair (UCF) Internal Reference Jobing.com Internet Job Board WSUN On Air Advertisement	3 3	1
17	WPOI	Account Manager	3/30/2007	6/1/2007	Cox Career Network EEO Distribution List Florida Career Center Job Fair (UCF) Jobing.com Internet Job Board Sierra Marketing	8 12 15	1
18	WHPT	Account Manager	1/2/2007	6/18/2007	Cox Career Network EEO Distribution List Florida Career Center Job Fair (UCF) Internal Reference Jobing.com Internet Job Board USF Career Networking Fair	1 2 2 2	1
19	WDUV	Account Manager	3/15/2007	6/25/2007	Cox Career Network EEO Distribution List Florida Career Center Job Fair (UCF) Jobing.com Internet Job Board Media Sales Institute - FAMU Walk-In	10 1	1
20	WSUN	Account Manager	1/3/2007	6/25/2007	Cox Career Network EEO Distribution List Florida Career Center Job Fair (UCF) Internal Reference Jobing.com Internet Job Board USF Career Networking Fair	1	1
21	WXGL	Account Manager	1/10/2007	7/19/2007	Cox Career Network EEO Distribution List Florida Career Center Job Fair (UCF) Former Employee Jobing.com Internet Job Board USF Career Networking Fair	1 1	1
22	WXGL	Account Manager	9/4/2007	9/5/2007	Cox Career Network EEO Distribution List Former Employee Jobing.com Internet Job Board	1	1
23	WSUN	Account Manager	1/10/2007	9/19/2007	Cox Career Network EEO Distribution List Florida Career Center Job Fair (UCF) Internal Reference USF Career Networking Fair	1	1

RECRUITMENT SOURCES

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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Company: EEO Outreach List (attached) Address:	Name: EEO Outreach List (attached) Phone:	0	Y
2	Company: All Access Internet Job Board Address: 28955 Pacific Coast Highway, Malibu, CA 90265	Name: http://www.allaccess.com Phone: (310) 457-6616	1	N
3	Company: Cox Career Network Address: http://www.coxenterprises.com/coxcareer	Name: Rhonda Carswell Phone: (727) 579-2000	47	N
4	Company: External References Address: Clients, former employees, friends/family, word of mouth	Name: Various Phone:	5	N
5	Company: Florida Career Center Statewide Job Fair Address: University of Central Florida, Orlando, FL	Name: UCF Career Services Phone: 407-823-2361	14	N
5	Company: Former Employees Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Rhonda Carswell Phone: (727) 579-2000	2	N
6	Company: Inside Radio Internet Job Board Address: 365 Union St., Littleton, NH 03561	Name: http://www.insideradio.com Phone: (800) 248-4242	2	N
7	Company: Internal References (referred by current employees) Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Various Phone: (727) 579-2000	28	N
7	Company: Jobing Internet Job Board Address: http://www.jobing.com	Name: Robyn Shulman Phone: (813) 649-8411	4	N
8	Company: Media Sales Institute (hosted by FAMU) Address: 10817 Weeping Willow Lane, Ste. 101, Beltsville, MD 20705	Name: Dana Myers Phone: (301) 595-1871	10	N
8	Company: Office Team Address: 877 Executive Center Dr W, Suite 200, St. Petersburg, FL 33702	Name: Renita Dixon Phone: 727-576-6621	1	N
10	Company: Sierra Marketing Address: 7114 Colesbrooke Dr, Hudson, FL 44236	Name: Debbie Carter Phone: (330) 655 5191	23	N
11	Company: Walk-In/Other Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Rhonda Carswell Phone: (727) 579-2000	1	N
12	Company: WHPT On-Air Advertisement Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Jason Meder Phone: (727) 579-2000	1	N
13	Company: WSUN On-Air Advertisement Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Jodi Rainey Phone: (727) 579-2000	7	N
14	Company: WXGL On-Air Advertisement Address: 11300 4th St. N, Ste. 300, St. Petersburg, FL 33716	Name: Richard Chalifoux Phone: (727) 579-2000	3	N

PRONG 3 LONGER TERM RECRUITMENT INITIATIVES IMPLEMENTED DURING PREVIOUS YEAR

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Date	Initiative	Description	Scope of Involvement	Personnel Involved
10/20/2006	Howard University 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	Faith Perkins - VP of Human Resources
2/1/2007	University of South Florida Career Networking 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	Keith Lawless - VP/General Manager, Cox Radio Tampa Bay Howard Tuuri - VP/General Manager, Cox Radio Tampa Bay Jodi Rainey - WSUN General Sales Manager Jason Meder - WHPT General Sales Manager
3/3/2007	Guest Speaker	Connecticut School of Broadcasting	Spoke about job opportunities and gave an overview of the broadcasting industry.	Greg Jamason - WSUN On Air Talent Kelly Crain - WHPT On Air Talent
4/18/2007	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
5/20/2007	Florida Career Center 19th Annual Statewide Job Fair, University of Central Florida	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	Keith Lawless - VP/General Manager, Cox Radio Tampa Bay Bernadette Van Osdal - WPOI General Sales Manager Jason Meder - WHPT General Sales Manager
5/21/2007-5/22/2007	Florida A&M University Media Sales Institute	A ten day training program for graduating university seniors who are interested in pursuing a career in media sales. The curriculum is designed to provide an entrée into media sales for talented students of diverse backgrounds.	Evaluated student sales presentations, provided feedback and interviewed participants.	Matthew Rodriguez - WDUV General Sales Manager
8/9/2007	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 Joseph Naylor - CXRI Sales Manager Keliann Johnson - WHPT Account Manager Scotti Vaughan - WSUN Account Manager Scribner Malloni - WPOI Account Manager Katie Pedretty - WHPT 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	Richard Chalfoux - WXGL General Sales Manager Christopher Fisher - WSUN On Air Talent Greg Jamason - WSUN On Air Talent Carli Segelson - WXGL Promotions Coordinator Michael Sharkey - WSUN Program Director
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.	Chris Fisher - WSUN On Air Talent Jeff Slater - WHPT On Air Talent
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.	Jason Meder - WHPT General Sales Manager Tracy Saxton - WXGL General Sales 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 Johanna Solinske - former EEO/CCN Coordinator
Ongoing	Teaching	A Cox Radio Inc. - Tampa Bay employee is 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	Crain	Kelly		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
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 International University	Magnusen	Olga	Career Services	11200 SW 8th St. UP CG230	Miami	FL	33199	career@fiu.edu	(305) 348-2423
Florida Metropolitan University	Moran	Christina	Career Services	5421 Diplomat Circle	Orlando	FL	32810		(407) 628-8570
Florida Metropolitan University	McCain	B	Director of Career Services	3319 W. Hillsborough Ave.	Tampa	FL	33614		(813) 879-6000
Florida Metropolitan University	Stewart	K	Director of Career Services	2471 McMullen Booth Rd.	Clearwater	FL	33759		(727) 725-2688
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	Rouson	Darryl	President	3310 1st Ave. N.	St. Petersburg	FL	33702		(727) 898-3310
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-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
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
University of Central Florida	Ramdial	Valda	Career Services	4000 Central Florida Blvd.	Orlando	FL	32816		(407) 823-2361
University of Central Florida	Betz	Michelle		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
Worknet Pinellas	Martin	James		2312 Gulf to Bay Blvd.	Clearwater	FL	33755		(727) 524-4344