

**Prong 3 Longer-Term Recruitment Initiatives  
Implemented During 8/1/08 – 7/31/09**

<b>No.</b>	<b>Date</b>	<b>Initiative</b>	<b>Description</b>	<b>Scope of Involvement</b>	<b>Personnel Involved</b>
1	12/9/08	Management Training	Diversity Training	Managers with hiring decisions attended a half day training session on generational Diversity. The training, provided by McLaughlin Young Group, was entitled “Generating Effective Teamwork Across Generations.”	All Managers with hiring responsibility.
2	2/11/09	Other	Job Shadowing Day	Meet with students from two local high schools to educate them on what happens at a TV station. Employees from various departments attended.	Sally Ganz (Director-Creative Services); Natalie Pasquella (News Anchor); Patricia Marsden (Research Director); Andrea Moore (NSM)
3	Ongoing	Management Training	Membership with the Diversity Council of the Carolinas	Involvement as a member participating in monthly meetings that consists of various HR representatives from various industries discussing best practices and various other diversity topics.	Shawn Pack, Controller/HR Director

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4	4/20/09	Other	Speaker at South Carolina University	Part of panel of news directors addressing seniors in broadcast journalism at the college. Our news director observed the students 30 minute newscast and shared her observations. The panel also discussed hiring and other questions surrounding the industry and job market	Robin Whitmeyer, News Director
5	1/09 – 5/09	Mentoring Program	Cox Enterprises Mentoring Program	Selected employees are volunteered for this honored program. The employee is paired with an experienced employee from one of the Cox Companies.	Melanie Johnson (Executive Producer – Creative Services); Julie Szulzewski (Executive Producer – News)
6	On-Going	Internet Job Banks	Post all job openings on various internet websites	Post all job openings on various internet websites to ensure our recruitment efforts are seen by a diverse work force.	Shawn Pack – Controller/HR Director

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7	7/22/09	Management Training	FCC EEO Webinar for EEO Managers	HR Director/EEO Manager participated in a webinar that was prepared and presented by Christina Burrow of DL&A, along with legal counsel of Cox Enterprises. The webinar was an overview of the EEO requirements.	Shawn Pack, HR Dir/EEO Mgr