

Longer - Term Recruiting Initiatives

Implemented During Previous Year

WSOC-TV and WAXN-TV Cox Media Group (Charlotte)

August 1, 2016 - July 31, 2017

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	May 8, 2016 - ongoing	Diverse Job Bank Career Listings - America's Job Exchange	Cox entered into agreement to post all external Job Openings through America's Job Exchange, as well as 4500 affiliated career websites through Direct Employers.	Broad Outreach	Cox Talent Acquisition Team
2	2016 - ongoing	Jr Account Executive to Account Executive	Individuals with no broadcast experience are hired to learn broadcast & digital sales. Folks begin as assistants, then launch into the a full time Broadcast & Integrated Account Executive position.	Training program to qualify employees for higher level positions	Cox Talent Acquisition Team: Michael Sussman Kristen Wearsch Michael Stoia
	Feb. 13, 2017	American Marketing Association Event at UNC Charlotte	Participated as a Marketing Exepert where 8 professionals spent time with over 50 student about their career paths and skill sets and work opportunities. Referred several student to Cox for the Junior account Executive position.	General Outreach	Noelle Fredrickson
3	Summer 2017	4 Summer Internships	Internship provided college students opportunity to experience the broadcasting environment first hand. WSOC hired 4 interns for the summer with a focus on minority involvement.	Internship Program	Dana Ellison: Ramel Carpenter Madison Johnson Lindsey Jones Morgan Newell
4	OnGoing	On-Line CMG University	24 x 7 on-line learning resources for skills improvement, professional development, performance support to develop professional skills and take targeted training	General Outreach	Open to all CMG employees
5	OnGoing	CMG Frontline Leaders U Training	CMG Sponsored career development program for employees to develop leadership and managerial skills	General Outreach	Various employees throughout the year
6	OnGoing	Sales Training Programs	In-house and online training for Sales staff. Sales employees attend training programs to further develop sales skills. Sessions held throughout the year on several different areas of training both on-line and in classroom environment	Training Program	Various sales staff selected each training session
7	OnGoing	Leadership Training	Participation in Leadership Training, in which the station sends the Department Head and middle Managers to Cox and CMG for leadership and diversity training. Provide frontline leaders with the tools necessary to manage themselves and others in a dynamic, changing, diverse workplace environment. Managers attend in person training classes and complete online	Training Program	WSOC Management Personnel
8	Aug. 9, 2016	National Association of Black Journalist Region III Conference	Participation in the NABJ Annual conference August 2016. The event provided an opportunity to network, recruit, participate in workshops and look at the impact of race on news coverage. CMG News Directors meet with potential job candidates. Anchors Stephanie Maxwell and Brittney Johnson attended. ND Julie Szulczewski worked at the CMG booth.	Broad Outreach	Szulczewski, Ken Lemon, Stephanie Maxwell, Brittney Johnson
9	March 2017	North Carolina AT&T Training	Photographer Carl McLean participated in a training session with students at NC AT&T University. Carl educates the students on photography, editing skills, news industry and exposed college students to broadcasting career opportunities.	General Outreach	Carl McLean
10	Feb. 11, 2017	Radio Television Digital News Association of the Carolinas Student workshop	Participated in the RTDNAC workshop where broadcast news managers, professionals and educators share their knowledge and to network with student journalists. Julie Szulczewski is President of the RTDNAC. Industry professionals spoke with students on various topics, including how to find that first job, a proper broadcast voice, visual storytelling, reporting and anchoring, etc. News managers also offered 1-on-1 critiques of student reels. Sessions on multiple topics with people in the industry speaking to students. RTDNAC awards 2 scholarships to a NC & SC student.	General Outreach	Julie Szulczewski, Paul Boyd, Blaine Tolison, Christine Rapp, Kristin Nelson

11	Nov. 12, 2016	Radio Television Digital News Association of the Carolinas Convention	Participation in RTDNAC Conference. ABC News' Chief investigative correspondent Brian Ross was the featured speaker. Dozens of awards are handed out to professionals and students. The Associated Press also participates. The event provided an opportunity to network along with a big name keynote speaker.	General Outreach	Julie Szulczewski
12	May 2017	Univeristy North Caroline Charlotte students investigative work	Partnered with the UNCC Communications professor with an investigative project. The professor provided her best & brightest students. The college students toured the newsroom, we educated them on broadcast industry and provided training to them to assist with a massive records request.	General Outreach	Kim Holt, Mike Stolp

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