

ORLANDO TELEVISION: WFTV-TV/WRDQ-TV
October 1, 2016 through September 30, 2017
Amended April, 2018

Longer-Term Recruitment Initiatives Implemented

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	November 10, 2016	Bethune Cookman University Student Station Visit	BCU Students came to WFTV to take a tour lead by our managers & employees to find out exactly what is required for different jobs within Television.	WFTV representatives gave tours of our television station and discussed the details of their jobs and answered questions.	Marc Gomes/Keith Watkins Norm Levy/Nate Strack Cheryl Smith/Elissa Crooks Tonya Jones/Michelle Stevens
2	March 20, 2017	University of Central Florida Spring Intern Pursuit	Designed to give UCF students a chance to speak to businesses for potential internships & career possibilities	CMG Orlando TV hosted a table and our represented interviewed students interested in our Internship Program.	Dave Sirak
3	April 12, 2017	Bethune-Cookman University CMG Career Day	This special Career Day was put together just for CMG. We had exclusive interview time with over 50 students from the Communication Dept.	Cox Media Group worked on developing a relationship with Bethune Cookman and developing this Career Day where we invited representatives for several CMG locations to attend and interview.	John Keyes Sophia Lopez Norm Levy Daralene Jones
4	April-August, 2017	CMG Leadership Program "CMGLP"	Leadership development program designed for managers of managers	Increase capabilities, close skill gaps accelerate leaders readiness to be effective and strengthen talent	Sean Garcia
5	March, 2017 June, 2017 September, 2017	Frontline Leaders Program	Designed to provide frontline leaders with the tools necessary to manage themselves and others in a dynamic, changing, diverse workplace environment.	Cox Enterprises provides this training on an on-going basis for managers and leaders in the company	Sara Linartas Jeff Juniet Dave Ater
6	Ongoing	Orlando Science Center Partnership	Interactive Weather Exhibit that gives community the opportunity to interact with certified Meteorologist.	Allows students/adults to gain weather forecasting knowledge and spark interest in a television career.	Tom Terry - Chief Meteorologist Bryan Shields - Meteorologist
7	Ongoing	<u>Learn@Cox</u>	Hundreds of available courses covering virtually every aspect of business operations or personal development	Varies from 15 min coursework to several hours. Development Plans available for Managers and their staff	All Cox Media Group Employees
8	Ongoing	Paid Internship Program	CMG Orlando provides a paid Internship Program to give students first-hand experience in the career area they wish to pursue.	Cox Media Group has an ongoing relationship with local colleges and specialty schools to provide paid internships for student.	Available in all departments within CMG - Orlando TV