

Cox Radio, Hawaii
KCCN, KINE, KKNE, KRTR AM/FM, KPHW,
EEO Public File Report
October 1, 2007 to September 30, 2008

RECRUITMENT INITIATIVES

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved.
1	10/9/07 - 09/03/08	Sales Career Training:	Weekly training-different subject each week. "Enhance Sales peoples knowledge on new material and tools, computer programs & how to handle the market in there area: Categories chosen: Maximizer, Tap Scan, Arbitron, NTR, Webology, Goal Setting, Strategic Marketing Plans, Co Learn, Research & Proposals, Target Accounts, Effective Brainstorming, Internet/CSI & ARC, Marketron, Web Pro, 10 Types of Promotions, Management Reports, Customer Focused Selling.	Hands on training, special guest speakers, General Sales Managers, National Sales Manager and Web Manager, trainers from Corporate Offices, One on One training - question and answers, hand outs, test - certificates and awards given. One hour work shops with materials from CSS (Center for Sales Strategy) These classes are open for all new hires and are good refresher courses for Seasoned Sales Team	All General Sales Managers, CSI/Web Sales Manager & National Sales Manager,
2	10/12/07	Career Fair - Kawanakoa Middle School	A one day event - 2 On air Personalities were guest speakers at a 4 hour event specialized for the 6th grade classes graduating and moving into Middle School. There presentation to students, a career in Radio Broadcasting.	Our DJ team took turns 20 to 30 minute sessions, informing students of the different skills needed to be a DJ. and about Promotions and Marketing and how there are many opportunities at a radio station. What classes would really enhance there chances and how to practice there voices. Hand outs and games were played, prizes were given away and each class ended with a question and answer period.	On air Personalities: Erving Chang (alia: Island Boy) and Micah Banks
3	10/16/07 - 10/18/07	CFS Pro Workshop (CFS=Customer Focused Selling)	Customer Focus Selling - Sales Personnel are trained to approach Potential Advertisers with a view towards solving their marketing needs, they learn consulting techniques, comprehensive marketing solutions. Sales team learn to develop innovative marketing strategies for their potential customers	This is a mandatory class for all new hire sales team and managers. This 3 day workshop is conducted away from our corporate offices, so full concentration can be had during this intense workshop. Team breakouts, team challenges, tests, question and answers, role playing, a little bit of telemarketing, homework and on the light side games with prizes. This is a Performance Improvement class with measurable results.	Todd Storch - Instructor - All new Sales Personnel and Sales Managers

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RECRUITMENT INITIATIVES

4	10/18/07	Career Fair - Job Fair	This was a 4 hour Job Fair held on the University of Hawaii Manoa Campus. The focus of this fair is to offer part-time summer/seasonal work and internship with the possibilities of full-time career opportunities. This fair was put together by the Center for Career Development and Student Employment	A team of Managers held a booth and interviewed interested candidates in hopes to find potential sales persons, promotions assistants, and interns seeking a career in broadcasting	Sales Managers, Web Manager, Promotions Managers
5	11/21/07	Career Day -GSO - HPU (GSO=Graduate Student Organization) (HPU= Hawaii Pacific University)	The GSO Committee requested a tour for 12 graduates seeking business opportunities and networking. This special class consisted of a walk through of each department, which would end with a question and answer period. Each graduate would prepare questions on the position they were most interested in...and our staff was ask to prepare and to focus more on the administration and business aspects. These graduates were from Communications, Business Administration, Marketing and Professional Studies, Human Resources.	3 hour tutorial on the daily tasks of Radio Broadcasting. We brought 1 manager in from each department they wanted to focus on, and we allowed them to ask questions, and we answered and taught them about the world of broadcasting. We showed them certain materials, and computer programs that we use on a daily basis, and media research materials. At the end of the session, we had a few graduates hand us their resumes and have high hopes of obtaining a career in broadcasting.	HR-Rhoda Kihikihi; Programming: Kimo Akane; Sales: Michol Klabo & Yvonne Hobbs; Promotions: Shannon Scott; CSI/Web; Robin Yamane; Traffic: Alexa Dahlquist; Accounting: Sheri Aipia
6	11/26/07	Career Day - Waianae Intermediate School	A one day event - 2 On air Personalities and our Program Director were guest speakers and did a presentation to students on a career in Radio Broadcasting. Because each of our speakers holds a second job, that indirectly has something to do with broadcasting, they also covered Sound and how it pertains to concerts and special events, Emcee work, and Recording for Radio and TV.	Due to the popularity of this crew that went to Waianae Intermediate, they had the attention of these students immediately...they started with prizes and giveaways on a question and answer process to see how much the students new about radio, and then the 2 DJ's covered the technical issues, reading, current events, and our Program Director covered the management side of things. Then they ended with a few more question and answers and prize giveaways. The students enjoyed themselves and asked for autographs.	David Daniel's Program Director, and On Air Personality Lina Langi

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7	2/14/08	Station Tour & Evening Class- HPU Communications & Radio Class	Hawaii Pacific University specializes in a Radio Class, which just started. As an excursion, this class wanted to visit a working station to learn more. The teacher contacted us and asked us to focus on Music Logs, Antennae Towers, Production and Promotions. In order to meet there request, we had the class come in after hours from 5:30pm to 8pm.	To meet the request, we had specific people come in and instruct the class on topic choices. Promotions: gave them an indepth job description & run down of events & the great need to multitask. Our on air staff reviewed the music log and how the system works. They were briefed about the difference between a live show and a Nationally syndicated show. Production; had each student voice a line of a radio commercial. He coached each one of them on optimizing their voice talents to get the best read. He showed them how our sound editing software works, how to edit a spot and use various sound effects to enhance a commercial & tie in a music bed. He briefed them on techniques & principles. IT Department spoke on our equipment, how it feeds into our 3 antennae, where they are located, how they get there and how they are serviced, how it generates what they hear on the radio, today. Our Sales Manager stayed with the class, and actually found a couple of students that she felt would fit in our sales department and recruited them.	Promotions Managers: Scott Mackenzie, Wade Faildo On Air Personalities: Ola Souza; Brian Min Production Manager: Mike Adachi IT Manager: Peter Agustin Sales Manager: Ann Boots
8	2/29/08	Job Fair-HPU (Hawaii Pacific University)	Hawaii Pacific University Campus - 9am to 2pm One Booth - Seeking qualified applicants for multiple Sales Account Manager Positions	4 General Sales Managers and 1 Web Manager attended the event in shifts- met, interviewed and gathered qualified applications to bring back and share with other Managers. At this event we were looking for 6 Sales Account Managers to fill openings on 3 stations. It turned out to be a very successful Job Fair, we collected 9 resumes - potential hires.	Sales Managers: Scott Mackenzie, Ann Boots, Michol Klabo, Maureen Willett; CSI/Web Manager; Robin Yamane

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9	4/10/08	Career Presentation Class -HPU	2 of our Sales Managers were asked to present a class on Sales and Marketing in Radio, to the HPU Radio Sales Class. They were asked to present Basic Sales, Techniques, Sales training for a new account representative and most important "how to get a job in sales"	2 of our Best Sales Managers conducted a class at the HPU Campus - Radio Sales Classroom from 6pm to 8pm. They explained what is like to have a job in sales, they went through what a normal day would be of a sales person. They shared the ups and downs...making a sales, and rejection, how they get new clients and how they keep existing ones. Annual contracts...and what they look for in a applicant applying for a sales position. Questions and answers followed there presentation.	Sales Manager: Michol Klabo Local Sales Manager: Veronica Yamagata
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10	4/23/08	Career Day - Leilehua High School	A one day event - 1 On air Personalities and our Program Director were guest speakers and did a presentation to students on a career in Radio Broadcasting.	Our Program Director spoke to the students giving them incite to all the job opportunities at a radio station. How we all work as a team, and how being a DJ is just one of the jobs available. He briefly described, Sales, Promotions, Traffic, Programming, Production, and even Accounting. Our DJ, spoke to them about learning the technical equipment, and shared with them the opportunities for side jobs can bring in even more money than the original job which is On Air Personality. He gave them options to look and places to go for assistance, and then played games and gave away some prizes.	Wayne Maria Program Director and Micah Komine On Air Personality
11	4/24/08	Career Day - Ma'ili Elementary	A one day event - 2 Morning Drive On air Personalities were guest speakers and did a presentation to students on a career in Radio Broadcasting.	As representatives of Cox Radio, the DJ team took turns informing students of the different skills needed to become a disc jockey. They each had 3 classes of 5th and 6th graders. They brought out the guitar and entertained them, sharing with them how each of them holds another job, and how one of them not only works full time as a DJ, and does side jobs, but is also going to school to get her degree. Games were played and prizes were given, along with a question and answer period. The school provided each student with special booklets, so during the presentation they could fill in the blanks, and at the end ask questions.	On Air Personalities: Bill VanOsdoll and Ling Girl Langi

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12	5/21/08-08/05/08	Internship Program	Program can be activated from 4 weeks to 1 year. It is designed for High School, College, Business students on a school work program for credits or any individual wanting to learn the Broadcasting Business. It is also designed to assist in the hiring of potential employees. Many of our interns join us for school credit requiring 150 hours of service to receive a credit for the course.	1 Intern involved with Promotions. Promotions will start with the concept to the on site promotion itself. And include copy writing and Press Release mail outs. Web/Internet she will learn how to input calendars of events, She will send out News letters, learn Photoshop, create banner campaigns, & update files. She attended brainstorming sessions, help build contest boxes, build proposals, write copy, work on traffic and attend sales generated promotions. They assist in media research, prize sheets, prize inventory, work on e mail lists. This Intern ended her session with 155 logged hours. She needed 150 to receive 3 credits to complete her work outsource class for California State University, Fullerton.	1 intern - Promotions, 3 Promotion Managers: Wade Faildo, Shannon Scott, Nefi Martinez
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13	6/30/08	Personnel Training Class Maestro, VNC and Ultra VNC	Training provided in the use of VNC and Ultra VNC connections to administer and troubleshoot Cox Radio Hawaii's Maestro Broadcast Automation Systems.	This was a special training class for Program Directors and our Chief Engineer. Company Confidential Printed materials were provided for the class. All attendees were to bring and do actual hands on training on how to start and use our VPN (Virtual Private Network) and also learn how to access our Maestro Broadcast Automation system from a remote connection using Ultra VNC. The materials that were handed out detailed each step required to view and control our automation computers from an external network connections. Each attendee had a Maestro computer workstation and was able to manipulate the computer from there company laptop. Security ramifications were also discussed when accessing our in house network from an outside connection.	Instructor: Director of System Operations Peter Agustin Chief Engineer: Cris Caughill Program Directors: David Daniel's & Wayne Maria