



BE YOURSELF. MAKE US BETTER.

COX MEDIA GROUP DIGITAL TALENT PROGRAM APPLICATION

PROGRAM OVERVIEW AND ELIGIBILITY

Cox Media Group is committed to identifying and recruiting a diverse group of up-and-coming media professionals. Through our Digital Talent Program, CMG offers six, one-year positions to recent graduates who work on digital projects that drive business results. This program is for those eligible to work in the U.S., who have demonstrated superior academic achievement, are committed to a career in digital media and show promise of future achievement as a digital leader. To learn more about Cox Media Group and The Digital Talent Program please visit us at: www.cmgdigitaltalent.com.

2017 Projects Available For Digital Media Associates Are:

- National Content Desk Specialist, Video Strikeforce - WSB-TV- Atlanta, GA
- Video & Content Sales Specialist, Tampa Radio – Tampa, FL
- Digital Engagement Specialist, WSB-TV - Atlanta, GA
- Intergrated Media Attribution Specialist, Digital Sales Development - Atlanta, GA
- Junior Graphic Designer, Premier Creative Services - Digital Revenue Operations - Atlanta, GA
- Revenue Development Specialist, Video - Atlanta Journal-Constitution - Atlanta, GA

APPLICATION SUBMISSION REQUIREMENTS

- Completed Cox Media Group Digital Talent Program Application
- Earned a minimum GPA of 3.2 overall in undergraduate major based on a 4-point scale or any scale analogous to a 4-point grading scale (currently open those who will graduate May 2017 or recent graduates within the past 2 years (May 15' - May 17'))
- Resume or Current curriculum vitae
- An original essay of 1,000 words or less, written by the applicant.
 - Topic: Digital is transforming the broadcast, media and publishing landscape. Based on video as an emerging trend for the media business, what impact will video content and the usage of drones play in driving revenue in advertisement sales for organizations such as Cox Media Group?
- Video explaining your interest in the program: 1 minute maximum
- Two Letters of recommendation
- Multimedia component that represents your work (e.g. video, website, etc). Please provide a link to your work.
- Open to relocation to Tampa, FL, or Atlanta, GA (relocation fees provided).
- **Willing to make a 24 month commitment to your location**

APPLICATION DEADLINE

Completed applicaitons are due by 11 p.m. EST, Sun., Jan. 15th, 2017.

APPLICATION INFORMATION

NAME

FIRST NAME: _____ MIDDLE INITIAL: _____

LAST NAME: _____

ADDRESS

PERMANENT ADDRESS: _____

CONTACT INFORMATION

COLLEGE/UNIVERSITY: _____

COLLEGE ADDRESS: _____

HOME PHONE: _____ CELL PHONE: _____

E-MAIL ADDRESS: _____

PREFERRED METHOD OF CONTACT: _____

PROJECT CHOICE

FIRST CHOICE: _____

SECOND CHOICE: _____

EDUCATION INFORMATION

UNDERGRADUATE COLLEGE/UNIVERSITY: _____

MAJOR/MINOR: _____

GRADUATION DATE: _____ MAJOR GPA: _____ CUMULATIVE GPA: _____

GRADUATE COLLEGE/UNIVERSITY: _____

DEGREE: _____ GRADUATION DATE: _____

Have you applied to the Cox Media Group Digital Talent Program before?

Yes

No

If yes, when: _____

VOLUNTARY SELF – IDENTIFICATION

Completion of this data is voluntary and will not affect your opportunity for employment or terms or conditions of employment. This form will be used for EEO-1 reporting purposes only and will be kept separate from all other personnel records, and only accessed by the Human Resources Department for purposes of compiling information for certain reports.

GENDER: (Please check one of the options below)

Male

Female

RACE/ETHNICITY: (Please check one of the descriptions below corresponding to the ethnic group with which you identify.)

Hispanic or Latino A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race.

White (Not Hispanic or Latino) A person having origins in any of the original peoples of Europe, the Middle East or North Africa.

Black or African American (Not Hispanic or Latino) A person having origins in any of the black racial groups of Africa.

Native Hawaiian or Other Pacific Islander (Not Hispanic or Latino) A person having origins in any of the peoples of Hawaii, Guam, Samoa or other Pacific Islands.

Asian (Not Hispanic or Latino) A person having origins in any of the original peoples of the Far East, Southeast Asia or the Indian Subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand and Vietnam.

American Indian or Alaska Native (Not Hispanic or Latino) A person having origins in any of the original peoples of North and South America (including Central America) and who maintain tribal affiliation or community attachment.

Two or More Races (Not Hispanic or Latino) All persons who identify with more than one of the above five races.

REFERRAL TO THE DIGITAL TALENT PROGRAM

How did you hear about the Cox Media Group Digital Talent Program?

Campus Career Services University/Campus: _____

Professor University/Campus: _____

Career Fair Location: _____

Professional Organization Name of Organization: _____

Friend

Relative

Other (Please Specify): _____

SUBMITTING THE APPLICATION

Send your completed application, essay and multimedia component to cmgjobs@coxinc.com. Completed applications are due by 11 p.m. EST, Sun., Jan. 15th, 2017.

If you have any questions, please feel free to send an email to the Cox Media Group Digital Talent Program Manager at cmgjobs@coxinc.com

WHAT HAPPENS NOW?

If your application is selected for consideration, the process will be as follows:

- Semi-finalists will be contacted between January 23rd and February 3rd 2017 for an initial phone screening
- Final round interviews will take place March 21st - March 23rd in Atlanta, GA.
- Initial offers will be extended 1-3 weeks after the onsite interview.

ABOUT COX MEDIA GROUP

ABOUT THE COMPANY

Cox Media Group is an integrated broadcasting, publishing, direct marketing and digital media company that includes the national advertising rep firms of CoxReps. Additionally, CMG owns Cox Target Media, which operates Valpak, one of North America's leading direct marketing companies, and Savings.com, a leading online source for savings. The company's operations currently include 19 broadcast television stations and one local cable channel, 88 radio stations, eight daily newspapers and more than a dozen non-daily publications, and more than 100 digital services. CMG currently operates in more than 30 media markets and reaches approximately 52 million Americans weekly, including more than 32 million TV viewers, more than 4 million print and online newspaper readers, and 18 million radio listeners. For more information about Cox Media Group, please check us out online at www.coxmediagroup.com.

OUR VISION & MISSION

Our Vision & Mission: At CMG, we want to be the most essential local media source in all of our markets. Our mission, is to compete with our products, and win with our people.

2014 KEY METRICS

- Revenue: \$1.8 billion
- Daily Newspapers: 7
- Non-Daily Newspapers: 17
- TV Stations: 14
- Local Cable Channels: 1
- Television Markets: 10
- TV Viewer Reach: more than 31 Million
- AM Radio Stations: 10
- FM Radio Stations: 49
- Radio Markets: 11
- Combined Weekly Radio Listeners: more than 14 Million
- Users interacted with CMG's digital products across all platforms – newspaper, radio, TV, Valpak and Savings.com – more than 1 Billion times in 2014.
- Employees: More than 7,300

TOP 10 REASONS TO WORK FOR CMG

- **Be yourself.** At CMG, we know how important it is for our success to allow for diversity of thought and for employees to be "their best selves." Our work culture is one that is entrepreneurial, nurtures personal development and builds on everyone's unique talents.
- **Growth, experience and training.** When you join CMG, we'll ensure any move and onboarding is easy. We will work with you to help you reach your full potential through ongoing career development programs.
- **You can be extremely successful and receive unheard-of benefits.** Cox awards enterprising and motivated employees in both compensation and a generous benefits package that includes robust health benefits, paid time off, a 401K and often a pension.
- **The media business is fast-paced and exciting!** Working in radio, TV, newspapers and digital media is fun, exciting and fast paced. You have the opportunity to be creative as well as participate in market events.
- **Be a part of a winning team.** We're leaders. Our television and radio stations and local newspapers are often the #1 and #2 rated media in their markets. With our integrated portfolio of top-rated media properties, we combine our content expertise with customized marketing solutions, helping our clients reach their exact target audience and goals, which further drives our success.
- **Our culture.** Employees are our most important resource. Our customers are our lifeblood. We embrace new technology and invest in new business opportunities.
- **Our commitment to the communities we serve.** We believe it is good business to be good citizens of the communities we serve through volunteerism and financial support. You will have the opportunity to get involved locally with your co-workers to make a difference in your CMG community, whether it's lending a hand in food or toy drives or other local charities.
- **Our history.** Cox Enterprises was founded in 1898 by former schoolteacher and reporter James M. Cox, whose ambition was to own a newspaper. His success with the newspaper led him into public service. He subsequently became Ohio's first three-term governor and the 1920 Democratic nominee for president of the United States. It was Gov. Cox's entrepreneurial spirit that began the long journey of building what has become one of the largest media companies in the U.S.
- **Cox is a family-owned and privately-held company.** This allows us to make the best decisions for the company vs. Wall Street. In addition to Cox Media Group, Cox Enterprises, Inc. has other subsidiaries: Cox Communications (cable & broadband communications), Manheim (vehicle remarketing services) and AutoTrader.com (world's largest online auto marketplace).
- **You can build a career here.** Many of Cox employees have worked for the company for more than 20 years. That is unheard of today. At Cox, you don't just have a job, but the opportunity to grow and advance across many dynamic industries in locations throughout the country and the world.

THE DIGITAL TALENT PROGRAM FAQs

THE APPLICATION PROCESS

Q: What is the application process?

A: Students must submit an application along with the required supporting documentation to be considered to CMGJobs@coxinc.com by 11pm ET on Sun. January 15th, 2017.

A completed application has met the following requirements:

- Completed Cox Media Group Digital Talent Program Application
- Earned a minimum GPA of 3.2 overall in undergraduate major based on a 4-point scale or any scale analogous to a 4-point grading scale (currently open those who will graduate May 2017 or recent graduates within the past two years (May 15' - May 17'))
- Resume or Current Curriculum Vitae (CV)
- An original essay of 1,000 words or less, written by the applicant.
 - Topic: Digital is transforming the broadcast, media and publishing landscape. Based on video as an emerging trend for the media business, what impact will video content and the use of drones drive revenue in advertisement sales for organizations such as Cox Media Group?
- Brief 1 minute or less video sharing why you are interested in the Digital Talent Program
- Two Letters of recommendation
- Multimedia component that represents your work (e.g. video, website, etc).
- Open to relocation to Atlanta, GA or Tampa, FL (relocation fees provided).
- **Willing to make a 24 month commitment to your location**

REFERENCE LETTERS

Q: Whom should I ask to write my letters of recommendation?

A: Secure letters of recommendations from two individuals who can write strong, letters highlighting your academic and/or professional experience, preferably those who can attest to the significance of your work in digital media.

MULTIMEDIA EXAMPLES

Q: Should I include a multimedia project and what are some examples?

A: Multimedia projects should reflect your creativity. You also should be able to discuss how you selected and produced the multimedia project. Examples include a web site you created, a digital video project, digital storytelling for any medium, documentaries, slideshows or simulations. The work should be original, representing an idea that is your own. Collaborative efforts also are acceptable if it's a project you managed that represents your concept.

ESSAY REQUIREMENTS

Q: Will I be required to submit an essay? If so what are the requirements?

A: You are required to submit an original essay of 750 to 1,000 words. Topic: Digital is transforming the broadcast, media and publishing landscape. Based on video as an emerging trend for the media business, what impact will video content and the use of drones drive revenue in advertisement sales for organizations such as Cox Media Group?

THE REVIEW PROCESS

Q: Who will review my application?

A: A cross-functional team of Cox Media Group leaders will review applications and recommend candidates who show promise as a digital leader. Managers at each of this year's participating locations also will review your application.

Q: What happens after I submit my application

A: Our Digital Talent Program review process has four stages:

- **Stage 1:** We review completed applications, including all submitted work samples.
- **Stage 2:** Candidates deemed qualified for consideration will be contacted for phone interviews.
- **Stage 3:** Selected candidates will be invited to Atlanta for interviews with a panel of Cox Media Group leaders representing the 2017 Digital Talent Program locations. Additional phone or Skype interviews may be conducted **BEFORE** the Atlanta panel interview day.
- **Stage 4:** Talent Program Manager extends formal invitation to 2017 Digital Talent Program participants

THE SELECTION PROCESS

Q: When will I know if I was selected?

A: Finalists will be contacted one to three weeks after onsite interviews.

Q: Will I be required to relocate?

A: The 2017 Digital Talent Program has locations in Atlanta, GA., and Tampa, FL. Relocation assistance may be available to applicants who meet certain requirements.

Q: What will my employee status be?

A: All program participants will be full time, benefits eligible employees.

Q: Will I be paid during my Program Project?

A: Yes. You will be paid by the hour and will be expected to keep track of hours worked.

Q: Do I have to be a U.S. citizen to be eligible for The Digital Talent Program?

A: No, you are not required to be a U.S. citizen. To be eligible for The Digital Talent Program. However, you must be authorized to work in the United States.