

Dr. Dorothy Bendross-Mindingall, Vice Chair

SUBJECT: REQUEST FOR APPROVAL OF RESOLUTION NO. 16-099 OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, RECOGNIZING COX MEDIA GROUP

COMMITTEE: INNOVATION, GOVERNMENTAL RELATIONS, & COMMUNITY ENGAGEMENT

LINK TO STRATEGIC BLUEPRINT: INFORMED, ENGAGED & EMPOWERED STAKEHOLDERS

Cox Enterprises was founded in Dayton, Ohio, in 1898 by former schoolteacher and news reporter James M. Cox, whose ambition was to own a newspaper. At the age of 28, he borrowed \$26,000 from friends and family and purchased the Dayton Evening News (now the Dayton Daily News).

James Cox's 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. After losing the election to Warren Harding, Gov. Cox focused his attention on growing his media business.

In 1935, Gov. Cox started Dayton's first radio station, WHIO, just as radio was gaining widespread popularity. In 1939, Cox acquired The Atlanta Journal newspaper and WSB, the South's oldest and most powerful radio station. Cox's innovation continued in 1948 when WSB-TV in Atlanta became the South's first television station; WHIO-TV in Dayton began broadcasting later that year.

Following Gov. Cox's death in 1957, his son, James Cox, Jr., assumed leadership of the company and continued its expansion until his death in 1974. During his tenure, Cox Enterprises became one of the first major players in the cable television industry. Cox Communications began with the acquisition of three small cable systems in rural Pennsylvania in 1962. Today, Cox Communications is among the largest broadband communications companies in the country and serves more than 6 million customers in 18 states.

Cox demonstrated its foresight again in 1969 by acquiring Manheim Auto Auction in Manheim, Penn. Manheim has grown to be the world's leading provider of used-vehicle and remarketing services, and a marketplace for almost seven million used vehicles that change hands every year.

Cox's next auto-related innovation was launched in 1998. Autotrader is the most visited third-party car shopping site, with the most engaged audience of in-market shoppers. Cox brought together more than 20 automotive brands, including Autotrader, Kelley Blue Book and Manheim, to create Cox Automotive in 2014. The company partners with more than 40,000 dealers and major automobile manufacturers.

Meanwhile, Cox's traditional media operations - television, newspapers and radio - continue to be major players in their industries. Cox Media Group consists of six daily newspapers; 60 radio stations; and 14 broadcast television stations and one local cable channel, as well as Cox Reps, a major advertising sales rep firm. The subsidiary's operations also include Savings.com and Valpak.

Today, Cox Enterprises employs approximately 55,000 employees in 300 separate businesses. Its employees are active in every community where the company operates.

James C. Kennedy, Gov. Cox's grandson, is chairman of Cox Enterprises. During his tenure, Cox Enterprises has increased in annual revenue from \$2.1 billion to \$18 billion. There are currently three generations of Cox family members on the company's board of directors. Under Kennedy's direction, Cox launched a national sustainability program, Cox Conserves, across the company. It's part of a legacy that began more than a century ago.

CMG History

Cox Media Group (CMG) was formed in 2009 by combining Cox Radio, Cox TV, Cox Newspapers, CoxReps, Cox Target Media, and various digital businesses into a single integrated broadcasting, publishing and digital media company. CMG companies have a rich heritage that began with the Dayton Daily News (formerly the Dayton Evening News) originally purchased by James M. Cox in 1898; WHIO, Ohio's first radio station; WSB, the South's oldest and most powerful radio station; and WSB-TV in Atlanta, the South's first television station.

Charitable Contributions to the community

- Broward Citizens for Seniors
- FANM/Haitian Women of Miami Lifetime Leadership Award Gala
- Trayvon Martin Foundation, Circle of Mothers Conference

Events sponsored and hosted in the community;

- Annual Bowling for Cancer Charitable Event
- Annual Blood Drive
- Annual Food Drive in partnership with Wayne Barton Foundation
- Annual School Backpack Tour
- Fund raiser Ecuador Earthquake Victims
- Gun Buy Back
- Hope Outreach Food Can Drive
- Nat Moore Foundation 2016 Golf Classic
- Urban League of Broward County Red Gala (Rob Babin, CMG Miami VP/Market Manager, ULBC board member)
- Teen Choice Challenge
- Town Hall events - Hosted Town hall events addressing Gun Violence in the community, Teen Violence and repairing Community and Police relations.
- Voter's Registration Drive

Stations affiliated with the company

- Our local brands are WFEZ Easy 93.1, WFLC HITS 97.3, WEDR 99 JAMZ and WHQT HOT105

ACTION PROPOSED BY

DR. DOROTHY BENDROSS-MINDINGALL:

That The School Board of Miami-Dade County, Florida, approve Resolution No. 16-099 of The School Board of Miami-Dade County, Florida, recognizing Cox Media Group. } Revised

**RESOLUTION NO. 16-099
OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA,
RECOGNIZING COX MEDIA GROUP**

WHEREAS, Cox Enterprises was founded in Dayton, Ohio, in 1898 by former schoolteacher and news reporter James M. Cox, whose ambition was to own a newspaper. At the age of 28, he borrowed \$26,000 from friends and family and purchased the Dayton Evening News (now the Dayton Daily News); and

WHEREAS, Mr. Cox's success with the newspaper led him into public service. He became Ohio's first three-term governor and the 1920 Democratic nominee for president of the United States. After losing the election to Warren Harding, Gov. Cox focused his attention on growing his media business; and

WHEREAS, following Gov. Cox's death in 1957, his son, James Cox, Jr., assumed leadership of the company and continued its expansion until his death in 1974. During his tenure, Cox Enterprises became one of the first major players in the cable television industry. Cox Communications began with the acquisition of three small cable systems in rural Pennsylvania in 1962. Today, Cox Communications is among the largest broadband communications companies in the country and serves more than 6 million customers in 18 states.

WHEREAS, Cox's traditional media operations - television, newspapers and radio - continue to be major players in their industries. Cox Media Group consists of six daily newspapers; 60 radio stations; and 14 broadcast television stations and one local cable channel, as well as Cox Reps, a major advertising sales rep firm. The subsidiary's operations also include Savings.com and Valpak; and

WHEREAS, today, Cox Enterprises employs approximately 55,000 employees in 300 separate businesses. Its employees are active in every community where the company operates; and

WHEREAS, Cox Media has continued to be an active supporter and participant of the community through sponsoring and hosting events in the which include, Annual Bowling for Cancer Charitable Event, Annual Blood Drive, Annual Food Drive in partnership with Wayne Barton Foundation, Annual School Backpack Tour, Fund raiser Ecuador Earthquake Victims, Gun Buy Back, Hope Outreach Food Can Drive, Nat Moore Foundation 2016 Golf Classic, Urban League of Broward County Red Gala (Rob Babin, CMG Miami VP/Market Manager, ULBC board member), Teen Choice Challenge, Town Hall events - Hosted Town hall events addressing Gun Violence in the community, Teen Violence and repairing Community and Police relations, and Voter's Registration Drive. Cox Media's local brands are WFEZ Easy 93.1, WFLC HITS 97.3, WEDR 99 JAMZ and WHQT HOT105; and

WHEREAS, James C. Kennedy, Gov. Cox's grandson, is chairman of Cox Enterprises. During his tenure, Cox Enterprises has increased in annual revenue from \$2.1 billion to \$18 billion. There are currently three generations of Cox family members on the company's board of directors. Under Kennedy's direction, Cox launched a national sustainability program, Cox Conserves, across the company.

NOW, THEREFORE, BE IT RESOLVED THAT:

The School Board of Miami-Dade County, Florida, approve Resolution No. 16-099 of The School Board of Miami-Dade County, Florida, recognizing Cox Media Group.

A copy of this resolution is placed in the permanent records of this Board.

Presented this fifth day of October, A.D. 2016

THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA

CHAIR

ATTEST:

Secretary

REVISED