

Cox Media Group Announces New Integrated Media Organization

[Cox Media Group, Inc.](#) has announced a new operating concept that reorganizes its media businesses by maximizing the expertise and talents of its media professionals across its portfolio of radio, television and newspaper businesses. This model is a departure from the company's traditional grouping of businesses solely by medium, and it responds to rapidly changing consumer and advertiser preferences.

"This new concept is another step toward fulfilling Cox Media Group's vision of operating as a fully-integrated media company," said Sandy Schwartz, president of Cox Media Group. "Sharing expertise and best practices across all of our media properties allows us to better serve consumers and advertisers in our changing environment. In addition, each of Cox's media properties will benefit from expanded shared services such as research, sales, digital, finance, human resources and engineering."

While Cox's local media properties and brands will still operate independently, including continuing their existing independent news and editorial functions, this new model provides opportunities for significant knowledge sharing, talent development, increased operating efficiencies and cost savings. Additionally, the reorganization helps the company to enhance and expand its digital assets and sales expertise across all of its media properties. No job eliminations resulting from the new model are expected at this time.

With this announcement, Doug Franklin, a veteran newspaper executive, and Bob Neil, president of Cox Radio, have been named to new roles of executive vice president, Cox Media Group, reporting to Schwartz. Marc Morgan has been named senior vice president and chief revenue officer, and he will work with Cox's sales function across all media.

In his role, Franklin will oversee all digital operations for Cox Media Group and will serve as the company's newspaper "champion," representing the medium's perspectives and expertise at the executive level.

Franklin previously served as publisher of [The Atlanta Journal-Constitution](#) and [The Palm Beach Post](#) where he led the enhancement of the company's online portfolio and major production, distribution and content partnerships with the [Sun-Sentinel](#) (Fort Lauderdale) and [The Miami Herald](#). He also has served as president and CEO of Cox Ohio Publishing and publisher of the Dayton Daily News.

In addition to his new role, Neil will remain president of Cox Radio. He will oversee all research operations for Cox Media Group and serve as the company's radio "champion."

"We're creating a leadership model to better reflect the reality of today's media marketplace. As the boundaries between traditional and digital media merge, it's important to have leaders in place who can think broadly across the media landscape as they guide our way forward," added Schwartz.

This announcement signals the evolution of Cox's media business strategy for future growth and success. Since Cox combined its media businesses into one organization in December 2008, Cox Media Group has brought together its national advertising firms into New York-based Cox Reps and taken Cox Radio private.

The new business model will continue to evolve over the next several months as the reporting structures go into effect.