

COX ENTERPRISES CUTS 102 JOBS IN GEORGIA



If you have never heard of Cox Enterprises then do not worry you are not alone. The company, while large, is not well known out side of its field. For those of us who need to be kept up to speed on what exactly they do here is a look at how the company [describes](#) its own operations, "Cox Enterprises is a leading communications, media and automotive services company. Headquartered in Atlanta, Cox Enterprises' revenues are nearly \$15 billion, and the company has more than 50,000 employees." Now that we know what they do, we can get ready to talk about what they are going to do to their employees in the name of the bottom line. The company has recently filed a notification with the Department of Labor in the state of Georgia to notify of a mass layoff action. For those of you not familiar with the concept here is a look at how the federal government [defines](#) the term, "Monthly mass layoff numbers are from establishments which have at least 50 initial claims for unemployment insurance (UI) filed against them during a 5-week period. Extended mass layoff numbers (issued quarterly) are from a subset of such establishments—where private sector nonfarm employers indicate that 50 or more workers were separated from their jobs for at least 31 days." This notification was made because the company is getting ready to get rid of about 102 employees from one of its companies. This time it is the workers of the Atlanta Journal Constitution, more specifically the workers at its distribution center, who are going to be taking the job cuts. The facility is located in Smyrna, Georgia. The company is not planning to get rid of its home delivery program, but they are looking for a way to work out to another company, hopefully for a cheaper rate. This move means that Cox Enterprises has to put all of the workers currently associated with the home delivery program off of the payrolls in order to make the change. The company has not, at the current moment, released any kind of statement about which company they plan to outsource the work to, but we do have an expected date for the transition. The company is going to change its model on the 16th of July. This likely makes that date the last one for the workers who are being let go. The company does not, however, seem to be shrinking on the whole. The company recently launched a new business enterprise. On May 2nd the company [announced](#) the opening of, "the launch of its first mobile offering, CDS Mobile, which will connect national brands to local audiences among quality local media and vertical content sites, in any market nationwide. Distinct from other mobile offerings, CDS Mobile connects advertisers and agencies with local media sites and national vertical content sites both in-hand and on-screen. Providing local depth, CDS Mobile has partnered with the nation's leading newspaper, TV, and radio sites owned by leading strategic publisher partners. Additionally, CDS Mobile provides breadth in vertical content sites among more than 20 categories that are geo-targeted to match an advertiser's specific target market. The technology behind CDS Mobile enables advertisers to deliver highly targeted campaigns using: geo-fencing, latitude/longitude, radius, device, carrier, and time of day." So they must be doing some kind of hiring. It is unlikely however that the workers at the distribution center will be qualified to make a transition to the new openings. The company has not given any word on severance or other benefits that may be offered to departing workers.

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