

EEO Public File Report
Imagicom Communications
Imagicom Yuma, LLC, KYMA
EEO Public File Report Part 1
Reporting Cycle: 08/01/2022 – 05/31/2023
The station changed ownership during the current reporting period. Specifically, on August 01, 2022
Imagicom Yuma, LLC is the licensee of KYMA-DT

The station changed ownership during the current reporting period. Specifically, on August 01, 2022

Full-Time Positions Filled	
1	2
3	4
5	6
7	8
9	10
11	12
13	14
15	16
17	18
19	20
21	22
23	24
25	26
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69	70
71	72
73	74
75	76
77	78
79	80
81	82
83	84
85	86
87	88
89	90
91	92
93	94
95	96
97	98
99	100

Requisition	Date Opened	Start Date	Recruitment Source	Interviewed
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2

Long - Term Recruiting Initiatives

EEO Public File Report

Imagicom Yuma, LLC, KYMA

EEO Public File Report Part 3

KYMA - YUMA AZ

Reporting Cycle: 08/01/2022 – 05/31/2023

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
	8/18/2022	TVB Google Analytics 4 - What Sellers and Advertisers Need to Know	This training webinar will provide you a comprehensive overview of this shift to GA4. We'll explain the most important changes for your stations and your clients. We'll walk you through the improvements clients can expect from the new analytics tool.	Sales Staff Training Webinar	Local Sales Manager, Account Executives
	11/18/2022	Antitrust compliance training	This training is one of the most proactive measures an organization can take to ensure employees have the basic understanding of the major anti trust laws and how to avoid behaviors that can affect business activities.	Sales Staff Training Webinar	Local Sales Manager, Account Executives
	ONGOING	Matrix/monarch training	Monarch Lunch and Learn Training for sales personnel. This was weekly training for Matrix Monarch Customer CRM tool. Training was designed to teach sales personnel how to best use the software and insure further growth in their careers with revenue development.	Sales Staff Training Webinar	Local Sales Manager, Account Executives
	1/18/2023	TVB The Automated Local TV Marketplace	This Training will discuss the benefits of automating the buying and selling process for local broadcast TV advertising including technical capabilities that eliminate inefficient, manual steps from the process, resulting in an end-to-end direct connection between buyers and sellers.	Sales Staff Training Webinar	Local Sales Manager, Account Executives
	2/23/2023	TVB Auto Market Charging Forward	This training will provide a comprehensive overview of the 2023 auto market, including recovery of new vehicle sales, return of dealer inventory, increasing vehicle incentives and leasing. This will be beneficial for every seller in the recharged auto market for reengaging auto dealers with optimal marketing opportunities.	Sales Staff Training Webinar	Local Sales Manager, Account Executives
	2/28/2023	TVB Purchase Funnel: The Impact of Advertising on Purchase Behavior	This training will focus on the Purchase Funnel study, fielded by GfK, look at the influence of 20 media platforms, both traditional and digital, on consumers' decision-making process – from awareness to actually making a purchase.	Sales Staff Training Webinar	Local Sales Manager, Account Executives
	4/12/2023	TVB Auto Market Spring Forward 2023	This Training will provide a comprehensive overview of the first quarter of the 2023 auto market. Key topics include: Sales recovery of the auto market, improving inventory conditions for dealers, competition between auto brands and their dealerships, marketing and media opportunities for the spring selling season and auto brands to focus on.	Sales Staff Training Webinar	Local Sales Manager, Account Executives
	5/3/2023	TVB 2023 Retirement Communities Purchase Funnel	This Training will provide the importance of retirement communities and how this category is growing. Instates on Retirement Communities Purchase Funnel study, fielded by GfK, which takes a close look at consumers who have already purchased a home in a retirement community and those who plan to.	Sales Staff Training Webinar	Local Sales Manager, Account Executives