

Long - Term Recruiting Initiatives

EEO Public File Report

Imagicomm Yuma, LLC, KYMA

EEO Public File Report Part 3

KYMA - YUMA AZ

Reporting Cycle: 06/01/2023 – 05/31/2024

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
	ONGOING	Diversity, Equity, and Inclusion Resources	TVB new DEI Task Force resources to help hiring managers diversify their teams and retain diverse talent. Training regarding career paths, opportunities, challenges and advice for job candidates and employees from diverse backgrounds.	Management Staff Diverse Voices Video Series	Local Sales Manager
	6/21/2023	TVB Next Women Tomorrow's Media Leaders	Discussing the skills and strategy necessary for career advancement, including challenges and opportunities for women looking to advance to leadership positions.	Sales Staff Training Webinar	Local Sales Manager, Account Executives
	12/12/2023	2023 American Conversation Study	TVB training examining the effects of media on word of mouth marketing, including the most influential platforms for news of the day and political conversations. Commissioned Engagement Labs to assess and quantify the role media platforms have in driving Americans' conversations across demographic groups, political party affiliations, ethnicities, and product categories.	Sales Staff Training Webinar	Local Sales Manager, Account Executives
	1/24/2024	TVB NEXT Women Tomorrow's Media Leaders - Skill Up Personal Branding	Skill building session on personal branding. this workshop designed to help you identify and communicate your goals and values in a mission statement that will power your career.	Sales Staff Training Webinar	Local Sales Manager, Account Executives
	5/8/2024	EEO Rules and Public EEO Report	Ensuring that employees understand discrimination rules and policies and how they may help prevent problems from arising. This training event walks you through all the basic reporting requirements you need to be aware of.	Management Staff Webinar	Local Sales Manager