



**EEO Public File Report  
 Imagicomm Communications  
 KLAX Alexandria, LA**

**EEO Public File Report Part 2**

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

**Recruitment Sources Used for All Openings**

<b>No.</b>	<b>Recruitment Source</b>	<b>Contact</b>	<b>Address</b>	<b>Entitled to Notification</b>	<b># interviews</b>
1	Indeed	Internet posting	7501 N Capital of Texas Highway, Austin TX 78731 www.indeed.com	N	0
2	Linkedin	Internet Posting	605 W Maude Ave, Sunnyvale, CA 94085 www.linkedin.com	N	4
3	KLAX-TV on air	Station Manager	1811 England DR, Alexandria LA 71303	N	1
4	KLAX-TV.com	Station Manager	1811 England DR, Alexandria LA 71303	N	1

**Longer - Term Recruiting Initiatives****EEO Public File Report****Imagicom Communications****EEO Public File Report Part 3****KLAX Alexandria, LA****Reporting Cycle: 08/01/2022 – 01/31/2023**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
	8/18/2022	TVB Google Analytics 4 (GA4)	This 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	General managers, sales mangers, account executives
	11/17/2022, 11/18/2022	Antitrust compliance training	This training was designed to make sure all persons involved in sales transactions understood the rules and requirements regarding anti-trust.	Webinar	Station manager, account executive, production manager, business manager
	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	General managers, sales mangers, account executives
	10/12/2022	TVB The Impact of Advertising on Purchase Behavior	This webinar will focus on two hot local TV consumer categories: Home Improvement and Insurance, with separate presentations for each. Both studies, fielded by GFK, look at the influence of over 20 media platforms, both traditional and digital, on consumers' decision-making process -- from awareness to actually making a purchase.	Sales staff training	General managers, sales mangers, account executives
	10/19/2022	TVB Selling to Multicultural Audiences	Training to gain a better understanding of the multicultural consumer, what they represent in economic spending power to give sellers the tools necessary to reach them on an efficient and consistent basis	Sales staff training	General managers, sales mangers, account executives