

Imagicom Spokane, LLC EEO Statement/Narrative

Imagicom Spokane, LLC (“Imagicom”) notes that the station changed ownership during the current license renewal term. Specifically, on August 1, 2022, the license for KAYU-TV was assigned to the station’s current owner pursuant to a long form assignment application. *See* FCC File No. 0000189171. Imagicom notes that because of the long-form ownership change, the current licensee is not liable for the actions or inactions of the prior licensee. Nevertheless, in the interest of full disclosure, Imagicom has been advised that over the last two years, KAYU-TV has completed the following EEO Outreach Initiatives --

Menu Initiative 8 -- Provided a training program designed to enable station personnel to acquire skills that could qualify them for higher level positions –

January 2021 – Sales staff completed Plugola & Payola training

January 2021 – Sales staff completed Bullseye Digital training

February 2021 – Sales staff completed Advertising Insites and Training

July 2021 and April 2022 – General Manager attended “Political Rules/Guidelines” training. This training was conducted by in house and outside legal teams to teach General Managers, Station Managers, Sales Managers, Sales Assistants, and others associated with political advertising and maintaining the FCC file of all political rules. This training offered an opportunity for station personnel to further their careers with complete knowledge of political requirements.

October 1, 2021 – January 31, 2022 -- Monarch Lunch and Learn Weekly Training for sales personnel 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.

December 2021 -- TVB training for 2022 Forecast for Local TV. This training was for all sales personnel, sales managers, and General Managers which allowed for employee growth in their careers. Subject matter was the forecast of trends, categories, and developmental areas anticipated for 2022.

March 2022 -- TVB training for Future of Automotive. This training was for all sales personnel, sales managers, and General Managers which allowed for employee growth in understanding the challenges facing the automobile industry due to supply chain issues.

Ongoing Training – Sales and Sales Assistants participate in training programs designed to boost knowledge of new products, order input, promotions, and ratings programs. Sales Coordinators also trained on FCC public file procedures. All training sessions are designed to expand their knowledge in hopes of cross training and/or obtaining higher job positions.

Menu Initiative 14 – Provided training to management-level personnel on methods of ensuring equal employment opportunity and preventing discrimination –

March/May 2021 – Station Employment Unit Managers attended “Building an Inclusive Workplace” training hosted by Employment Learning Innovations.

July 2021 and April 2022 – General Manager attended “Political Rules/Guidelines” training. This training was conducted by in house and outside legal teams to teach General Managers, Station Managers, Sales Managers, Sales Assistants, and others associated with political advertising and maintaining the FCC file of all political rules. This training offered an opportunity for station personnel to further their careers with complete knowledge of political requirements.

February 2022 – General Managers, Station Managers, Business Managers, and all Hiring Managers attended FCC EEO Compliance Training; webinar on EEO Rules, Longer-Term Initiatives, Reporting and Filing Requirements.