



To: Human Resources Professionals of the Bluegrass

While the recent COVID19 crisis has put many HR Teams in a tailspin with regard to company layoffs and temporary furloughs, there is still a vast need for many HR Teams to be hiring in the areas of medical/health staffing, fulfillment center and delivery service workers, etc.

WKYT an entity of Gray Television, has eight stations throughout Kentucky as well as 140 stations in 92 markets throughout the US to help HR Teams utilize television and digital marketing effectively. WKYT would like to extend these marketing tools to assist you in your search for qualified personnel by strategizing a custom campaign specific to your hiring needs at this time.

We realize for many HR Teams, this is anything but an opportune time for hiring employees. But, when this crisis has passed and we all find ourselves in a new normal, please know that WKYT will be here to provide you with a customized campaign strategy that will not only jumpstart your hiring needs, but will also help put those folks affected by this crisis back into the work force.

As a service to the business community, if a company is "Still Serving", company HR leaders and representatives or business owners can go to wkyt.com/stillseving and register your business to let the public know that your company is still serving and open for business.

We look forward to hearing from you. Stay Safe!

Sincerely,
Erin Graf

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