



FOR IMMEDIATE RELEASE

Mission Media Partners with PsychArmor Institute to Provide Industry Employers with Free Online Courses for Hiring & Retaining Veterans

NAPERVILLE, ILL., January 18, 2017—Mission Media is pleased to partner with PsychArmor Institute, a national non-profit, to provide industry employers with free access to the School for Guard, Reserve & Veteran Employers, a robust collection of online courses featuring best practices for veteran recruitment and retention. The courses are led by national subject matter experts including Dr. Heidi Kraft, former Navy lieutenant commander, Iraq veteran, instructor and clinical director for PsychArmor and Major Mark O’Loughlin, Marine Corps Sergeant, founder and CEO of Validated Leadership.



The self-paced courses are designed to fully engage the learner via a combination of simulations, animations and video. Featured courses include:

- Creating a Veteran Hiring Program
- Strategies for Effective Veteran Hiring
- Creating a Military Friendly Culture
- Battle Forged, Business Ready
- Creating a Military Spouse Hiring Program

Industry employers can access the free online courses at <http://learn.psycharmor.org/self-signup/> using access code: missionmedia. For more details about Mission Media, please visit www.MissionMedia.org.

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About Mission Media

Stemming from the collective desire of cable and entertainment companies to take a systematic, industry-level approach to the hiring and retention of military veterans, Mission Media was developed by the industry’s 22-member Veterans Advisory Council and launched in September 2015 under the honorary chairmanship of Michael Powell, president and CEO of the NCTA. Mission Media is managed by the Cable and Telecommunications Human Resources Association (CTHRA).

About CTHRA

The Cable and Telecommunications Human Resources Association (CTHRA) is the premier human capital resource for the industry and a growing nonprofit organization with more than 3,000 members spanning 50 companies. CTHRA provides industry-specific benchmarks, information and resources, as

well as networking and educational opportunities. CTHRA's groundbreaking initiatives include its renowned Compensation Surveys and Annual HR Symposium. CTHRA also manages Mission Media, a systematic, industry-level approach to the hiring and retention of military veterans in the cable and entertainment industry. For more information, visit www.cthra.com.

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