

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: **May 21, 2022 – May 20, 2023.**

1) **Employment Unit: Bravo Mic Communications, LLC**

2) **Unit Members (Stations and Communities of License): KVLC (FM), Hatch, NM
KXPZ (FM), Las Cruces, NM
KMVR (FM), Mesilla Park, NM
KOBE (AM), Las Cruces, NM
KDEM (FM), Deming, NM
KOTS (AM), Deming, NM**

3) **EEO Contact Information for Employment Unit:**

Mailing Address: 101 Perkins Drive Las Cruces, New Mexico 88005	Telephone Number: (575) 527-1111
	Contact Person/Title: Michael Smith/ President & CEO
	E-mail Address: Msmith@bravomic.com

4) **Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source Referring Hiree
(a) Media Consultant	Indeed.com
(b) Media Consultant	Indeed.com

{00162863;v1}Stations KVLC(FM), KXPZ(FM), KMVR(FM), KOBE(AM), KDEM (FM), and KOTS (AM) are Equal Opportunity Employers.

5) Job Title: Media Consultant

Referral Source(s) of Hire: Indeed.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
On – Air Advertisement	A. Criswell	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	1	No
Station Websites	A. Criswell	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	0	No
Company Social Media - Facebook	A. Criswell	https://www.facebook.com/BravoMic/	(575)527-1111	0	No
Referral (Industry, Personal, Employee)	A. Criswell	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	0	No
New Mexico Broadcasters Association (Sends to 22 Additional Recruitment Sources, please see attached)	Suzan Strong	2333 Wisconsin St., NE Albuquerque, NM 87110	(505)881-4444	0	No
New Mexico State University	Donald Gass	https://app.joinhandshake.com/	(575)646-1631	0	No
Dona Ana Community College	Donald Gass	https://app.joinhandshake.com/	(575)646-1631	0	No
New Mexico Institute of Mining and Technology	Tristine Hayward	https://app.joinhandshake.com/	(575)835-5022	0	No
Indeed.com	A. Criswell	https://www.indeed.com/q-bravo-mic-l-las-cruces,-nm-jobs.html?vjk=cee20e8b27d86bd2	(575)527-1111	2	No

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Referral Source(s) of Hire: Indeed.com

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On – Air Advertisement	A. Criswell	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	0	No
Station Websites	A. Criswell	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	0	No
Company Social Media - Facebook	A. Criswell	https://www.facebook.com/BravoMic/	(575)527-1111	0	No
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New Mexico Broadcasters Association (Sends to 22 Additional Recruitment Sources, please see attached)	Suzan Strong	2333 Wisconsin St., NE Albuquerque, NM 87110	(505)881-4444	0	No
New Mexico State University	Donald Gass	https://app.joinhandshake.com/	(575)646-1631	0	No
Dona Ana Community College	Donald Gass	https://app.joinhandshake.com/	(575)646-1631	0	No

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New Mexico Institute of Mining and Technology	Tristine Hayward	https://app.joinhandshake.com/	(575)835-5022	0	No
Indeed.com	A. Criswell	https://www.indeed.com/q-bravo-mic-l-las-cruces,-nm-jobs.html?vjk=cee20e8b27d86bd2	(575)527-1111	1	No

6) **Total # of Interviewees Referred:** During the period from May 21, 2022 through May 20, 2023, this Employment Unit interviewed 4 individuals.

7) **Supplemental Recruitment Initiatives**

(a) Mentoring Program

Bravo Mic Communications sales manager (Director of Sales) makes himself available to go on calls, help with presentation ideas and assist in all aspects of the sales process, as a mentor. The promotions director and operations manager mentor the sales team and are called upon to present reports and ideas at quarterly promotions meetings. The Director of Sales, promotions director and operations manager make themselves available to attend client appointments along with any additional mentoring support.

(b) Participation in Educational Programs and Events

Bravo Mic Communications On-Air talent Ricky Tarin attended the Community Action Agency Kids Can The Around the World and Home Again International Youth Market and Business Contest on Saturday, December 3rd, 2022. Ricky talked about radio and broadcasting technology and career opportunities while also participating in event activities.

Bravo Mic Communications On-Air talents Ricky Tarin and Donna Dollar attended the Monte Vista Elementary School’s Career Day event for 3rd-5th grade students on Thursday, April 13th, 2023. Ricky and Donna made multiple presentations on careers in broadcasting and participated in question-and-answer sessions.

Bravo Mic Communications On-Air talent Ricky Tarin attended the Community Action Agency Kids Can Youth Career Expo on Saturday, April 29th, 2023. Ricky talked about radio and broadcasting technology and career opportunities while also participating in event activities.

Bravo Mic Communications, with support from the New Mexico Broadcasters Association, awarded a broadcast engineering internship for June through December 2022 to Cooper Harrison.

Bravo Mic employee Vanessa Dabovich teaches a media magnet program at Sierra Middle School.

(c) Participation in Training Programs Designed to Enable Acquisition of Job Skills

1. Training Program – NMBA Summer Convention

Bravo Mic employees in the Sales and Production Departments attended the NMBA Summer Convention presented by the New Mexico Broadcasters Association in August 2022. Workshops and seminars attended included “Regaining Your Swagger”, “The Future of Radio in Vehicles”, “State of Local Media and its Future”, “Re-Tool and Re-Work Tired Ideas”, and “Your Digital Strategy”.

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2. Training Program – P1 Learning

Bravo Mic employee in the Sales Department participated in the P1 Learning P1 Plus Broadcast Sales Course, September – October 2022.

Bravo Mic employees in the Sales Department participated in the P1 Learning P1 Plus Broadcast Sales Course, March – May 2023.

3. Training Program – Simpli.fi Bullseye

Bravo Mic employees in the Sales Department participated in the Simpli.fi Bullseye 101: Introduction to Targeted Advertising Course in September 2022.

Bravo Mic employees in the Sales Department participated in the Simpli.fi Bullseye 201: Advanced Targeted Advertising Training Course in September 2022.

4. Training Program – Local Broadcast Sales

Bravo Mic employees in the Sales Department participated in the Local Broadcast Sales (LBS) online webinar: “How to Quadruple Your Local Direct Sales” on November 8th, 2022.

(d) Participation in Professional Networking

Bravo Mic employees attended the Las Cruces Chamber of Commerce In The Know: Pulse of the City Luncheon on September 23, 2022.

Bravo Mic employees attended the Las Cruces Chamber of Commerce Annual Chamber Gala & Choice Awards on September 29, 2022.

Bravo Mic employees attended the Community Foundation of Southern New Mexico Spirit of Giving Annual Gala on October 8, 2023.

Bravo Mic employee attended the Deming, NM Rotary Club meetings on behalf of Bravo Mic, January – May 2023.

Bravo Mic owner and CEO attended the Las Cruces International Film Festival Poster Party on Saturday, February 23, 2023.

National Association of Broadcasters

Bravo Mic owner and CEO Mike Smith attended the National Association of Broadcasters 2023 NABShow in Las Vegas, Nevada in April 2023. Special events and seminars included Small and Medium Market Radio Forum, Focus on Leadership, roundtables, and field workshops.

New Mexico Association of Broadcasters

Bravo Mic owner and CEO Mike Smith serves on the Executive Board of the New Mexico Broadcasters Association and attended the NMBA State Leadership Conference in Washington DC, February 27th – March 2nd, 2023 that included a leadership dinner event and meetings with elected representatives.

(e) Job Fair

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Bravo Mic and the New Mexico Broadcasters Association hosted a virtual job fair in February 2023 to inform and recruit for career opportunities in business administration, engineering, and sales.

NMBA Recruitment Sources

Lovie McGee
African American Cultural Association

PO Box 18043
Albuquerque, NM 87185-8043
(505) 299-7910
lovejll@aol.com

Antoinette Fontenelle
Albuquerque Indian Center

105 Texas SE
Albuquerque, NM 87108
(505) 268-4418
toni_m629@hotmail.com

Career Services at Western New Mexico University

1000 W. College St.
Silver City,, NM 88062
505-538-6336
careerserv@wnmu.edu

Terry Cuff
Colorado Media School

404 S. Upham St.
Lakewood, CO 80226
303-937-7070
tcuff@beonair.com

Georgia Cavazos
Communication & Journalism, Univ. of New Mexico

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Sean Moore
Eastern New Mexico University-KENW

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Portales, NM 88130
(505) 562-2112
sean.moore@enmu.edu

R. Sandler
John Marshall Multi-Service Center

1500 Walter SE
Albuquerque, NM 87102
(505) 848-1345

rsandler@cabq.gov

LULAC National Educational Service Centers, Inc

2000 L Street, NW; Suite 610
Washington, DC , 20036
202-835-9646
jmoya@lnesc.org

***Mark Shilstone
Medialine***

PO Box 51909
Pacific Grove, CA 93950
800-237-8073
medialine@medialine.com

National Alliance of State Broadcasters Associations

www.careerpage.org,
careerpage@nasbaonline.net

***Anna Lopez
National Association of Hispanic Journalists***

PO Box 226722
Washington, DC 20045
(202) 662-7145
jobbank@nahj.org

***Suzan Strong
NMBA***

2333 Wisconsin St., NE
Albuquerque, NM 87110
suzanstrong@nmba.org

***Tony Corona
San Juan Basin Technical College***

P.O. Box 970

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San Juan College

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Stacy Sacco
SASacco & Associates

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Richard Schaefer
University of New Mexico

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Madeline Richards
University of New Mexico

Student Services Center, Room 220
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505-277-2531
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Veronica Mendez-Cruz
UNM El Centro de la Raza

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Angie Ludi

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Women's Housing Coalition

3005 San Pedro NE
Albuquerque, NM 87110
(505) 884-8856
whcabq@att.net

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