

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: **May 22, 2020 – May 21, 2021.**

1) Employment Unit: Bravo Mic Communications

- 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

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	On-Air Advertisement

5) Job Title: Media Consultant

Referral Source(s) of Hire: On-Air Advertisement

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	M. Smith	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	2	No
Station Websites	M. Smith	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	0	No
Company Social Media - Facebook	M. Smith	https://www.facebook.com/BravoMic/	(575)527-1111	0	No
Referral (Industry, Personal, Employee)	M. Smith	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		https://www.indeed.com/jobs?q=Media+Consultant&l=Las+Cruces%2C+NM		0	No

6) Total # of Interviewees Referred: During the period from May 22, 2020 through May 21, 2021, this Employment Unit interviewed 2 individuals.

7) Supplemental Recruitment Initiatives

(a) Mentoring Program

Bravo Mic Communications sales manager 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 Monday sales meetings. The sales manager, 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 talents Ricky Tarin and Patricia Valencia attended the Mayfield High School Low Incidence Special Education Virtual Field Trip in January 2021. They provided explanations and demonstrations on how radio and programming functions to the class.

Bravo Mic Communications, with support from the New Mexico Broadcasters Association, awarded a \$1,200 broadcasting scholarship in September 2020 for the 2020-21 academic year. Eligible high school seniors and undergraduate university students interested in pursuing broadcasting, journalism, mass communications, video and graphic design, or information technologies were invited to submit a two-

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minute video highlighting the area of interest in media, how it incorporates into the local community, and the career expectations of the designated area of interest.

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 Special Seminar

Bravo Mic employees in the Sales Department attended the special Swagginar Virtual Seminar “The Reality of Stimulus Checks for Broadcasters” presented by Derron Steenberg and the New Mexico Broadcasters in March 2021. Topics included how broadcasters and account executives can use the infusion of stimulus money into state to increase ad dollars.

2. Training Program – NMBA Workshops

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Online Workshop in February 2021. Course attended: Relief and Hope for Local Auto Dealers presented by Local Broadcast Sales.

Bravo Mic operations manager participated in the New Mexico Broadcast Association Online Managerial Workshop in March 2021. Course attended: Emotional EQ Training-P1 National Broadcasters Management Training.

Bravo Mic employee in the Sales Department participated in the Local Broadcast Sales Online Workshop in April 2021. Course attended: Sales 101

Bravo Mic employee in the Sales Department participated in the Local Broadcast Sales Online Workshop in April 2021. Course attended: Skillfully Building and Improving Relationships

Bravo Mic employee in the Sales Department participated in the Local Broadcast Sales Online Workshop in April 2021. Course attended: Skillsets to Die For

3. Training Program – WordPress

Bravo Mic employees in the Production Department participated in the WordPress online workshop in July 2021. Course attended: Multi-Network Cross-Post Training.

4. Training Program – Nielsen

Bravo Mic employee in the Sales Department participated in Nielsen live web training presented by Geri Rupert in May 2021. Courses attended: – TAPSCAN 100-Welcome to TAPSCAN, TAPSCAN 101-Composition Reports, TAPSCAN 105-TAPSCAN Scheduling, Qualitative 101-Qualitative Fundamentals.

(d) Participation in Professional Networking

Las Cruces Premiere of “Walking With Herb” Benefitting Jardin de Los Niños

Bravo Mic production director and on-air personality Ricky Tarin attended the special premiere of “Walking With Herb” motion picture in April 2021. Ricky served as opening host and MC for benefit dinner attended by community and business leaders helping the mission of Jardin de Los Niños.

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

MSC03 2240, 1 University of New Mexico
Albuquerque, NM
505-277-1903
cjadvice@unm.edu

John Ortiz
Community Cable Channel 27

415 Tijeras NW
Albuquerque, NM 87102
505243-0027
John@quote-unquote.org

Adan Garcia M.Ed.
Dept. of Communication and Journalism

UNM Redono Dr., NE
Albuquerque, NM 87106
505-277-2819
adang25@unm.edu

Margaret Kirby
Eastern New Mexico University

1200 W. University
Portales, NM 88130

margaret.kirby@enmu.edu

Sean Moore
Eastern New Mexico University-KENW

KENW-TV Station 52
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

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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
Cortez, CO 81321
970-565-8457
Tcorona@sjbtc.edu

Sandy Lobato
San Juan College

4601 College Blvd.
Farmington, NM 87402
(505) 566-3579
lobatosa@sanjuancollege.edu

Stacy Sacco
SASacco & Associates

1201 Cannonade Ct SE
Albuquerque, NM 87123
(505) 489-2311
stacy@sasacco.com

Richard Schaefer
University of New Mexico

C-J Building #235W
Albuquerque, NM 87131
(505) 277-9556
schaefer@unm.edu

Madeline Richards
University of New Mexico

Student Services Center, Room 220
Albuquerque, NM
505-277-2531
jobpost@unm.edu

Veronica Mendez-Cruz
UNM El Centro de la Raza

Mesa Vista Hall #1153, MSC 06 3830
1 University of New Mexico
Albuquerque, NM
(505) 277-5020
elcentro@unm.edu

Angie Ludi
Women's Housing Coalition

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