

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: **May 21, 2021 – May 20, 2022.**

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
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	On-Air Advertisement
(b) Media Consultant	Referral
(c) Media Consultant	On-Air Advertisement
(d) Media Consultant	On-Air Advertisement
(e) Director of Sales	Referral
(f) Digital Content Coordinator	Employee Promotion*

***This part-time employee was promoted to full-time status during this EEO reporting period. This employee was first hired to this technical position by the Employment Units to fill a part-time role in 2018 using standard EEO recruitment outreach.**

{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: 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	A. Criswell	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	2	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		https://www.indeed.com/rc/clk?jk=9f19ddcf a0ae44c3&fccid=eff9979d87c9bba6&vjs=3		1	No

Job Title: Media Consultant

Referral Source(s) of Hire: Referral

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Company Social Media - Facebook	A. Criswell	https://www.facebook.com/BravoMic/	(575)527-1111	0	No
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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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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or 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/rc/clk?jk=9f19ddcf a0ae44c3&fccid=eff9979d87c9bba6&vjs=3		1	No

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	A. Criswell	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	2	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		https://www.indeed.com/rc/clk?jk=9f19ddcf a0ae44c3&fccid=eff9979d87c9bba6&vjs=3		3	No

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	A. Criswell	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	1	No
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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/rc/clk?jk=9f19ddcf a0ae44c3&fccid=eff9979d87c9bba6&vjs=3		0	No

Job Title: Director of Sales

Referral Source(s) of Hire: Referral

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	1	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	1	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/rc/clk?jk=9f19ddcf a0ae44c3&fccid=eff9979d87c9bba6&vjs=3		0	No

6) Total # of Interviewees Referred: During the period from May 21, 2021 through May 20, 2022, this Employment Unit interviewed 14 individuals.

7) Supplemental Recruitment Initiatives

(a) Mentoring Program

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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 Tuesday 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 Mayfield High School Beautification Day on May 3rd, 2022. Ricky spent time with students answering questions about careers in radio and broadcasting.

Bravo Mic Communications On-Air talent Ricky Tarin attended the Community Action Agency Kids Can Fiesta de la Primavera on Saturday, May 14th, 2022. Ricky talked about radio and broadcasting technology and career opportunities.

Bravo Mic Communications, with support from the New Mexico Broadcasters Association, awarded a broadcasting internship during the months of June through August 2021. 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-minute audio or video demo 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 and Production Departments attended the NMBA Virtual Convention “The Reality of Stimulus Checks for Broadcasters” presented by the New Mexico Broadcasters in September 2021. Virtual sessions included workshops on copywriting, digital sales and media, improved sales techniques, and demonstrating the value of available tools.

2. Training Program – NMBA Workshops

Bravo Mic employees in the Sales Department participated in the Local Broadcast Sales Online Workshop in November 2021 and March 2022. Course attended: Sales 101

Bravo Mic employee in the Sales Department participated in the Local Broadcast Sales Online Workshop in March 2022. Course attended: Skillfully Building and Improving Relationships

3. Training Program – Windows Server Certification

Bravo Mic engineer attended the Windows Server 2019 Bootcamp in Sarasota, Florida in January of 2022.

(d) Participation in Professional Networking

Bravo Mic employees attended the Las Cruces Chamber of Commerce Education Update Luncheon on June 25th, 2021.

Bravo Mic employees attended the Peak Behavioral Community Partner Holiday Social on December 10th, 2021.

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Bravo Mic employees attended the Las Cruces Chamber of Commerce Education Update Luncheon on April 22nd, 2022.

Bravo Mic employees attended and participated in the 2022 Las Cruces Chamber of Commerce Golf Tournament in May 2022.

El Paso Premiere of “Green Ghost and the Masters of the Stone”

Bravo Mic production manager and on-air personality Jack Lutz attended the special premiere of “Green Ghost and the Masters of the Stone” motion picture in April 2022 along with members of the Sales Department at the invitation of the film’s producer and star.

National Association of Broadcasters

Bravo Mic owner and CEO Mike Smith attended the 2022 National Association of Broadcasters 2022 NABShow in Las Vegas, Nevada in April 2022. Special events and seminars included NABA Radio In-Car User Experience, Hybrid Station Opportunities, and How to Develop Successful Business Opportunities.

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 Board Retreat in Santa Fe, New Mexico March 2022.

(e) Job Fair

Bravo Mic and the New Mexico Broadcasters Association hosted a virtual job fair in November 2021 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

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National Alliance of State Broadcasters Associations

www.careerpage.org,

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UNM El Centro de la Raza

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Angie Ludi
Women's Housing Coalition

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