

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period May 23, 2009 – May 22, 2010.

- 1) **Employment Unit: Bravo Mic Communications, LLC and
Bravo Mic Communications II, 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**

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

Mailing Address: 101 Perkins Drive Las Cruces, NM 88005	Telephone Number: 575-527-1111
	Contact Person/Title: Michael Smith/Exec. Vice President
	E-mail Address: msmith@bravomic.com

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

Job Title	Recruitment Source Referring Hiree
1. <u>Account Executive (August 2009)</u>	<u>KMVR Website</u>
2. <u>General Sales Manager (November 2009)</u>	<u>Bravo Mic Communications Website</u>
3. <u>Account Executive (February 2010)</u>	<u>Referral</u>
4. <u>Account Executive (March 2010)</u>	<u>Bravo Mic Communications Website</u>
5. <u>Account Executive (April 2010)</u>	<u>KVLC & KXPZ On-Air Recruitment</u>

**Stations KVLC(FM), KXPZ(FM), KMVR(FM), and KOBE(AM) are
Equal Opportunity Employers.**

5) Job Title: Account Executive – August 2009

Referral Source(s) of Hiree: KMVR Website

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 KVLC-FM, KXPZ-FM, KMVR-FM and KOBE-AM	M. Smith	101 Perkins Drive Las Cruces, NM 88005	(575) 527-1111	0	No
Referral (Industry and Personal)	M. Smith	101 Perkins Drive Las Cruces, NM 88005	(575) 527-1111	0	No
Station Websites	M. Smith	101 Perkins Drive Las Cruces, NM 88005 www.bravomic.com www.101gold.com www.rocket995.com www.kmvrfm.com www.b1450.com	(575) 527-1111	1	No

5) Job Title: General Sales Manager – November 2009

Referral Source(s) of Hiree: Bravo Mic Website

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 KVLC-FM, KXPZ-FM, KMVR-FM and KOBE-AM	M. Smith	101 Perkins Drive Las Cruces, NM 88005	575-527-1111	1	No
Referral (Industry and Personal)	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 www.101gold.com www.rocket995.com www.kmvrfm.com www.b1450.com	575-527-1111	0	No
All Access	N/A	28955 Pacific Coast Highway Suite 210 Malibu, CA 90265 AllAccess.com	(310) 457-6616	3	No
Radio Ink	N/A	2090 Palm Beach Lakes Blvd. Suite 300 West Palm Beach, FL 33409 RadioInk.com	(561) 655-8778	10	No
New Mexico Broadcasters Association	Susan Strong	2333 Wisconsin, NE Albuquerque, New Mexico 87110 nmba.org/jobs/postings.php	(505) 881-4444	2	No
Las Cruces Job Web	Dr. Marc Ellman	11985 Pellicano Drive, Ste. G #371 El Paso, TX 79936 LasCrucesJobWeb.com	(915) 490-1766	0	No
Bravo Mic Communications Website	M. Smith	101 Perkins Drive Las Cruces, NM 88005 www.bravomic.com	575-527-1111	1	No

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5) Job Title: Account Executive – February 2010

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 KVLC-FM, KXPZ-FM, KMVR-FM and KOBE-AM	M. Smith	101 Perkins Drive Las Cruces, NM 88005	575-527-1111	4	No
Referral (Industry and Personal)	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 www.101gold.com www.rocket995.com www.kmvrfm.com www.bl450.com	575-527-1111	3	No
New Mexico Broadcasters Association	Susan Strong	2333 Wisconsin, NE Albuquerque, New Mexico 87110 nmba.org/jobs/postings.php	(505) 881-4444	0	No
University of Phoenix	Adrien Marcus	Alumni.phoenix.edu	(480) 557-1131	0	No
Doña Ana Branch Community College	Viola Garcia/Kevin Andrew	MSC 3DA P.O. Box 30001 Las Cruces, NM 88003-8001 http://dacc.nmsu.edu/employment/index.asp	(575) 527-7536	3	No
New Mexico State University Career Services	Elizabeth Ortega	3024 Locust Street Las Cruces NM 88003 employer@nmsu.edu http://careerservices.nmsu.edu	(575) 646-1631	3	No
University of Texas El Paso	Ed Maldonado	Career Center The University of Texas at El Paso 500 W. University Ave. El Paso, TX 79968 careers@utep.edu http://studentaffairs.utep.edu/default.aspx?alias=studentaffairs.utep.edu/careers	(915) 747-5640	2	No
El Paso Community College	Dina Arroyos	El Paso, TX http://dnn.epcc.edu/Default.aspx?alias=dnn.epcc.edu/careerservices	(915) 831-2661	1	No
New Mexico Workforce Connection	Adan Encinas	www.jobs.state.nm.us	(505) 841-8013	0	No
Bravo Mic Communications Website	M. Smith	101 Perkins Drive Las Cruces, NM 88005 www.bravomic.com	575-527-1111	3	No

* The same pool of interviewees used to fill vacancy 3 (Account Executive) was also used to fill vacancy 4 (Account Executive) and vacancy 5 (Account Executive). However, after one interviewee was hired to fill vacancy 3 and fifteen additional candidates were interviewed from the Harry Teague Job Fair in February 2010, fourteen additional interviewees were considered to fill vacancies 4 and 5 that were not available at the time vacancy 3 was filled.

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5) Job Title: Account Executive – March 2010Referral Source(s) of Hire: Bravo Mic Website*

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 KVLC-FM, KXPZ-FM, KMVR-FM and KOBE-AM	M. Smith	101 Perkins Drive Las Cruces, NM 88005	575-527-1111	4	No
Referral (Industry and Personal)	M. Smith	101 Perkins Drive Las Cruces, NM 88005	575-527-1111	0	No
Station Websites	M. Smith	101 Perkins Drive Las Cruces, NM 88005 www.101gold.com www.rocket995.com www.kmvrfm.com www.bl450.com	575-527-1111	3	No
New Mexico Broadcasters Association	Susan Strong	2333 Wisconsin, NE Albuquerque, New Mexico 87110 nmba.org/jobs/postings.php	(505) 881-4444	0	No
University of Phoenix	Adrien Marcus	Alumni.phoenix.edu	(480) 557-1131	0	No
Doña Ana Branch Community College	Viola Garcia/Kevin Andrew	MSC 3DA P.O. Box 30001 Las Cruces, NM 88003-8001 http://dacc.nmsu.edu/employment/index.asp	(575) 527-7536	3	No
New Mexico State University Career Services	Elizabeth Ortega	3024 Locust Street Las Cruces NM 88003 employer@nmsu.edu http://careerservices.nmsu.edu	(575) 646-1631	3	No
University of Texas El Paso	Ed Maldonado	Career Center The University of Texas at El Paso 500 W. University Ave. El Paso, TX 79968 careers@utep.edu http://studentaffairs.utep.edu/default.aspx?alias=studentaffairs.utep.edu/careers	(915) 747-5640	2	No
El Paso Community College	Dina Arroyos	El Paso, TX http://dnn.epcc.edu/Default.aspx?alias=dnn.epcc.edu/careerservices	(915) 831-2661	1	No
New Mexico Workforce Connection	Adan Encinas	www.jobs.state.nm.us	(505) 841-8013	0	No
Harry Teague Job Resources Fair	Harry Teague	Farm and Ranch Heritage Museum 4100 Dripping Springs Road Las Cruces, NM	(575) 522-3908	15	No
Bravo Mic Communications Website	M. Smith	101 Perkins Drive Las Cruces, NM 88005 www.bravomic.com	575-527-1111	3	No

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5) **Job Title:** Account Executive – April 2010 **Referral Source(s) of Hiree:** KVLC & KXPZ On-Air Recruitment*

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 KVLC-FM, KXPZ-FM, KMVR-FM and KOBE-AM	M. Smith	101 Perkins Drive Las Cruces, NM 88005	575-527-1111	4	No
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University of Phoenix	Adrien Marcus	Alumni.phoenix.edu	(480) 557-1131	0	No
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University of Texas El Paso	Ed Maldonado	Career Center The University of Texas at El Paso 500 W. University Ave. El Paso, TX 79968 careers@utep.edu http://studentaffairs.utep.edu/default.aspx?alias=studentaffairs.utep.edu/careers	(915) 747-5640	2	No
El Paso Community College	Dina Arroyos	El Paso, TX http://dnn.epcc.edu/Default.aspx?alias=dnn.epcc.edu/careerservices	(915) 831-2661	1	No
New Mexico Workforce Connection	Adan Encinas	www.jobs.state.nm.us	(505) 841-8013	0	No
Harry Teague Job Resources Fair	Harry Teague	Farm and Ranch Heritage Museum 4100 Dripping Springs Road Las Cruces, NM	(575) 522-3908	15	No
Bravo Mic Communications Website	M. Smith	101 Perkins Drive Las Cruces, NM 88005 www.bravomic.com	575-527-1111	3	No

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6) **Total # of Interviewees Referred:** For the period from May 23, 2009, through May 22, 2010, this Employment Unit interviewed 54 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

(a) **Initiative:** Internship Program – Ongoing

The station employment unit has established an internship program designed to assist members of the community to acquire skills needed for broadcast employment. During the reporting period, the station employment unit had an intern from August 2009 through September 2009. The local student's participation in the internship program allowed the student to learn about the programming aspects of radio including but not limited to board operation of remote broadcasts and station event promotional support. The intern also helped implement station promotions.

(b) **Initiative:** Hosting a Job Fair – Spring Employment Expo – May 11, 2010

Bravo Mic Communications hosted the Spring Employment Expo along with the New Mexico Workforce Connection. Representatives of 20 businesses and organizations in the area participated in this job fair held at the Days Inn & Suites on Avenida de Mesilla, Las Cruces, New Mexico. During this job fair multiple employers had booths to accept applications and resumes. Bravo Mic Communications had a booth and station employment unit personnel with substantial responsibility in the making of hiring decisions, including the General Sales Manager and Executive Vice President, were available to discuss employment opportunities in the broadcasting industry. The employment unit had meaningful involvement in the planning of the event. The General Sales Manager planned and implemented the Spring Employment Expo from bringing in vendors to ordering booths to set up and break down of the expo. The Spring Employment Expo was held on May 11, 2010, from 10am to 5pm.

(c) **Initiative:** Participation in Events or Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting – Loma Linda Elementary School Career Day – April 28, 2010

The station employment unit's Promotions Coordinator spoke at Loma Linda Elementary School's Career Day on April 28, 2010, in Anthony, New Mexico, to help promote higher education for elementary school age children. She explained the different types of broadcasting careers and answered questions that arose from each presentation. There were 7 class sessions, and she spoke 20 minutes per session.

(d) **Initiative:** Participation in Events or Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting – Career Day Assignment – March 15, 2010

The station employment unit's Program Director and On-Air Talent spent time with an 8th grader from a local school at the Bravo Mic Communications studios on March 15, 2010, from 1pm to 5pm, answering questions for her Career Day assignment. They spoke about why they chose their careers in broadcasting and answered questions about their careers in broadcasting. The student documented their answers and reported back to her class for her Career Day assignment.

(e) **Initiative:** Participation in Job Fairs by Station Personnel Who Have Substantial Responsibility in the Making of Hiring Decisions – Congressman Harry Teague Job Resources Fair – February 22, 2010

Bravo Mic held a booth at Congressman Harry Teague's Job Resources Fair February 22, 2010, at the New Mexico Farm and Ranch Heritage Museum in Las Cruces, New Mexico. The General Sales Manager, who has substantial responsibility in the making of hiring decisions, represented the station employment unit, and job fair attendees were able to discuss immediate job openings at the station employment unit. The event was from 10am to 2pm.

(f) Initiative: Participation in Events or Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting – New Mexico State University Broadcast Class (Journalism Department) – February 24, 2010

The station employment unit's Program Director spoke to the Journalism 313 (Radio News) class about all aspects of radio broadcasting. She explained how music and commercials are scheduled and explained the basics of being a radio disc jockey and what requirements the field dictates. The professor asked the students to specifically focus on news so the class was divided into groups of two to examine a story from various local sources, and rewrite it for radio broadcast, including some of the basic tenets of writing and delivery specifically for radio to highlight the differences between writing for print, TV and radio. The Program Director guided the class through the writing exercise, gave examples, suggestions, and reviewed the class works. The class was one hour.

(g) Initiative: Participation in Events or Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting – New Mexico State University Advertising Class (Journalism Department) – November 3, 2009

The station employment unit's General Manager spoke to the Journalism 425 (Media Planning and Buying) course at New Mexico State University about the business of broadcasting. The General Manager made a presentation lasting about 50 minutes to a journalism class of 20 students. The first half of the presentation was about the company, Bravo Mic Communications, and about how journalism majors can find opportunities that lead to careers in broadcasting. The second half of the presentation was a question and answer session where the General Manager fielded questions from the class about the industry and how to become a part of it.

(h) Initiative: Participation in Job Fairs by Station Personnel Who Have Substantial Responsibility in the Making of Hiring Decisions – New Mexico Broadcasters Association Virtual Job Fair – October 19, 2009

Bravo Mic Communications participated in (and is considered a Co-Sponsor by the New Mexico Broadcasters Association of) the NMBA's virtual job fair on the New Mexico Broadcasters Association website that was held on October 19, 2009. The station employment unit's Executive Vice President and General Manager, each of whom has substantial responsibility in the making of hiring decisions, were involved in this event. The station employment unit sent notices of job openings at the station employment unit to the NMBA for inclusion in the virtual job fair, and the station employment unit's EVP and GM were available to respond to questions about those jobs via email. The NMBA has a membership and board that includes substantial participation of women and minorities.

(i) Initiative: Participation in Events Sponsored by Organizations Representing Groups Present in the Community Interested in Broadcast Employment Issues – New Mexico Broadcasters Association Convention – August 10, 2009

The station employment unit's General Manager, Executive Vice President, General Sales Manager, Program Director, Production Director, production and sales staff attended New Mexico Broadcasters Association's Annual Convention in Albuquerque, New Mexico, in August 2009. At the convention, the station's attendees participated in workshops that focused on sales, traffic and programming. The attendees also attended the NMBA Scholarship Breakfast and key note speaker luncheon and the Excellence in Broadcasting Awards Dinner.