

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: May 23, 2015 – May 22, 2016.

- 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/ Executive Vice President
	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

Stations KVLC(FM), KXPZ(FM), KMVR(FM) and KOBE(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	M. Smith	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	2	
Station Websites	M. Smith	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	1	
Referral (Industry, Personal, Employee)	M. Smith	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	1	
New Mexico Broadcasters Association (Sends to 24 Additional Recruitment Sources, please see attached)	Suzan Strong	2333 Wisconsin St., NE Albuquerque, NM 87110	(505)881-4444	1	
New Mexico Workforce Connection		www.jobs.state.nm.us	(575)524-6250	0	
New Mexico State University	Chuck Morgan	careerservices.nmsu.edu	(575)646-1631	0	
Dona Ana Community College	Chuck Morgan	careerservices.nmsu.edu	(575)646-1631	0	

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

6) **Total # of Interviewees Referred:** For the period from May 23, 2015 through May 22, 2016, this Employment Unit interviewed 5 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives**

(a) **Development and Participation in Training Programs Designed to Enable Acquisition of Job Skills**

1. Training Program – NMBA Conference

Bravo Mic employees in the Sales and Production Department attended mandatory training at the New Mexico Broadcast Association Conference in June 2015. Courses attended include: Negotiation Skills, Building a team that works without you, Grow your audience: create powerful content across all platforms.

2. Training Program – NMBA Workshops

Bravo Mic employee in the sales department participated in the New Mexico Broadcast Association Workshop in June 2015. Course attended: Better Creative for Better Results.

Bravo Mic employee in the sales department participated in the New Mexico Broadcast Association Workshop in July 2015. Course attended: Raising Revenues with Co-Op.

Bravo Mic employees in the sales department participated in the New Mexico Broadcast Association Workshops in January 2016. Courses attended: Political Broadcasting 2016 – A refresher course and Advertiser/Agency perceptions of sellers and the buying process.

Bravo Mic employees in the sales department participated in the New Mexico Broadcast Association Workshops in February 2016. Course attended: 10 things you must know about the automotive industry.

3. Training Program – Marketron

Bravo Mic employees participate in Marketron training at mymarketron.com. Training sessions assist employees in acquitting workplace related skills; subjects included instruction on entering sales orders and pulling sales reports.

(b) **Participation in Job Fair**

1. New Mexico Broadcasters Association Virtual Job Fair – July 2015

Bravo Mic Communications participated in the New Mexico Broadcasters Association Virtual Job Fair on July 6th, 2015. The virtual job fair is a supplemental outreach program to educate the public about careers in broadcasting and the qualifications necessary to fill those positions.

(c) **Participation in Educational Programs and Events**

1. Students that are home schooled visited Bravo Mic Communications for a tour in April 2016. An on air talent and media consultant walked the students through the many career opportunities available in radio industry and demonstrated their positions in the company.
2. University Hills Elementary hosted a Career Day in May 2016. It was organized to inform and educate students about careers available in our community and many local businesses were represented. Our Chief Operator represented Bravo Mic Communications, advising the students of the many career opportunities that are available in the radio industry.

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

3. Valley View Elementary school hosted a Field Day in May 2016. An on air talent employee represented the Bravo Mic Communications and demonstrated her position, along with advising the students of career opportunities in the radio industry. Along with providing announcements for various activities, student recognition and awards to event winners.

(d) 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 production director and program director mentor the sales team and are called upon to present reports and ideas at Monday sales meetings. The sales manager, production director and program director make themselves available to attend client appointments along with any additional mentoring support.

(e) Internship Program

1. Bravo Mic Communications conducted a formal interview to select an intern accepted from the University of Phoenix. A student that was graduating was accepted and works alongside the staff to learn and grow as a prospective employee.

During the internship he worked with the Chief Operator and Sales Staff to learn about promotions, sales and the operation of our radio stations. The student learns about social media, promotions and event planning. The sales department expands on time management, practicing organization, and creating sales order, as well as learning networking and communication skills with clients.

(f) Professional Development Program

1. Bravo Mic's Chief Operator joined Leadership Las Cruces in March 2016. Leadership Las Cruces is a professional development program sponsored by the Greater Las Cruces Chamber of Commerce. Since 1991 they have graduated hundreds of participants and expanded their leadership pursuits. Leadership Las Cruces offers robust classroom and field experiences for community-minded individuals who seek to enhance their leadership skills and improve our region.

Leadership Las Cruces graduates emerge from the eight-month program better connected and equipped with practical, in-depth understanding of major community issues, and become impassioned about solving them. The program links individuals to our community, opportunities, professional development, mentoring and the Chamber's support network to help them start or expand their leadership.

NMBA Recruitment Sources

Gregoria Cavazos
Communication & Journalism, Univ. of New Mexico
Albuquerque, NM 87131
277-1903
cjadvice@unm.edu

Mark Shilstone
Medialine
Pacific Grove, CA 93950
800-237-8073
medialine@medialine.com

Timo Alvidrez
John Marshall Multi-Service Center
Albuquerque, NM 87102
505-848-1345
TAlvidrez@Cabq.gov

Mary Montano
University of New Mexico Office of Career Services
Albuquerque, NM 87131
505-277-2531
jobpost@unm.edu

Elizabeth Bakken
Collins College
Tempe , AZ 85281
480 446 1111
ebakken@collinscollege.edu

Stephanie Herrera
Eastern New Mexico University-Roswell

Roswell, NM 88202
505-624-7032
stephanie.herrera@roswell.enmu.edu

Sandy Lobato
San Juan College
Farmington, NM 87402
(505) 566-3579
lobatosa@sanjuancollege.edu

Antoinette Fontenelle
Albuquerque Indian Center
Albuquerque, NM 87108
(505) 268-4418
toni_m629@hotmail.com

Anna Lopez
National Association of Hispanic Journalists
Washington, DC 20045
(202) 662-7145
jobbank@nahj.org

	<p>Career Services at Western New Mexico University Silver City,, NM 88062 505-538-6336 careerserv@wnmu.edu</p>
R. Sandler	<p>John Marshall Multi-Service Center Albuquerque, NM 87102 (505) 848-1345 rsandler@@cabq.gov</p>
Margaret Kirby	<p>Eastern New Mexico University Portales, NM 88130 margaret.kirby@enmu.edu</p>
Angie Ludi	<p>Women's Housing Coalition Albuquerque, NM 87110 (505) 884-8856 whcabq@att.net</p>
Leslye Ellison	<p>University of New Mexico Albuquerque, NM 87131 (505) 277-2531 jobpost@unm.edu</p>
Lovie McGee	<p>African American Cultural Association Albuquerque, NM 87185-8043 (505) 299-7910 lovejll@aol.com</p>
Sean Moore	<p>Eastern New Mexico University-KENW Portales, NM 88130 (505) 562-2112 sean.moore@enmu.edu</p>
Richard Schaefer	<p>University of New Mexico Albuquerque, NM 87131 (505) 277-9556 schaefer@unm.edu</p>
Tony Corona	<p>San Juan Basin Technical College Cortez, CO 81321 970-565-8457 Tcorona@sibtc.edu</p>

Veronica Mendez-Cruz	UNM El Centro de la Raza 1 University of New Mexico Albuquerque, NM (505) 277-5020 elcentro@unm.edu
Stacy Sacco	SASacco & Associates Albuquerque, NM 87123 (505) 489-2311 stacy@sasacco.com
John Ortiz	Community Cable Channel 27 Albuquerque, NM 87102 505243-0027 John@quote-unquote.org LULAC National Educational Service Centers, Inc Washington, DC , 20036 202-835-9646 jmoya@lnesc.org
Karen Hemsing	ITT Technical Institute Albuquerque, NM 87109 505.828.1114 khemsing@itt-tech.edu National Alliance of State Broadcasters Associations www.careerpage.org ,