

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: May 23, 2017 – May 22, 2018.

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 | Rehire |

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

5) Job Title: Media Consultant

Referral Source(s) of Hire: Rehire

| 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 | |
| Station Websites | M. Smith | 101 Perkins Drive Las Cruces, NM 88005 | (575)527-1111 | 2 | |
| Referral (Industry, Personal, Employee) | M. Smith | 101 Perkins Drive Las Cruces, NM 88005 | (575)527-1111 | 0 | |
| 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 | 5 | |
| 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 | |
| New Mexico Workforce Connection | | www.jobs.state.nm.us | (575)5246250 | 0 | |

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6) **Total # of Interviewees Referred:** For the period from May 23, 2017 through May 22, 2018, this Employment Unit interviewed 3 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 Sales and Production Department attended mandatory training at the New Mexico Broadcast Association Conference in June 2017. Courses attended include: Auto Advertising & Broadcast Mobile Marketing, SBE Engineering Conference, and State of Broadcasting: A View from the Top.

2. Training Program – NMBA Workshops

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Workshop in June 2017. Courses attended: Handling Objections.

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Workshop in August 2017. Courses attended: Understanding Personality Tendencies.

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Workshop in January 2018. Courses attended: Discover Your Sales Swagger.

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Workshop in February 2018. Courses attended: Build Deeper Relationships-Sell More

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Workshop in May 2018. Courses attended: Appointments and Data Base Meetings... Are you asking the Right Questions?

3. Training Program – WibeOrbit

Bravo Mic employees participate in onsite WibeOrbit training as well as training courses on www.wideorbit.com. Training sessions assist employees in acquiring workplace related skills; subjects included instruction on entering sales orders, pulling sales reports, advanced orders, traffic logs, and invoicing.

4. Training Program – Nielsen

Bravo Mic employees in the Sales Department participated in Nielsen audio live web training in May 2018. Courses attended: Scheduling 101-Diary 101-Diary Service Fundamentals, Scheduling Concepts for Local/Direct Clients, Tapscan 105-Tapscan Scheduling, Qualitative 101-Qualitative Fundamentals, Marketing 101-Marketing Concepts for Local/Direct Clients

5. Training Program – Country Radio Seminar

Bravo Mic Program Director attended the Country Radio Seminar in Nashville, TN in February 2018. Courses attended: Music Licensing, Station Formatting, Artist Integration-Social Media Management, Community Outreach

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(b) Participation in Job Fair

1. New Mexico Broadcasters Association Virtual Job Fair – December 2017

Bravo Mic Communications participated in the New Mexico Broadcasters Association Virtual Job Fair the week of December 4, 2017. 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

Bravo Mic Communications Program Director attended Career Day at Alameda Elementary School in March 2018. He talked about the various job opportunities in broadcast and marketing along with his responsibilities as Program Director.

Students in the film and broadcast magnet program at Sierra Middle School visited Bravo Mic Communications for a tour in April 2018. An account executive and on – air talent walked the students through the many career opportunities in radio industry and demonstrated their positions in the company.

Bravo Mic Communications employees attended Career Day at Valley View Elementary School in May 2018. They talked about the various job opportunities in broadcasting and marketing along with day to day responsibilities as on-air talent.

(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

Bravo Mic Communications conducted a formal interview to select an intern accepted from New Mexico State University. The graduate student works alongside the staff to learn and grow as a prospective employee.

During the internship, he works with the Chief Operator and On-Air Talent to learn about promotions and the operation of our radio stations. The student learns about social media, promotions and event planning, along with time management, practicing organization, as well as learning networking and communication skills with clients.

NMBA Recruitment Sources

Communication & Journalism, Univ. of New Mexico
Albuquerque, NM
505-277-1903
cjadvice@unm.edu

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

Collins College
Tempe , AZ 85281
480 446 1111
cssupport@careered.com

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

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

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

Career Services at Western New Mexico University
Silver City,, NM 88062
505-538-6336
careerserv@wnmu.edu

John Marshall Multi-Service Center
Albuquerque, NM 87102
(505) 848-1345
rsandler@cabq.gov

Eastern New Mexico University
Portales, NM 88130

margaret.kirby@enmu.edu

Women's Housing Coalition
Albuquerque, NM 87110
(505) 884-8856
whcabq@att.net

African American Cultural Association
Albuquerque, NM 87185-8043

(505) 299-7910
lovejil@aol.com

Eastern New Mexico University-KENW
Portales, NM 88130
(505) 562-2112
sean.moore@enmu.edu

University of New Mexico
Albuquerque, NM 87131
(505) 277-9556
schaefer@unm.edu

San Juan Basin Technical College
Cortez, CO 81321
970-565-8457
Tcorona@sjbtc.edu

UNM El Centro de la Raza
1 University of New Mexico
Albuquerque, NM
(505) 277-5020
elcentro@unm.edu

SASacco & Associates
Albuquerque, NM 87123
(505) 489-2311
stacy@sasacco.com

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

ITT Technical Institute

Albuquerque, NM 87109
505.828.1114
khemsing@itt-tech.edu

National Alliance of State Broadcasters Associations

www.careerpage.org,

careerpage@nasbaonline.net

NMBA
Albuquerque, NM 87110

suzanstrong@nmba.org

Dept. of Communication and Journalism
Albuquerque, NM 87106
505-277-2819
adang25@unm.edu

Colorado Media School
Lakewood, CO 80226
303-937-7070
tcuff@beonair.com

University of New Mexico
Albuquerque, NM
505-277-2531
jobpost@unm.edu