

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: **May 23, 2018 – May 22, 2019.**

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	Employee Referral
(b) Media Consultant	Indeed.com

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

**5) Job Title: Media Consultant
Media Consultant**

**Referral Source(s) of Hire: Employee Referral
Indeed.com**

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	5	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	4	No
Referral (Industry, Personal, Employee)	M. Smith	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	2	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	1	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		4	No

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- 6) **Total # of Interviewees Referred:** During the period from May 23, 2018 through May 22, 2019, this Employment Unit was referred to 16 individuals. The Sales Manager interviewed 11 individuals to fulfill the two full times media consultant position.

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 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.

(b) **Internship Program**

Bravo Mic Communications conducted a formal interview to select an intern accepted from Centennial High School. The high school student works alongside the staff to learn and grow as a prospective employee.

During the internship, he works with office staff to learn about promotions and the operation of our radio stations. The student learns about the organization of promotions and event planning along with time management and live broadcast setup and maintenance.

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

Bravo Mic Communications Program Director attended Career Day at Rio Grande Elementary School in Hatch, NM in March 2019. She talked about the various job opportunities in broadcast and marketing along with his responsibilities as Program Director.

Bravo Mic Communications Program Director attended Comcast Care Days at Booker T Washington Elementary School in May 2019. He provided music for the kids and volunteers along with helping to paint, clean, and beautify the school.

(d) **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 2018. Courses attended include: Copyright Use and Abuse, Enhancing Digital Sales, 2020 Vision: Attracting Millennial and Genz Employees.

2. Training Program – NMBA Workshops

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Workshop in June 2018. Course attended: The Six Most Powerful Words in Sales.

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Workshop in July 2018. Course attended: Delivering Effective Proposals.

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Workshop in September 2018. Course attended: The Power of the Thank You.

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Workshop in October 2018. Course attended: A 4th Quarter Reset...Take A.I.M. to hit your budgets

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Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Workshop in December 2018. Courses attended: Self Evaluation, Hypocrisy and Holiday Bad Habits

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Workshop in February 2019. Course attended: Building Your Annual Sales Plan

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Workshop in May 2019. Courses attended: The New ROI... and It's Not What You Think

3. Training Program – Wide Orbit

Bravo Mic employees participate in 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 onsite Nielsen training in January 2019 as well as live web training. Courses attended: June 2018 – TAPSCAN 100-Welcome to TAPSCAN, TAPSCAN 105-TAPSCAN Scheduling, Qualitative 101-Qualitative Fundamentals, TAPSCAN 103-Instant Qualitative Profile, TAPSCAN 104-Target Profile Report, TAPSCAN 101-Composition Reports, TAPSCAN 102-Retail Spending Power. February 2019 – Scheduling 101-Scheduling Concepts for Local/Direct Clients, TAPSCAN 105-TAPSCAN Scheduling, Marketing 201-Overcoming Objections to Buying Radio, TAPSCAN 103-Instant Qualitative Profile (IQP)

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

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John Marshall Multi-Service Center

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Albuquerque, NM 87102
(505) 848-1345
rsandler@cabq.gov

LULAC National Educational Service Centers, Inc

2000 L Street, NW; Suite 610
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
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(202) 662-7145
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**Suzan Strong
NMBA**

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Madeline Richards
University of New Mexico

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Veronica Mendez-Cruz
UNM El Centro de la Raza

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Angie Ludi
Women's Housing Coalition

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