

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: **May 23, 2019 – May 22, 2020.**

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) On-Air Talent	Employee Rehire
(c) Engineer	Employee Promotion*

*** This part-time engineer was promoted to full-time status during this EEO reporting period. This engineer was first hired to this technical position by the Employment Units's prior ownership to fill a part-time role more than 10 years ago. The EEO Unit has no EEO recruitment records from that period.**

{00162863;v1}Stations KVLC(FM), KXPZ(FM), KMVR(FM) and KOBE(AM) are Equal Opportunity Employers.

5) Job Title: Media Consultant

Referral Source(s) of Hire: Employee 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	1	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	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	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/jobs?q=Media+Consultant&l=Las+Cruces%2C+NM		2	No

Job Title: On-Air Talent

Referral Source(s) of Hire: Employee 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	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	3	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

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6) **Total # of Interviewees Referred:** During the period from May 23, 2019 through May 22, 2020, this Employment Unit interviewed 10 individuals.

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) Participation in Educational Programs and Events

Bravo Mic Communications On-Air talent Juan Medrano attended the Hillrise Elementary School career day in October 2019. He provided explanations on how radio and programming functions to three separate classes throughout the day.

Bravo Mic Communications employees in the Sales Department, Production Department, and On-Air talent attended and participated in Las Cruces Public School System Stuff-the-Bus Family Field Day in July 2020 to help encourage donations as well as conduct outreach about careers in broadcasting and marketing.

Bravo Mic employee Vanessa Dabovich teaches a media magnet program at Sierra Middle School. She also hosted a career day at Sierra Middle School in December 2019.

(c) Participation in Training Programs Designed to Enable Acquisition of Job Skills

1. Training Program – NMBA Seminar

Bravo Mic employees in Sales attended the Swagginar Seminar presented by Derron Steenbergen and the New Mexico Broadcasters Association at the Inn of the Mountain Gods in November 2020. Topics included how to change selling approach, re-evaluating relationships with clients, and the “baggage claim” comparison.

2. Training Program – NMBA Workshops

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Online Workshop in June 2019. Course attended: A Back to Basics Reset with Derron Steenbergen.

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Online Workshop in August 2019. Course attended: Custom Proposals – Why They Work

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Online Workshop in October 2019. Course attended: Understanding Why People Buy.

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Online Workshop in December 2019. Courses attended: Keeping Yourself Motivated

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Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Online Workshop in January 2020. Course attended: Political Broadcasting

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Online Workshop in January 2020. Course attended: Multi-Generational Marketing – Part 1

Bravo Mic employees in the Sales Department participated in the New Mexico Broadcast Association Online Workshop in February 2020. Course attended: Multi-Generational Marketing – Part 2

3. Training Program – Music Master

Bravo Mic employees in the Production Department participated in the Music Master Genius Session online workshop in March 2020. Course attended: Ask Anything Open Clinic.

Bravo Mic employees in the Production Department participated in the Music Master Genius Session online workshop in April 2020. Course attended: Music with Special Sets.

Bravo Mic employees in the Production Department participated in the Music Master Genius Session online workshop in May 2020. Course attended: Advanced Format Clock Elements.

4. Training Program – Nielsen

Bravo Mic employees in the Sales Department participated in onsite Nielsen live web training in February 2020. Courses attended: – TAPSCAN 100-Welcome to TAPSCAN, TAPSCAN 101-Composition Reports, TAPSCAN 105-TAPSCAN Scheduling, Qualitative 101-Qualitative Fundamentals, TAPSCAN 103- Instant Qualitative Profile, TAPSCAN 104-Target Profile Report.

Bravo Mic employees in the Sales Department participated in on-site training presented by Geri Rupert. Topics covered: TAPSCAN 101-Composition Reports (a follow-up), TAPSCAN 102-Retail Spending Power. 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).

(d) Participation in Professional Networking

National Association of Broadcasters

Bravo Mic owner Mike Smith attended the National Association of Broadcasters Radio Show Convention in Dallas, Texas in September 2019. Special Events included: Attention is the New Currency; Marconi Radio Awards & Dinner.

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
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Career Services at Western New Mexico University

1000 W. College St.
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LULAC National Educational Service Centers, Inc

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Mark Shilstone
Medialine

PO Box 51909
Pacific Grove, CA 93950
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National Alliance of State Broadcasters Associations

www.careerpage.org,
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National Association of Hispanic Journalists

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