EEO PUBLIC FILE REPORT


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:

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Recruitment Source Referring Hiree</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Media Consultant</td>
<td>Employee Referral</td>
</tr>
<tr>
<td>(b) On-Air Talent</td>
<td>Employee Rehire</td>
</tr>
<tr>
<td>(c) Engineer</td>
<td>Employee Promotion*</td>
</tr>
</tbody>
</table>

* 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.

Stations KVLC(FM), KXPZ(FM), KMVR(FM) and KOBE(AM) are Equal Opportunity Employers.
5) **Job Title:** Media Consultant  
**Referral Source(s) of Hiree:** Employee Referral

<table>
<thead>
<tr>
<th>Name of Organization Notified of Job Vacancy</th>
<th>Contact Person</th>
<th>Address</th>
<th>Telephone Number</th>
<th># of Interviewees Referred</th>
<th>Did Recruitment Source Request Notification? (Yes or No)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On – Air Advertisement</td>
<td>M. Smith</td>
<td>101 Perkins Drive, Las Cruces, NM 88005</td>
<td>(575)527-1111</td>
<td>1</td>
<td>No</td>
</tr>
<tr>
<td>Station Websites</td>
<td>M. Smith</td>
<td>101 Perkins Drive, Las Cruces, NM 88005</td>
<td>(575)527-1111</td>
<td>1</td>
<td>No</td>
</tr>
<tr>
<td>Company Social Media - Facebook</td>
<td>M. Smith</td>
<td><a href="https://www.facebook.com/BravoMic/">https://www.facebook.com/BravoMic/</a></td>
<td>(575)527-1111</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td>Referral (Industry, Personal, Employee)</td>
<td>M. Smith</td>
<td>101 Perkins Drive, Las Cruces, NM 88005</td>
<td>(575)527-1111</td>
<td>2</td>
<td>No</td>
</tr>
<tr>
<td>New Mexico Broadcasters Association</td>
<td>Suzan Strong</td>
<td>2333 Wisconsin St., NE Albuquerque, NM 87110</td>
<td>(505)881-4444</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td>New Mexico State University</td>
<td>Donald Gass</td>
<td><a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a></td>
<td>(575)646-1631</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td>Dona Ana Community College</td>
<td>Donald Gass</td>
<td><a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a></td>
<td>(575)646-1631</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td>New Mexico Institute of Mining and Technology</td>
<td>Tristine Hayward</td>
<td><a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a></td>
<td>(575)835-5022</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td>Indeed.com</td>
<td></td>
<td><a href="https://www.indeed.com/jobs?q=Media+Consultant&amp;l=Las+Cruces%2C+NM">https://www.indeed.com/jobs?q=Media+Consultant&amp;l=Las+Cruces%2C+NM</a></td>
<td></td>
<td>2</td>
<td>No</td>
</tr>
</tbody>
</table>

---

5) **Job Title:** On-Air Talent  
**Referral Source(s) of Hiree:** Employee Rehire

<table>
<thead>
<tr>
<th>Name of Organization Notified of Job Vacancy</th>
<th>Contact Person</th>
<th>Address</th>
<th>Telephone Number</th>
<th># of Interviewees Referred</th>
<th>Did Recruitment Source Request Notification? (Yes or No)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On – Air Advertisement</td>
<td>M. Smith</td>
<td>101 Perkins Drive, Las Cruces, NM 88005</td>
<td>(575)527-1111</td>
<td>1</td>
<td>No</td>
</tr>
<tr>
<td>Station Websites</td>
<td>M. Smith</td>
<td>101 Perkins Drive, Las Cruces, NM 88005</td>
<td>(575)527-1111</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td>Company Social Media - Facebook</td>
<td>M. Smith</td>
<td><a href="https://www.facebook.com/BravoMic/">https://www.facebook.com/BravoMic/</a></td>
<td>(575)527-1111</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td>Referral (Industry, Personal, Employee)</td>
<td>M. Smith</td>
<td>101 Perkins Drive, Las Cruces, NM 88005</td>
<td>(575)527-1111</td>
<td>3</td>
<td>No</td>
</tr>
<tr>
<td>New Mexico Broadcasters Association</td>
<td>Suzan Strong</td>
<td>2333 Wisconsin St., NE Albuquerque, NM 87110</td>
<td>(505)881-4444</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td>New Mexico State University</td>
<td>Donald Gass</td>
<td><a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a></td>
<td>(575)646-1631</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td>Dona Ana Community College</td>
<td>Donald Gass</td>
<td><a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a></td>
<td>(575)646-1631</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td>New Mexico Institute of Mining and Technology</td>
<td>Tristine Hayward</td>
<td><a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a></td>
<td>(575)835-5022</td>
<td>0</td>
<td>No</td>
</tr>
</tbody>
</table>

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

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.


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

NMBA Recruitment Sources

**Lovie McGee**  
*African American Cultural Association*  
PO Box 18043  
Albuquerque, NM 87185-8043  
(505) 299-7910  
lovejjl@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*  
404 S. Upham St.  
Lakewood, CO 80226  
303-937-7070  
tcuff@beonair.com

**Georgia Cavazos**  
*Communication & Journalism, Univ. of New Mexico*  
MSC03 2240, 1 University of New Mexico  
Albuquerque, NM  
505-277-1903  
cjadvice@unm.edu
John Ortiz  
Community Cable Channel 27  
415 Tijeras NW  
Albuquerque, NM 87102  
505243-0027  
John@quote-unquote.org

Adan Garcia M.Ed.  
Dept. of Communication and Journalism  
UNM Redono Dr., NE  
Albuquerque, NM 87106  
505-277-2819  
adang25@unm.edu

Margaret Kirby  
Eastern New Mexico University  
1200 W. University  
Portales, NM 88130  
margaret.kirby@enmu.edu

Sean Moore  
Eastern New Mexico University-KENW  
KENW-TV Station 52  
Portales, NM 88130  
(505) 562-2112  
sean.moore@enmu.edu

R. Sandler  
John Marshall Multi-Service Center  
1500 Walter SE  
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

Stations KVLC(FM), KXPZ(FM), KMVR(FM) and KOBE(AM) are Equal Opportunity Employers.
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  
Washington, DC 20045  
(202) 662-7145  
jobbank@nahj.org

Suzan Strong  
NMBA  

2333 Wisconsin St., NE  
Albuquerque, NM 87110  
suzanstrong@nmba.org

Tony Corona  
San Juan Basin Technical College  

P.O. Box 970  
Cortez, CO 81321  
970-565-8457  
Tcorona@sjbtc.edu

Sandy Lobato  
San Juan College  

4601 College Blvd.
Stations KVLC(FM), KXPZ(FM), KMVR(FM) and KOBE(AM) are Equal Opportunity Employers.