

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: **May 21, 2023 – May 20, 2024.**

1) **Employment Unit: Bravo Mic Communications, LLC**

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
KDEM (FM), Deming, NM
KOTS (AM), Deming, 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	Referral
(b) On-Air/Multimedia Talent	All Access
(c) On-Air/Multimedia Talent	Employee Rehire
(d) On-Air/Multimedia Talent	Employee Promotion*
(e) Digital Marketing Specialist	Employee Promotion*

***Part-time employees were promoted to full-time status during this EEO reporting period. These employees were first hired to these technical positions by the Employment Units to fill part-time roles in 2023 using standard EEO recruitment outreach.**

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

5) Job Title: Media Consultant

Referral Source(s) of Hire: 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
Referral (Industry, Personal, Employee)	M. Smith	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	1	No

Job Title: On-Air/Multimedia Talent

Referral Source(s) of Hire: All Access

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	R. Tarin	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	0	No
Referral (Industry, Personal, Employee)	R.Tarin	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	1	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
All Access	R. Tarin	www.allaccess.com	(575)527-1111	1	No
Indeed.com	R. Tarin	www.indeed.com	(575)527-1111	3	No

Job Title: On-Air/Multimedia Talent

Referral Source(s) of Hire: Referral/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	R. Tarin	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	0	No
Referral (Industry, Personal, Employee)	R.Tarin	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	1	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
All Access	R. Tarin	www.allaccess.com	(575)527-1111	0	No
Indeed.com	R. Tarin	www.indeed.com	(575)527-1111	0	No

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6) **Total # of Interviewees Referred:** During the period from May 21, 2023 through May 20, 2024, this Employment Unit interviewed 8 individuals.

7) **Supplemental Recruitment Initiatives**

(a) Mentoring Program

Bravo Mic Communications management (Director of Sales, Operations Manager, Promotions Director, and CEO) makes themselves available to lead and mentor staff. Director of Sales makes himself available to go on sales calls, co-lead and coordinate meetings, host and/or coordinate in-depth broadcast and digital market training sessions, and assists in all aspects of the sales process. Operations Manager works closely with multimedia staff, making himself available for one on one or team trainings along with reviews of the latest programming and social media standards, techniques, and processes. Promotions Director and CEO are available to guide managers on best practices as well as assist sales staff by helping prepare and coordinate interactions with clients through special events.

(b) Participation in Educational Programs and Events

Bravo Mic Communications Operations Manager Ricky Tarin attended the Community Action Agency Kids Can “Price is Right Youth Market & Career Expo” on Saturday, December 9, 2023. At the invitation of April Christensen, event coordinator, Ricky spoke with students and youth participating about radio, broadcast, and multimedia career opportunities, ideas, and technology.

Bravo Mic Communications Promotions Director Shelli Smith, Operations Manager Ricky Tarin, and Digital Marketing Specialist Kaylee Huston attended the Las Cruces Public Schools “Literary Extravaganza on the Downtown Plaza” on March 28, 2024. All three were able to interact with students and parents, encouraging strong literary skills for future careers in broadcasting and marketing.

Bravo Mic Communications Digital Marketing Specialist Kaylee Huston attended the Community Action Agency Kids Can Youth Entrepreneur Expo featured as part of the Mira! Las Cruces celebration event on April 27, 2024. At the invitation of April Christensen, Kids Can even coordinator, Huston spoke and interacted with participating students and youth.

Bravo Mic Communications Operations Manager Ricky Tarin, Digital Marketing Specialist Kaylee Huston, and On-Air talent Jack Lutz attended the Monte Vista Elementary School Career Day event for 3rd through 5th grade students on May 8, 2024. Ricky, Kaylee, and Jack made multiple presentations during the morning sessions with student groups focusing on careers in broadcasting.

Bravo Mic Communications participated in the 2023 Summer Enrichment Internship Program sponsored by the New Mexico Public Education Department and Dona Ana County. Bravo Mic hosted three interns during the months of June, July, and August 2023. Each were given the chance to work in and learn about the various roles and responsibilities associated with broadcasting, sales, digital marketing, and event coordination.

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

1. Training Program – NMBA Summer Convention

Bravo Mic employees in the Sales and Production Departments attended the NMBA Summer Convention presented by the New Mexico Broadcasters Association in August 2023. Workshops and seminars attended included “Customized Proposals Guaranteed to Grow Your Revenue”, “Radio Insights: What Lies Around the Corner?”, and “Understanding the Nature of Turns”.

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2. Training Program – P1 Learning

Bravo Mic employee in the Sales Department participated in the P1 Learning P1 Plus Broadcast Sales Course, March – May 2024.

3. Training Program – Simpli.fi Bullseye

Bravo Mic employee successfully completed the Simpli.fi Platform Certification learning course in December 2023.

(d) Participation in Professional Networking

Bravo Mic employees attended the 15th annual Taste of Las Cruces event on June 8, 2023.

Bravo Mic employees attended the Jardin De Los Ninos “Champions for Children Backyard Gala” on April 27, 2024.

Bravo Mic Operations Manager participated in the Las Cruces Chamber of Commerce Leadership Las Cruces programs and events October 2023 – May 2024.

National Association of Broadcasters

Bravo Mic owner and CEO Mike Smith attended the National Association of Broadcasters 2024 NABShow in Las Vegas, Nevada in April 2024. Special events and seminars “Practical AI Applications for Radio”, “Successfully Tap into Political Ad Dollars”, and “How to Stay Relevant in the Connected Car of Today and Tomorrow”.

New Mexico Association of Broadcasters

Bravo Mic owner and CEO Mike Smith serves on the Executive Board of the New Mexico Broadcasters Association and attended the NMBA State Legislative Dinner in February 2024 in Sante Fe, New Mexico.

Bravo Mic owner and CEO Mike Smith attended the National Association of Broadcasters State Leadership Conference as part of the NMBA delegation in Washington DC in March 2024.

(e) Job Fair

Bravo Mic and the New Mexico Broadcasters Association hosted a virtual job fair in August 2023 to inform and recruit for career opportunities in business administration, engineering, and sales.

NMBA Recruitment Sources

Lovie McGee
African American Cultural Association

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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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