

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: May 21, 2024 – May 20, 2025.

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) Director of Sales	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.**

{00242837;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	C. Aguilar-Beard	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	0	No
Referral (Industry, Personal, Employee)	C. Aguilar-Beard	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	1	No
Station Websites	C. Aguilar-Beard	101 Perkins Drive Las Cruces, NM 88005	(575)527-1111	0	No
NMSU	C. Aguilar-Beard	1780 E University Ave Las Cruces, NM 88003	(575)527-1111	0	No
Handshake	C. Aguilar-Beard	www.joinhandshake.com	(575)527-1111	0	No
Indeed	C. Aguilar-Beard	www.indeed.com	(575)527-1111	4	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
LinkedIn	C. Aguilar-Beard	www.linkedin.com	(575)527-1111	0	No

6) Total # of Interviewees Referred: During the period from May 21, 2024, through May 20, 2025, this Employment Unit interviewed 5 individuals.

7) Supplemental Recruitment Initiatives

(a) Mentoring Program

Bravo Mic Communications management (Operations Manager, Promotions Director, and CEO) makes themselves available to lead and mentor staff. 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 employees, along with community partners, local officials, and distinguished guests participated in the Community Action Agency Kids Can “Kids Can in Whoville Youth Market & Business Contest” on Saturday, December 14, 2024, actively engaging with the community and answering questions and offering guidance to youth entrepreneurs.

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Bravo Mic Communications 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. Employees were able to interact with students and parents, encouraging strong literary skills for future careers in broadcasting and marketing.

Bravo Mic Communications news director, Jack Nixon spoke in person at the Organ Mountain High School guest speaker series on January 22, 2025, to encourage students to get into broadcasting.

Bravo Mic Communications On-Air employees attended the Fairares Elementary School Career Day event for students on May 9th, 2025. Bravo Mic staff made multiple presentations during the morning sessions with student groups focusing on careers in broadcasting.

Bravo Mic Communications participated in the 2024 Summer Enrichment Internship Program sponsored by the New Mexico Public Education Department and Dona Ana County. Bravo Mic hosted two interns during the months of June, July, and August 2024. Both 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 June 2024. Workshops and seminars attended included “Programming Best Practices” “Breakthrough Sales Success”, and “A View from Mainstreet 2024”.

2. In-House Training

Bravo Mic CEO Michael Smith lead a training session for Bravo Mic Sales Staff employees, introducing AI tools discussed at the 2025 National Association of Broadcasters (NAB) on April 29th.

3. Training Program – Wide Orbit Training

Bravo Mic employees in the Sales Department participated in the Wide Orbit ‘My Learning’ Training Modules throughout 2024-2025

4. Training Program – Simpli.fi

Bravo Mic employee successfully completed the Simpli.fi Platform Certification learning course in October of 2024.

Bravo Mic employee successfully completed the Simpli.fi Platform Certification learning course in April of 2025.

(d) Participation in Professional Networking

Bravo Mic employees attended the 15th annual Taste of Las Cruces event on June 20, 2024.

Bravo Mic Digital Marketing Specialist, Kaylee Huston, participated in the Las Cruces Chamber of Commerce Leadership Las Cruces programs and events September 2024 – June 2025.

National Association of Broadcasters

Bravo Mic owner and CEO Mike Smith attended the National Association of Broadcasters 2025 NAB Show in Las Vegas, Nevada in April 2025. Special events and seminars “Managing the Bottom Line”, “The Latest AI Strategies for Radio/Podcasting Marketing Programming”, and “The Local Advertising Buying Landscape”.

New Mexico Association of Broadcasters

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 2025.

(e) **Job Fair**

Bravo Mic and the New Mexico Broadcasters Association hosted a virtual job fair in September 2024 and February 2025 to inform and recruit for career opportunities in business administration, engineering, and sales.

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

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Colorado Media School

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Sean Moore
Eastern New Mexico University-KENW

KENW-TV Station 52

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sean.moore@enmu.edu

R. Sandler
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
Washington, DC 20045
(202) 662-7145
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Suzan Strong
NMBA

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Veronica Mendez-Cruz

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UNM El Centro de la Raza

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***Angie Ludi
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