



#### NMBA Anti-Trust Statement

*"The New Mexico Broadcasters Association has a policy of strict compliance with federal and state antitrust laws. The antitrust laws prohibit competitors from engaging in actions that could result in unreasonable restraint of trade. Consequently, New Mexico Broadcasters Association members must avoid discussing certain topics when they are together – both at formal association membership, board, committee, and other meetings and in informal contacts with other industry members: prices, fees, rates, profit margins, or other terms or conditions of sale (including allowances, credit terms, and warranties); allocation of markets or customers or division of territories; or refusals to deal with or boycotts of suppliers, customers or other third parties."*

### **2022 Annual Membership Meeting**

**Call meeting to order – Charlie Blanco.**

**Approval of Agenda and Minutes from 2021**

**Introduction of the NMBA Board**

**Committee Reports**

Treasurer's Report –Mike Smith

**New Business**

Board and Officer Election for 2020-2022

**Estevan Gonzales-** KSWV AM/FM- Santa Fe-2022

**Hope Romero-** iHeart Media- Albuquerque -2022

**Michelle Donaldson-** Hubbard Broadcasting- Albuquerque -2022

**Bill Anderson-** Nexstar, Albuquerque 2022

**Other Business**

**Adjournment**

2021-23

## Executive Committee

Chairperson  
CHARLIE BLANCO  
Hubbard Broadcasting  
Roswell | Farmington

Chairperson-Elect  
DUFFY MOON  
Rooney Moon Broadcasting  
Clovis | Portales

Secretary  
LORI WALDON  
Hearst Television  
Albuquerque

Treasurer  
MICHAEL SMITH  
Bravo Mic Communications  
Las Cruces

Past-Chairperson  
BILL KRUGER  
American General Media  
Albuquerque | Farmington

## Board of Directors

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KRQE Media Group  
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iHeart Media  
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MICHELLE DONALDSON  
Hubbard Broadcasting  
Albuquerque

ESTEVAN GONZALES  
KSNW Radio  
Santa Fe

JEFF BERRY  
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AARON FORRISTER  
Noelmark Broadcasting  
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Silver City

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Burt Broadcasting  
Alamogordo

JIM BURT  
KGAK Radio  
Farmington

MATT MARTINEZ  
SDC Broadcasting  
Las Vegas | Albuquerque

## Special Directors

ADRIAN VELARDE  
KRWG-TV/FM  
Las Cruces

SCOTT ARTHUR  
SBE Delegate  
Albuquerque

CHARLES HENSON  
New Mexico Car Dealers  
Santa Fe

## NMBA Staff

PAULA MAES  
SUZAN STRONG  
SUSAN WRONS  
FRANCINA WALKER



Aaron D. Criswell  
Bravo Mic Communications  
101 Perkins Dr.  
Las Cruces NM 88005-3295

Dear Aaron,

Thank you for attending the 2022 NMBA Summer Convention this year at the Albuquerque Marriott. We hope you found the seminars, meals and events not only educational and helpful, but also entertaining. We at the NMBA believe that our in-person gatherings are truly the best way to connect with our colleagues around the state.

We appreciate your participation in the following seminars: Regaining Your Swagger, The Future of Radio in Vehicles, and State of Local Media and its Future. Please keep this letter for your station's EEO folder.

Again, we appreciate your time and attention to this year's convention and look forward to providing you with more learning experiences through online webinars, in-person workshops and on-demand training.

We appreciate your valued membership.

Susan Wrons  
NMBA Foundation Director



2021-23

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PAULA MAES  
SUZAN STRONG  
SUSAN WRONS  
FRANCINA WALKER



Jack Lutz  
Bravo Mic Communications  
101 Perkins Dr.  
Las Cruces NM 88005-3295

Dear Jack,

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FRANCINA WALKER



Jeffrey Valencia Jr.  
Bravo Mic Communications  
101 Perkins Dr.  
Las Cruces NM 88005-3295

Dear Jeffrey,

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NMBA Foundation Director

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SUSAN WRONS  
FRANCINA WALKER



Lyndsay Holder-Kalson  
Bravo Mic Communications  
101 Perkins Dr.  
Las Cruces NM 88005-3295

Dear Lyndsay,

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NMBA Foundation Director



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SUSAN WRONS  
FRANCINA WALKER



Michael Smith  
Bravo Mic Communications  
101 Perkins Dr.  
Las Cruces NM 88005-3295

Dear Michael,

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NMBA Foundation Director

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FRANCINA WALKER



Ricky Tarin  
Bravo Mic Communications  
101 Perkins Dr.  
Las Cruces NM 88005-3295

Dear Ricky,

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SUZAN STRONG  
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FRANCINA WALKER



Tami Eberwine  
Bravo Mic Communications  
101 Perkins Dr.  
Las Cruces NM 88005-3295

Dear Tami,

Thank you for attending the 2022 NMBA Summer Convention this year at the Albuquerque Marriott. We hope you found the seminars, meals and events not only educational and helpful, but also entertaining. We at the NMBA believe that our in-person gatherings are truly the best way to connect with our colleagues around the state.

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Susan Wrons  
NMBA Foundation Director







# BULLSEYE 201

C E R T I F I E D

Tami Eberwine

Has Completed The Bullseye 201: Advanced Targeted Advertising Training Course

2022-09-19

Awarded On

Simplifi



# BULLSEYE 201

C E R T I F I E D

Jenevahn Archuleta

Has Completed The Bullseye 201: Advanced Targeted Advertising Training Course

2022-09-15

Awarded On

Simplifi



# BULLSEYE 201

C E R T I F I E D

**Jeff Valencia**

Has Completed The Bullseye 201: Advanced Targeted Advertising Training Course

**2022-09-27**

Awarded On

**Simplifi**



**BULLSEYE**<sup>™</sup>

# BULLSEYE 201

C E R T I F I E D

**Aaron Criswell**

---

Has Completed The Bullseye 201: Advanced Targeted Advertising Training Course

**2022-09-15**

Awarded On

**Simplifi**



**BULLSEYE™**

# BULLSEYE 101

C E R T I F I E D

**Jenevahn Archuleta**

Has Completed The Bullseye 101: Introduction to Targeted Advertising Training Course

**2022-09-13**

Awarded On

**Simplifi**



**BULLSEYE™**

# BULLSEYE 101

C E R T I F I E D

*Jeff Valencia*

Has Completed The Bullseye 101: Introduction to Targeted Advertising Training Course

2022-09-15

Awarded On

**Simplifi**

## Justin Adkins

---

**From:** Michael Smith  
**Sent:** Monday, April 22, 2024 1:45 PM  
**To:** Justin Adkins  
**Subject:** FW: New Mexico Broadcasters Foundation Scholarships-Winners due September 16

### Michael Smith

President & CEO

Bravo Mic Communications, LLC

📞 [575-527-1111](tel:575-527-1111)

✉️ [msmith@bravomic.com](mailto:msmith@bravomic.com)

📍 101 Perkins Drive, Las Cruces, NM 88005



NON-DISCRIMINATION POLICY: Bravo Mic Communications LLC. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Bravo Mic Communications LLC. or its station(s) that is intended to discriminate on the basis of race or ethnicity.

---

**From:** Susan Wrons <[susanwrons@nmba.org](mailto:susanwrons@nmba.org)>  
**Date:** Monday, September 19, 2022 at 9:24 AM  
**To:** Michael Smith <[msmith@bravomic.com](mailto:msmith@bravomic.com)>  
**Subject:** RE: New Mexico Broadcasters Foundation Scholarships-Winners due September 16

I need his address. It is an IRS thing...

Susan R Wrons  
New Mexico Broadcasters Association  
National Alliance of State Broadcasters Associations  
2333 Wisconsin Street NE  
Albuquerque, NM 87110  
505-881-4444

---

**From:** Michael Smith <[msmith@bravomic.com](mailto:msmith@bravomic.com)>  
**Sent:** Friday, September 16, 2022 9:38 PM  
**To:** Susan Wrons <[susanwrons@nmba.org](mailto:susanwrons@nmba.org)>  
**Subject:** Re: New Mexico Broadcasters Foundation Scholarships-Winners due September 16

Sorry for the late response, but our interns name is Cooper Harrison.

I will provide you with his address Monday morning.

Thanks  
Mike

Sent from my iPhone

On Sep 14, 2022, at 3:11 PM, Susan Wrons <[susanwrons@nmba.org](mailto:susanwrons@nmba.org)> wrote:

Hello,

Just a reminder that your station is entitled to award scholarship money in 2022. A qualifying letter was sent to you in April (USPS and email) and scholarship money needs to be awarded by September 16, 2022.

Please send me your scholarship winner's name by Friday. Scholarship money will NOT roll over to 2023.

Thanks!

Susan R Wrons  
New Mexico Broadcasters Association  
National Alliance of State Broadcasters Associations  
2333 Wisconsin Street NE  
Albuquerque, NM 87110  
505-881-4444



**From:** [Michael Smith](#)  
**To:** [All](#)  
**Subject:** Community Foundation Gala  
**Date:** Monday, October 3, 2022 3:12:52 PM  
**Attachments:** image001.png  
image002.png  
image003.png  
image004.png  
image005.png  
image006.png  
image007.png

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Good afternoon,

Bravo Mic has a table for the Community Foundation Gala this Saturday from 6-10. Jeff and spouse will be attending, and we have six additional seats. If you are interested in attending, please let me or Jeff know by tomorrow. Below is link with more details.

<https://www.facebook.com/CFSNM>

Thanks  
Mike



**Michael Smith**

President & CEO

☎ [575-527-1111](tel:575-527-1111)

@ [msmith@bravomic.com](mailto:msmith@bravomic.com)

📍 101 Perkins Drive, Las Cruces, NM 88005



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November 8<sup>th</sup>, 2022

Sales Staff attended the Local Broadcast Sales (LBS) online webinar: “How to Quadruple Your Local Direct Sales”.

Staff learned techniques and vocabulary to help build better relationships with local direct clients as well as increase closing sale dollar amounts, giving them important and productive advantages within the market.

December 5, 2022

Bravo Mic Communications On-Air Talent Ricky Tarin attended the Community Action Agency Kids Can Around the World and Home Again International Youth Market and Business Contest on Saturday, December 3<sup>rd</sup>, 2022. April Christensen, coordinator of the event, invited and encouraged Ricky to talk about radio and broadcasting technologies and opportunities with the student entrepreneurs while participating in the event.



Plus

## PROGRESS REPORT

**Session 4**  
**2022**

**Participant** Jenevah Archuleta  
**Participant Email** [jenevah@bravomic.com](mailto:jenevah@bravomic.com)

**Manager** Aaron Criswell  
**Manager Email** [aaron@bravomic.com](mailto:aaron@bravomic.com)

Training Objective	Points
<b>Coursework</b>	<b>170</b>
<i>Course/exams completed (3 points per course)</i>	
<b>Assignment 1</b>	<b>3</b>
<i>What Does Your Boss Want From You?</i>	
<b>Assignment 2</b>	<b>2</b>
<i>Broadcast Scavenger Hunt</i>	
<b>Assignment 3</b>	<b>3</b>
<i>The Sales Cycle – Step One: Prospecting</i>	
<b>Assignment 4</b>	<b>3</b>
<i>The Sales Cycle – The CNA</i>	
<b>Assignment 5</b>	<b>1</b>
<i>The Sales Cycle – The Proposal</i>	
<b>Extra Credit</b>	<b>2</b>
<i>The Branding Process and Goal Management</i>	
<b>Total Points Earned</b>	<b>184</b>

FINAL PROJECT

**P1 Plus Training Status**

*Certified*



Plus

## PROGRESS REPORT

**Session 2  
2023**

**Participant** Jeff Valencia  
**Participant Email** [jeff@bravomic.com](mailto:jeff@bravomic.com)

**Manager** Aaron Crisswell  
**Manager Email** [Aaron@bravomic.com](mailto:Aaron@bravomic.com)

Training Objective	Points
<b>Coursework</b>	<b>170</b>
<i>Course/exams completed (3 points per course)</i>	
<b>Assignment 1</b>	<b>2</b>
<i>What Does Your Boss Want From You?</i>	
<b>Assignment 2</b>	<b>0</b>
<i>Broadcast Scavenger Hunt</i>	
<b>Assignment 3</b>	<b>0</b>
<i>The Sales Cycle – Step One: Prospecting</i>	
<b>Assignment 4</b>	<b>0</b>
<i>The Sales Cycle – The CNA</i>	
<b>Assignment 5</b>	<b>0</b>
<i>The Sales Cycle – The Proposal</i>	
<b>Extra Credit</b>	<b>0</b>
<i>The Branding Process and Goal Management</i>	
<b>Total Points Earned</b>	<b>172</b>

**FINAL PROJECT**

**P1 Plus Training Status**  
*Incomplete*



LAS CRUCES  
INTERNATIONAL  
FILM FESTIVAL

**FOR IMMEDIATE RELEASE**

**1/6/2023**

Contact: Ross Marks

E-Mail: [rossm@nmsu.edu](mailto:rossm@nmsu.edu)

Phone: 575-646-6149

**Artist Rush Allen to create 2023 Las Cruces International Film Festival collectible, commemorative poster. Poster Reveal Party February 11th 6pm-8pm at The Farm & Ranch Heritage Museum.**

LAS CRUCES, NEW MEXICO— On FEBRUARY 11th the Las Cruces International Film Festival will reveal its 2023 collectible, commemorative poster 6pm-8pm at the Farm & Ranch Heritage Museum 4100 Dripping Springs Rd, Las Cruces. Local artist Rush Allen will design the poster. The artist will be on hand to sign limited edition prints of the poster. The original artwork will be auctioned off at the event. Admission is \$25 and includes a signed collectible poster, food, drinks (beer & wine), and music. This year's festival will be featuring "Outstanding Achievement in Entertainment" Award Winner Giancarlo Esposito. The festival dates April 12-16, 2023.

At the poster party, LCIFF will be selling 2023 VIP passes at a special rate of \$100. \$50 off the regular price (\$150). You can only get this rate at the poster party.

Poster artist Rush Allen grew up in Las Cruces, where art and creativity played a major role throughout his life. He graduated from NMSU with a Bachelor in Fine Art and has studied classical techniques in both France and Italy. He works in traditional mediums such as oil paint and charcoal, as well as digital formats. His work has been shown throughout the US as well as in France. He is inspired by the natural world and especially the light and landscape of New Mexico. The unity of nature calls the eye and mind to ponder on our reality. This endless search and exploration motivate him to portray the world we live in and capture the emotional impact that it creates.

Ticket prices for LCIFF are as follows:

- VIP Passes - \$150.00
- All-Access Pass - \$75
- Day Pass - \$25
- Giancarlo Esposito Celebrity Screening - \$25

To purchase tickets and for more information go to [www.lascrucesfilmfest.com](http://www.lascrucesfilmfest.com).

For more information contact Ross Marks at [rossm@nmsu.edu](mailto:rossm@nmsu.edu), or (575) 646-6149.

The eighth Las Cruces International Film Festival takes place April 12-16, 2023 and will be live and in-person at the Allen Theatres Cineport. Tickets are available at [www.lascrucesfilmfest.com](http://www.lascrucesfilmfest.com).

###

Channels (Booked)	Channels (Placed)	Spot Status	Spot #	Air Time	Day	Air Date	Start Date	End Date	Order Inventory	Description	Length	Ad-ID
[1] KXPZ	KXPZ	Placed	4	6:52 AM	Su	2/5/2023	1/30/2023	2/5/2023	M-Su Broad Rotator		:30	MoreThanAMic2023
[1] KXPZ	KXPZ	Placed	2	1:42 PM	Su	2/5/2023	1/30/2023	2/5/2023	M-Su Broad Rotator		:30	MoreThanAMic2023
[1] KXPZ	KXPZ	Placed	1	3:47 PM	Su	2/5/2023	1/30/2023	2/5/2023	M-Su Broad Rotator		:30	MoreThanAMic2023
[1] KXPZ	KXPZ	Placed	3	5:40 PM	Su	2/5/2023	1/30/2023	2/5/2023	M-Su Broad Rotator		:30	MoreThanAMic2023
[1] KXPZ	KXPZ	Placed	6	7:33 AM	M	2/6/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	8	6:22 AM	M	2/6/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	5	8:23 AM	M	2/6/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
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[1] KXPZ	KXPZ	Placed	10	9:47 PM	Tu	2/7/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	9	8:53 PM	Tu	2/7/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	12	11:23 AM	Tu	2/7/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	11	10:50 AM	Tu	2/7/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	14	10:51 AM	W	2/8/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	16	12:34 PM	W	2/8/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	13	11:39 AM	W	2/8/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	15	10:24 AM	W	2/8/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	18	6:55 AM	Th	2/9/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	17	12:24 PM	Th	2/9/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	20	11:46 AM	Th	2/9/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	19	11:20 AM	Th	2/9/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	2	7:37 AM	F	2/10/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	3	10:21 AM	F	2/10/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	4	8:49 AM	F	2/10/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023
[1] KXPZ	KXPZ	Placed	1	10:50 AM	F	2/10/2023	2/6/2023	2/12/2023	M-Su Broad Rotator		:30	LogOn2023



## Justin Adkins

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**From:** Michael Smith  
**Sent:** Monday, April 22, 2024 10:41 AM  
**To:** Justin Adkins  
**Subject:** FW: NAB Show 2023 Scholarships

### Michael Smith

President & CEO

Bravo Mic Communications, LLC

📞 575-527-1111

✉️ [msmith@bravomic.com](mailto:msmith@bravomic.com)

📍 101 Perkins Drive, Las Cruces, NM 88005



NON-DISCRIMINATION POLICY: Bravo Mic Communications LLC. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Bravo Mic Communications LLC. or its station(s) that is intended to discriminate on the basis of race or ethnicity.

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**From:** Paula Maes <[paulamaes@nmba.org](mailto:paulamaes@nmba.org)>  
**Date:** Tuesday, March 7, 2023 at 11:54 AM  
**To:** Aaron Forrister <[aaron@1radiosquare.com](mailto:aaron@1radiosquare.com)>, Adrian Velarde <[avelarde@nmsu.edu](mailto:avelarde@nmsu.edu)>, "amelendres@modrall.com" <[amelendres@modrall.com](mailto:amelendres@modrall.com)>, "Bill Burt (bburt@bbiradio.net)" <[bburt@bbiradio.net](mailto:bburt@bbiradio.net)>, "bkruger@americangeneralmedia.com" <[bkruger@americangeneralmedia.com](mailto:bkruger@americangeneralmedia.com)>, Bill Anderson <[bill.anderson@krqe.com](mailto:bill.anderson@krqe.com)>, Charlie Blanco <[cblanco@kob.com](mailto:cblanco@kob.com)>, Estevan Gonzales <[estevan@kswvradio.com](mailto:estevan@kswvradio.com)>, Jeff Berry <[Jeff.Berry@cumulus.com](mailto:Jeff.Berry@cumulus.com)>, Jim Burt <[jimburt1@frontier.net](mailto:jimburt1@frontier.net)>, Lisa Schmidt <[lisa.schmidt@global1media.com](mailto:lisa.schmidt@global1media.com)>, Lori Waldon <[lwaldon@hearst.com](mailto:lwaldon@hearst.com)>, "mattmartinez@knmx.com" <[mattmartinez@knmx.com](mailto:mattmartinez@knmx.com)>, Michelle Donaldson <[mdonaldson@kob.com](mailto:mdonaldson@kob.com)>, Michael Smith <[msmith@bravomic.com](mailto:msmith@bravomic.com)>, Sabrina Pack <[sabrina@silvercityradio.com](mailto:sabrina@silvercityradio.com)>, Scott Arthur <[sarthur@kob.com](mailto:sarthur@kob.com)>  
**Cc:** Susan Wrons <[susanwrons@nmba.org](mailto:susanwrons@nmba.org)>  
**Subject:** NAB Show 2023 Scholarships

The NAB Vegas Show is a month away. You must go to the NAB website to register and book your room. You need to enter this code, **SCHOLNM1** – for NAB Show registration. You will be charged \$425 when they register.

If you are bringing someone with you and want to get them a pass for the NAB Show Exhibits-only pass, enter this code **NME01**. There will be no charge for this pass.

Remember, the NMBA will reimburse you up to \$2000.00 for your trip expenses to the NAB. Below is the chart of those who have confirmed they will be attending.

	Board		
1	Bill Kruger	1	

2	Lori Waldon	0	
3	Charlie Blanco	1	
4	Mike Smith	1	
5	Lisa Schmidt		
6	Bill Burt		
7	Jeff Berry	1	
8	Estevan Gonzales	1	
9	Bill Anderson	1	
10	Aaron Forrester	0	
11	Sabrina Pack	0	
12	Michelle Donaldson	1	
13	Jim Burt		
14	Matt Martinez	1	
15	Adrian Velarde	0	
		8	



**New Mexico Broadcasters Association**

2333 Wisconsin NE  
 Albuquerque, NM 87110  
 Phone 505.881.4444 Cell 505.250.3474 Fax 505.881.5353

*“I’ve learned that people will forget what you said. People will forget what you did, but people will never forget how you made them feel.” Maya Angelou*

**SCHOLNM1** – for NAB Show registration. They will be charged \$425 when they register.  
**NME01**– for NAB Show Exhibits Only passes. I think you asked for 10, but let me know if you want more and we can expand the number of uses for this code.

We cannot thank you enough for offering these scholarships. Means so much to us!

Best,  
  
Sue

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**From:** Keenom, Sue  
**Sent:** Tuesday, January 10, 2023 10:13 AM  
**To:** State Associations Primary Contacts <[StateAssociationsPrimaryContacts@nab.org](mailto:StateAssociationsPrimaryContacts@nab.org)>  
**Cc:** State Associations Additional Contacts <[StateAssociationsAdditionalContacts@nab.org](mailto:StateAssociationsAdditionalContacts@nab.org)>; Landry-Jackson, Jennifer <[jlandry-jackson@nab.org](mailto:jlandry-jackson@nab.org)>; Turner, Quentin <[qturner@NAB.ORG](mailto:qturner@NAB.ORG)>  
**Subject:** NAB Show 2023 Scholarships + Complimentary Registration for State Association Executives



Dear State Association Executives – we are so excited to hear that many of you plan to attend NAB Show 2023 and several of you have already reached out about scholarships for your members. All of us at NAB look forward to seeing you in Las Vegas as we celebrate the [NAB Show Centennial](#). It is going to be a great time. Click [here](#) to see the many exciting opportunities to learn and network at the show. I know they plan to once again hold the Small/Medium Market Radio Forum on Saturday and your NASBA meeting will be on Sunday. The NAB Show opening will be on Monday, April 17.

### **Scholarships**

For those of you offering 5-10 scholarships to your members, each one will be \$425/each – a savings of \$174 off the member registration price of \$599. Non-NAB member scholarships will be the same price of \$425 (even though non-member registration is \$799). If you plan to offer more than 10 scholarships, please let me know because we may be able to offer an additional savings per scholarship. In addition, we will offer as many complimentary exhibits only passes as you would like for any state association offering scholarships.

If you plan to offer scholarships, please fill out this short [form](#). We will generate and send you a code to forward to your scholarship recipients. Depending on your selected payment preference, we can generate codes that merely discounts the registration pricing, where initially your scholarship recipient will pay the discounted rate and later be reimbursed by you. Or we can generate a code that will show a \$0 balance when your scholarship recipient registers and then we will bill you for the number of codes used.

To those of you offering scholarships to NAB Show 2023 – thank you very, very much. I hope you know how much this means to all of us here at NAB. We are still trying to get back on our feet financially after cancelling the NAB Show for two years in a row and every single person attending the show helps us immensely. We are very grateful to you and your boards for your support!

### **State Association Executive Complimentary Registration**

If you plan to attend NAB Show 2023 please fill out this [form](#). We will process your registration and your confirmation email will be sent to you within two weeks.

If you have not yet made a hotel reservation please click [here](#). You can make a reservation at any of our hotels through this link including the Wynn/Encore where we have a dedicated room block held

for state association executives. Just a heads up, more events will take place at The Wynn this year than normal, including your NASBA meeting.

We are so excited for NAB Show 2023 and cannot wait to see you there!

Please let me know if you have questions.

Thank you.

Best,

Sue

**Sue Keenom**

Senior Vice President  
State, International and Board Relations

National Association of Broadcasters  
1 M Street, SE  
Washington DC 20003  
Phone 202 429 5312  
[nab.org](http://nab.org)

**Advocacy Education Innovation**

Celebrating 100 Years! #NABShow100 #NAB100  
[NAB Show](#) | April 15-19, 2023 | Las Vegas, Nev.  
[NAB Amplify](#) | The digital hub for media and entertainment professionals

## Justin Adkins

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**From:** Ricky Tarin  
**Sent:** Monday, April 22, 2024 1:59 PM  
**To:** Justin Adkins  
**Subject:** FW: career day

### Ricky Tarin

#### Operations Manager

Bravo Mic Communications, LLC

575.527.1111 | [rickyt@bravomic.com](mailto:ricky@bravomic.com)

[www.bravomic.com](http://www.bravomic.com)

101 Perkins Dr, Las Cruces, NM 88005

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**From:** Belen Moreno <[bmoreno@lcps.net](mailto:bmoreno@lcps.net)>  
**Sent:** Wednesday, March 15, 2023 12:39 PM  
**To:** Contact Magic <[contact@magic1049fm.com](mailto:contact@magic1049fm.com)>  
**Subject:** career day

Good afternoon!

My name is Belen Moreno and I am a School Social Worker at Monte Vista Elementary School in Las Cruces. We are in the process of planning a Career Day Event for our 3rd-5<sup>th</sup> grade students at our school. I am contacting you to see if anyone in your organization would be interested in being a guest speaker.

Our career day this year will take place on Thursday, April 13th from 8:30-10:30am.

This year, you could expect to do 5 separate presentations, each about 20 minutes long. The presenter gives 20 minute talks on their career to five different groups of students, including time for Q & A. Students rotate into 5 different classrooms where the presenters have their materials set up. For this age, props or visual aids work well, whether that be in the form of power points, pictures, actual items, etc. They love to see demonstrations related to the career if possible!

Please let me know if you are interested. We would love to secure a spot for your presenter if possible.

Feel free to contact me with any questions.

Thank you

Belen Moreno, LCSW  
Social Worker  
Monte Vista Elementary  
(575) 527-9490



## Meeting Minutes of the NMBA Board of Directors March 16, 2023

**Call to order:** Charlie Blanco called the meeting to order

**Attendance:** Charlie Blanco, Bill Kruger, Mike Smith, Jeff Berry, Sabrina Pack, Matt Martinez, Adrian Velarde, Mary Ann Armijo, Bill Anderson, and Ken Ortiz. Staff: Paula Maes.

**Approval of Agenda:** A motion to approve the agenda was made by Mike Smith and seconded by Bill Kruger. Motion carried.

**Approval of the December Board Meeting Minutes:** A motion to approve the minutes was made by Michelle Donaldson and seconded by Jeff Berry. Motion carried.

**Financials:** Sabrina Pack presented the January financials. Paula Maes gave an update on PEPs. Once the Legislative Session is over, Paula and Francina will begin setting appointments. The NMBA audit will begin on May 8<sup>th</sup>. The revised NMBA Investment Policy was presented. (Revised investment policy is attached.) A motion was made to approve the revised investment policy by Matt Martinez and seconded by Sabrina Pack. Motion passed.

### Old Business:

- **NMBA Retreat Committees-** Charlie Blanco presented a revised committee list. A motion was made by Matt Martinez to approve the revised committee list and Bill Kruger second. Motion approved.

#### **Proposed Committee Structure**

- **Convention-** Jeff Berry, Marina, Lavoie, Adrian Velarde  
*This committee would oversee the convention and its planning.*

- **Awards- Sabrina Pack**, Adrian Velarde, Charlie Blanco  
*This committee would annually oversee the awards process and oversee the review of categories on annual bases.*
- **Engineering/ SECC-** Scott Arthur, Jim Burt, Mike Langner, and **SBE**  
*This committee would work with the Foundation on providing internships and fellowships for students to work and train as engineers. This committee would work on the curriculum for the internship and fellowship. They would also work with the idea of an engineering co-op.*
- **Membership, Recruitment, and Communication-**Mike Smith, Bill Anderson, and Michelle Donaldson  
*This committee would help encourage NMBA members to continue with their membership. Maybe we do quarterly ZOOMs with the members to tell us what they want of their association. Work on programs for recruitment for careers in broadcasting.*
- **Legislative-** Lori Waldon Matt Martinez, Estevan Gonzales, Jason Espinoza  
*This committee would work on legislative issues on the state and national levels.*
- **NMBA Executive Committee-** A group of NMBA board members elected by the membership to provide organizational direction for the CEO and the board.

- **NMBA Foundation**

- **Committee Reports:**

- **Convention-** Jeff Berry reported on the committee work. Attached is the tentative agenda for the speakers at the convention.
- **Recruitment-** Bill Anderson and Michelle Donaldson reported on their committee's work. They discussed fellowships through the NMBA, working with students and getting students to stay in NM, traveling media training, NMBA attending job fairs at industry conventions, and engineering internship programs.
- **Legislative-** Written report by Jason Espinoza on the legislature. (report attached). Matt Martinez gave a report on his meeting with the FCC during the NAB SLC. Charlie Blanco gave an overview of the SLC.
- **NMBA Notes-** Paula gave an update on the basketball tournament and presented a revised NMBA calendar.

**New Business:**

- **NMBA Hall of Fame-** Charlie Blanco gave an update on inductees. Steve Stucker will be inducted at the convention. A second inductee may be named, and submission will be considered.
- Next NMBA Board Meeting will be on June 15th. The NMBA Annual meeting will also be on June 15th.



**Adjournment:** A motion was made for adjournment by Mike Smith and seconded by Michelle Donaldson. Motion carried.

## AWARD COMMITTEE REVISED REPORT

**Committee Contributors:** Charlie Blanco, Mike Smith, Adrian Velarde, Sabrina Pack, and NMBA Staff, Paula Maes and Suzan Strong, plus ideas from Convention Committee members.

### Awards Committee Recommendations / Considerations

**Deadline:** Friday, June 2, 2023

#### Divisions:

- **Professional Divisions:**
  - Small Market Radio
  - Medium Market Radio
  - Large Market Radio
  - Metro Market Radio
  - Television
- **Student Divisions:**
  - Collegiate
  - High School and Under

#### Clarification of four professional radio divisions:

The division placement will be based on the population/location of the station. If a station is located within 20 miles of a sister station (cluster), then that station would be categorized under the higher population community. For example, Clovis/Portales would be aligned with the "medium division market." See last page of document.

- **Radio Divisions:**
  - Metro (Albuquerque area)
  - Large (45,001 to 250,000)
  - Medium (20,001 to 45,000)
  - Small (0-20,000)

#### Development of Student Division:

- **The Student Division** pertains to any New Mexico student affiliated through a class, seminar, or extracurricular activity relating to broadcast. Two student divisions would be designated as:
  - 1) **Collegiate**
  - 2) **High School and Under**
- The "**Collegiate Division**" is open to any post-secondary student in New Mexico affiliated with a member radio or television station with the entry submitted by a station that is an NMBA member.
- The "**High School and Under Division**" would be open to any high school or lower level student in New Mexico, with the entry being submitted by a station or school academic advisor.
- **Entries must have been produced and/or broadcast within the immediate-past academic year.** Specifics:
  - **Collegiate Division:** Each entry must have been broadcast on the affiliated station that is a current member of the NMBA and broadcast within the state of New Mexico.

the collegiate level work is of the competitive level to submit into a professional category, then the station may enter that work in that high-level professional division. The same student, however, can enter other entries in just the collegiate division, if desired.

- **High school and Under Division:** Students, through their academic advisor, can only enter this division and are ineligible for higher professional awards.
- **Limitation on Number of Entries:** Student entries are limited to three per category and must be submitted as originally broadcast or produced (unless otherwise noted)
- **Entry:** All entries must be uploaded on the official NMBA awards website. All entry fees must be paid prior to judging. The student fee for high school and under division, per entry, is \$10 per entry. Collegiate level entries are the same cost as professional NMBA award categories.

## **Awards:**

- **Station of the Year** – Determined as it has been in the past by the most number of category wins in that division.
- All other award categories remain the same as in previous years.

## **Hall of Fame:**

Recommendations can be made by any member broadcast station for a person to be considered for Hall of Fame recognition. Recommendation is made to the NMBA Executive Committee. Award selection is overseen by the NMBA Executive Committee.

## **Zia Excellence Award:**

Previously “Broadcasters of the Year” being renamed to “Zia Excellence Award” would be an award to an individual or a group of individuals who have demonstrated an outstanding and exceptional contribution to the broadcast industry in New Mexico within the past calendar year. Through their work, the candidate must have demonstrated a deep commitment to the continued success of their station, the industry, and/or the Association. This award selection is overseen by NMBA Executive committee.

**NMBA Annual Convention Agenda**

**Friday, August 11, 2023**

**9 am- 10:15 am**  
**General Session with Paul Jacobs**

**9:00am-12:15pm**  
**SBE Conference**

**10:30 am-11:45am**  
**Sales Block - ALL DAY**  
Dennis Logsdon

**10:30am-12:15pm**  
**Radio Block - ALL DAY**  
Paul Jacobs

**10:30am-12:15pm**  
**Management Block**  
Derron Steenbergen  
Legal- Anne Crump

**12:00 pm-1:15pm**  
**Past Chairman Luncheon**  
**Keynote Speaker, Steve McKee-**

**1:30pm- 3:30 pm**  
**Management Block**  
Steve Mc Kee

**1:30pm- 3:30 pm**  
**Sales Block -**  
Derron Steenbergen

**1:30pm- 3:30 pm**  
**Radio Block -**  
Spike

**3:30 pm-4:30 pm**  
**Small Market Radio**  
Paul Jacobs

**6:30pm**  
**NMBA Excellence in Broadcasting Awards and Hall of Fame Gala**

Legislation Report  
Wednesday, March 15, 2023  
**New Mexico Broadcasters Association**

**Senate Bill 11 (Paid Family & Medical Leave Act)**

**Sponsor:** Senator Mimi Stewart (D-Albuquerque)

**Location:** *House Commerce & Economic Development*

**Brief Summary:** Proposed to create a paid family and medical leave program managed by the New Mexico Workforce Solutions Department that would be funded through a 0.4 payroll tax paid by the employer, and a .5 tax on all wages earned by the employee, which would be paid by the employee.

**Outcome:** The legislation was passed the Senate Floor (23-15), but was tabled in the House Commerce & Economic development Committee (6-5)

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**Senate Bill 76 (Procurement Code Changes)**

**Sponsor:** Senator Bill Tallman (D-Albuquerque)

**Location:** *Stalled in Senate Tax, Business & Transportation Committee*

**Brief Summary:** Currently all purchases of advertising in all media (including radio and television) are exempt from the procurement code. The legislation sought to restrict the procurement exemption to purchases that do not exceed \$10,000—which means all advertising purchases above \$10,000 would be subject to the procurement code. The bill also proposed language to restrict sole source procurement to one year or less.

**Outcome:** The legislation was presented in committee but was ultimately rolled in committee and was never brought up again for consideration.

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**House Bill 377 (Tourism Department Marketing Excellence Bureau)**

**Sponsor:** Representative Joshua Hernandez (R-Rio Rancho)

**Location:** *Awaiting signature from the Governor*

**Brief Summary:** Creates the Marketing Excellence Bureau within the New Mexico Tourism Department to serve as a centralized collection of marketing-focused expertise, knowledge and resources to support program goals of executive branch agencies, as well as provide guidance, information, support and training related to marketing efforts for executive branch agencies.

**Outcome:** Passed both the House and Senate unanimously and is now awaiting signature from the Governor

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**Senate Bill 319 (Age-Appropriate Design Code Act)****Sponsor:** Senator George Munoz**Location:** *Senate Judiciary Committee*

**Brief Summary:** Purported to protect children from harm on social media sites, however, the actual language went well beyond that and will impact every business with a website. A similar bill passed in California is currently under litigation and the Maryland Legislature is considering similar legislation. Opponents in Maryland believe the legislation is very complex and could potentially be interpreted to require that businesses alter content that could be “materially detrimental” to a child. Again, this requires businesses to make editorial choices about removing content on its website. The trade group notes, as an example, consider news media online site that carries reporting on the war in Ukraine. Under this law, it may very well need to set up two different sites that New Mexico consumers can access. One that carries a full level of detail in reporting, including graphic pictures and descriptions of war’s consequences, and another that provides a sanitized version. In order to properly direct consumers to the right website, it will need to obtain the age of every single visitor to the website. Clearly, this has significant ramifications for the consumer, the business, and the larger principles of free speech and free press.

**Outcome:** The legislation passed the Senate Tax, Business and Transportation Committee on an 8-0 vote. The legislation was never brought up for consideration in the Senate Judiciary Committee.

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**Senate Bill 159 (Local News Fellowship Program)****Sponsor:** Senator Peter Wirth**Location:** *Senate Finance Committee*

**Brief Summary:** The bill sought to appropriate \$200 thousand from the general fund to the New Mexico Workforce Solutions Department for a local news fellowship program.

**Outcome:** The bill unanimously passed the Senate Tax, Business & Transportation Committee, but did not receive a hearing in the Senate Finance Committee.

**INVESTMENT POLICY STATEMENT**  
**OF**  
**NEW MEXICO BROADCASTERS ASSOCIATION (“NMBA”)**

**Statement of Responsibilities**

The NMBA Investment Account is a Board of Directors-directed account established to support the mission and programs of NMBA as determined from time to time. The Board of NMBA is a fiduciary and is responsible for directing and monitoring the investment management of the assets of the account. As such, the Board is authorized to delegate specific responsibilities to professional experts in the investment field. The Board does not reserve any control over investment decisions, and the Portfolio Manager will be held responsible and accountable for achieving the objectives herein stated. All expenses of such experts must be customary and reasonable.

The O’Connell Group of Merrill Lynch will have the responsibility for the portfolio’s management and execution. The O’Connell Group will maintain the responsibility for the day-to-day management of the funds, including security selection and the implementation of investment decisions.

The Portfolio Manager is responsible for preparing quarterly communications and monitoring the portfolio’s assets.

**Investment Objectives**

The investment objectives, ranked in order of importance, are:

1. Long-term growth of capital (most important) .
2. Preservation of purchasing power
3. Preservation of capital
4. Stability of return
5. Current income (least significant)

**Investment Goals**

The investment goals for this portfolio are:

1. To exceed the total return (capital appreciation plus income) of the following benchmark:

The weighted indexes of 75% of the S&P 500 and 25% of the Barclay Aggregate Bond Index

2. To exceed the inflation rate (as measured by the Consumer Price index) by 6%.
3. To achieve a total rate-of-return of at least 7-8% per year compounded.
4. To generate a current income of \$0 per year while preserving capital
5. Grow the account to \$300,000, and then reassess allocation at that time

### **Investment Guidelines**

1. Asset Mix Guidelines

<b><u>ASSET CLASS</u></b>	<b><u>MINIMUM</u></b>	<b><u>MAXIMUM</u></b>	<b><u>POLICY</u></b>
Common Stocks	50%	100%	75%
Domestic	50%	100%	60%
International	10%	30%	15%
Fixed Income	0%	50%	10%
Cash	0%	40%	0%

The portfolio manager may vary the asset mix around the long-term policy to add value and generate an increased return. The long-term policy mix corresponds to the achievement of the investment objective.

2. Limitations:

The following transactions are contractually (and, in some cases, legally) prohibited:

- Commodities



- Derivatives
- Direct Loans or extension of credit
- Unit Investment Trusts
- Foreign securities (listed outside the United States;  
American Depository Receipts are permissible investments)
- Futures
- Margin purchases
- New issue syndicate offerings
- Options
- Principal trades
- Private placements
- Real estate mortgages
- Short sales

The Portfolio Manager may submit unique investment strategies for specific written approval by the Board.

3. Equity Securities:

Equity Securities may include Mutual Funds, NYSE, Nasdaq, preferred and convertible preferred issues, and exchange-traded funds (ETFs).

4. Fixed Income Securities:

Fixed-income securities may include US Treasury obligations, Federal Agency obligations, government-sponsored enterprise obligations, municipal obligations, corporate debentures, notes, commercial paper, and certificates of deposit.

5. Diversification requirements:

### Equity accounts

The portfolio manager will not invest more than 10% of a portfolio's market value. Specifically, the funds committed to common stocks, to the common stock of a single corporation at the time of purchase.

Likewise, at market value, no more than 20% of a portfolio may be committed to a single industry at the time of purchase.

### Fixed income accounts

The portfolio manager may invest up to 15% of the portfolio, specifically, the portion committed to fixed-income securities, to protect a single issuer-with the exception of US government obligations.

### **Communication:**

1. The portfolio manager is expected to meet in person, or by phone, with the Board annually to review the portfolio, the continued appropriateness of this Investment Policy Statement, and progress towards achieving the goals set forth herein.
2. A significant change in investment strategy by the portfolio manager will be discussed with the Board of NMBA promptly.
3. Each quarter, the NMBA CEO/President will receive a report that includes a summary of the portfolio activity, a portfolio appraisal, and an analysis of its structure and investment performance.

### **Revisions:**

Changes in this Investment Policy Statement may be made, from time to time, as circumstances change, by the Board of NMBA.

Date: \_\_\_\_\_, 2023

**New Mexico Broadcasters Association**

By:

**Director**

**Director**

## Justin Adkins

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**From:** Ricky Tarin  
**Sent:** Monday, April 22, 2024 2:00 PM  
**To:** Justin Adkins  
**Subject:** FW: Career Day confirmation

### Ricky Tarin

#### Operations Manager

Bravo Mic Communications, LLC

575.527.1111 | [rickyt@bravomic.com](mailto:ricky@bravomic.com)

[www.bravomic.com](http://www.bravomic.com)

101 Perkins Dr, Las Cruces, NM 88005

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NON-DISCRIMINATION POLICY: Bravo Mic Communications LLC. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Bravo Mic Communications LLC. or its station(s) that is intended to discriminate on the basis of race or ethnicity.



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**From:** Belen Moreno <bmoreno@lcps.net>  
**Sent:** Wednesday, April 12, 2023 11:26 PM  
**To:** Ricky Tarin <ricky@bravomic.com>  
**Subject:** Career Day confirmation

Mr. Tarin,

Hi, I just wanted to confirm that you will be attending career day tomorrow April 13, 2023 from 8:30AM to 10:30AM at Monte Vista Elementary .

Please plan to arrive by 8:10AM to allow you enough time to be directed to assigned location and to set up. The first student presentation will start at 8:30AM. When you arrive at the school please check in at the front office.

Please let me know if you need any technology and/or special accommodations so I can make sure that you have access to supplies that you might need.

Please let me know if there is anything that I can do to assist or if you have any questions. Thank you so much for agreeing to be part of Monte Vista career day =) We really appreciate it.

Monte Vista Elementary School  
4915 Peachtree Hills Rd Las Cruces NM

(575) 527-9490

Thank you,

Belen Moreno, LCSW  
Social Worker  
Monte Vista Elementary  
(575) 527-9490

May 1, 2023

Bravo Mic Communications On-Air talent Ricky Tarin attended the Community Action Agency Kids Can Career Expo on Saturday, April 29<sup>th</sup>, 2023. At the invitation of April Christensen, event coordinator, Ricky spoke with students and youth participating about radio and broadcast career opportunities, ideas, and technology.

# NMBA Board 2022-2023

## Executive Committee and Board

**Charlie Blanco**- Hubbard Broadcasting, Farmington/Roswell  
**Duffy Moon**-Vice- Chairperson Rooney Moon, Portales/Clovis  
**Lori Waldon**- Secretary Hearst Broadcasting, Albuquerque  
**Mike Smith**- Treasurer Bravo Mic, Las Cruces  
**Bill Kruger**- Immediate Past Chairperson AGM, Farmington

## Board Members:

**Jeff Berry**- Cumulus- Albuquerque 2023,  
**Sabrina Pack**- KNFT AM/FM and KSCQ- FM, Silver City, NM 2023  
**Bill Burt**- Burt Broadcasting- Alamogordo 2023  
**Aaron Forrester**- Noalmark Broadcasting-Hobbs 2023  
**Matt Martinez**- SDC Broadcasting- Las Vegas/ Albuquerque-2023  
**Jim Burt** – Basin Broadcasting, Farmington

**Estevan Gonzales**- KSWV AM/FM- Santa Fe-2022  
**Hope Romero**- iHeart Media- Albuquerque -2022  
**Michelle Donaldson**- Hubbard Broadcasting- Albuquerque -2022  
**Bill Anderson**- Nexstar, Albuquerque 2022

## Special Directors:

**Marina LaVoie- Emeritus**-former NMBA Members  
**Mary Ann Armijo- Emeritus**- former NMBA President  
**Adrian Velarde**-KRWG-TV- Las Cruces (Educational member)  
**Scott Arthur**- Hubbard Broadcasting (Engineering member)  
**Associate Member Ken Ortiz, NMADA**