

## 2019 ANNUAL EEO PUBLIC FILE REPORT

### MAX MEDIA OF HAMPTON ROADS LLC (MHR LICENSE LLC)

Stations: WGH-AM, Newport News, VA  
WGH-FM, Newport News, VA  
WVBW-FM, Suffolk, VA  
WVHT-FM, Norfolk, VA  
WVSP-FM, Yorktown, VA

Reporting Period: May 22, 2018 – May 21, 2019

No. of Full-time Employees: More than 10  
Small Market Exemption: No

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

#### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

- (1) Accepted one student from Hampton University to intern with ESPN's - The Nick Cattles Show. Student selected for the internship took part in all aspects of our sports-talk radio show, including hands on experience assisting with pre-show production tasks such as gathering sound, developing show concepts, and researching necessary topics. Additionally, during the show, interns learned to screen phone calls and use the audio board.
- (2) Accepted one student from Old Dominion University for our 10-week spring internship program. This intern spent time rotating through each department – Business, Digital, Production, Programming & Operations, Promotions, and Sales. During this program, the intern was able to participate in some of the day-to-day duties and gain an understanding of the responsibility of each department. After rotating through each

department, the intern was allowed to choose the area she wanted to gain more knowledge of during the last 3 weeks of the program.

*Participated in **job banks, internet programs, and other programs** designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

The licensee actively engages the audience through social media such as Facebook and Twitter. See, for example, Facebook pages for 97.3 The Eagle, 92.9 The Wave, Hot 100.5, and 94.1 ESPN.

*Establish **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions*

An employee was hired on March 10, 2015 as part-time board operator working approximately 10-20 per week: this position was advertised for at that time. He has been mentored and trained by our programming team. An opening for an Account Executive became available and he was promoted to fill the position on October 16, 2017. He continues to receive further mentoring and training for a role in the programming department in additions to his role as an Account Executive.

*Participated in **events or programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

Business Manager participated in Christopher Newport University Student Interview workshop on January 24, 2019 from 12:00PM until 4:00PM.

Provided station tours to students of:

- Independence Middle School – October 2018
- Community Solutions – July 2018

*Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

The stations in the employment unit participate in almost every local fair and 100's of events throughout the year. They also set up 100's of remote broadcasts at different locations. Members of the community stop by the station booth, and staff is available to answer questions about careers in broadcasting and/or job opportunities.

The licensee posted on the Facebook pages for 3 of its stations to recruit for part-time road crew to help with station events. Approximately 5 individuals responded and attended a group interview session, August 6, 2018. The Promotions director and his staff gave an overview of the broadcasting industry and then more specifically discussed the promotions position in detail. All who were in attendance had the opportunity to introduce themselves and ask questions.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
6/5/2018	Account Executive	Word of Mouth
7/9/2018	VP Operations & Programming	Consultant
9/17/2018	Director of Digital Strategy	Word of Mouth
10/15/2018	Account Executive	Word of Mouth
10/15/2018	Traffic Manager	Word of Mouth
11/16/2018	Marketing Director	All Access
1/29/2019	Brand Manager/Air Talent	All Access
3/15/2019	Air Talent	Consultant
3/16/2019	Air Talent	Consultant

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 21

RECRUITMENT SOURCES USED IN REPORTING PERIOD	NUMBER OF PERSONS INTERVIEWED THAT THE SOURCE REFERRED
CareerBuilder.com	1
Careerconnection.com	1
All Access	5
Inside Radio	2
Station Website	4
Virginian Pilot Newspaper	2
Word of Mouth Referral	6
<b>Total</b>	<b>21</b>

RECRUITING SOURCES USED

Job Title of Position: Account Executive

Date of Hire: 06/05/18

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Careerbuilder.com	N	www.careerbuilder.com	N/A	N/A
Careerconnection.com	N	www.careerconnection.com	N/A	N/A
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207
Station Website	N	www.eagle97.com/careers	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207
All Access	N	<a href="http://www.allaccess.com">www.allaccess.com</a>	N/A	N/A
Word of Mouth Referral	N	N/A	N/A	N/A

Job Title of Position: VP Operations & Programming

Date of Hire: 07/09/2018

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Careerconnection.com	N	www.careerconnection.com	N/A	N/A
All Access	N	<a href="http://www.allaccess.com">www.allaccess.com</a>	N/A	N/A
Inside Radio	N	Insideradio.com	N/A	N/A
The Virginian Pilot Newspaper	N	150 W Brambleton Ave., Norfolk, VA 23510	Brooke Walding	<a href="mailto:bwalding@tribpub.com">bwalding@tribpub.com</a>
Station Website	N	www.eagle97.com/careers	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207
Word of Mouth Referral	N	N/A	N/A	N/A
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207

Job Title of Position: Director of Digital Strategy

Date of Hire: 09/17/18

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Careerconnection.com	N	www.careerconnection.com	N/A	N/A
All Access	N	<a href="http://www.allaccess.com">www.allaccess.com</a>	N/A	N/A
The Virginian Pilot Newspaper	N	150 W Brambleton Ave., Norfolk, VA 23510	Brooke Walding	<a href="mailto:bwalding@tribpub.com">bwalding@tribpub.com</a>
Word of Mouth Referral	N	N/A	N/A	N/A
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207

Job Title of Position: Account Executive

Date of Hire: 10/15/18

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Careerbuilder.com	N	www.careerbuilder.com	N/A	N/A
Careerconnection.com	N	www.careerconnection.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207
All Access	N	<a href="http://www.allaccess.com">www.allaccess.com</a>	N/A	N/A
Word of Mouth Referral	N	N/A	N/A	N/A

Job Title of Position: Traffic Manager

Date of Hire: 10/15/18

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Careerconnection.com	N	www.careerconnection.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207
The Virginian Pilot Newspaper	N	150 W Brambleton Ave., Norfolk, VA 23510	Brooke Walding	<a href="mailto:bwalding@tribpub.com">bwalding@tribpub.com</a>

Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207
Word of Mouth Referral	N	N/A	N/A	N/A
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A

Job Title of Position: Marketing Director

Date of Hire: 11/16/2018

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Careerconnection.com	N	www.careerconnection.com	N/A	N/A
All Access	N	<a href="http://www.allaccess.com">www.allaccess.com</a>	N/A	N/A
Inside Radio	N	Insideradio.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207
The Virginian Pilot Newspaper	N	150 W Brambleton Ave., Norfolk, VA 23510	Brooke Walding	<a href="mailto:bwalding@tribpub.com">bwalding@tribpub.com</a>
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207

Job Title of Position: Brand Manager/Air Talent

Date of Hire: 01/29/19

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Careerconnection.com	N	www.careerconnection.com	N/A	N/A
All Access	N	<a href="http://www.allaccess.com">www.allaccess.com</a>	N/A	N/A
Inside Radio	N	Insideradio.com	N/A	N/A
RadioInk	N	Radioink.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207
The Virginian Pilot Newspaper	N	150 W Brambleton Ave., Norfolk, VA 23510	Brooke Walding	<a href="mailto:bwalding@tribpub.com">bwalding@tribpub.com</a>
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207

Job Title of Position: Air Talent

Date of Hire: 03/15/19

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Careerconnection.com	N	www.careerconnection.com	N/A	N/A
All Access	N	<a href="http://www.allaccess.com">www.allaccess.com</a>	N/A	N/A
Inside Radio	N	Insideradio.com	N/A	N/A
RadioInk	N	Radioink.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207
The Virginian Pilot Newspaper	N	150 W Brambleton Ave., Norfolk, VA 23510	Brooke Walding	<a href="mailto:bwalding@tribpub.com">bwalding@tribpub.com</a>
Word of Mouth Referral	N	N/A	N/A	N/A
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207

Job Title of Position: Air Talent

Date of Hire: 03/16/19

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Careerconnection.com	N	www.careerconnection.com	N/A	N/A
All Access	N	<a href="http://www.allaccess.com">www.allaccess.com</a>	N/A	N/A
Inside Radio	N	Insideradio.com	N/A	N/A
RadioInk	N	Radioink.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207
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Word of Mouth Referral	N	N/A	N/A	N/A
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jennifer Crabtree	jcrabtree@maxmediava.com Ph. 757.671.1000 Ext. 207