

# 2018 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, 2017 – May 21, 2018

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) One student from Christopher Newport University participated in a summer internship program with Station group. The student assisted at station events such as concerts, festivals, movie premiers, road shows and interacted with listeners.

*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.

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

He continues to receive further mentoring and training for a role in the programming department in additions to his role as an Account Executive. General Manager participated in Christopher Newport University Career Fair on January 30, 2018 from 11:00AM until 2:30PM.

Provided station tours to students of:

- Goddard School – June 2017

*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 10 individuals responded and attended a group interview session, March 14, 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
10/2/2017	Account Executive	Word of Mouth
10/16/2017	Account Executive	Internal PT to FT
2/5/2018	Account Executive	Word of Mouth
4/30/2018	Business Manager	Word of Mouth
4/30/2018	Account Executive	LinkedIn

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## INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 17

RECRUITMENT SOURCES USED IN REPORTING PERIOD	NUMBER OF PERSONS INTERVIEWED THAT THE SOURCE REFERRED
CareerBuilder.com	1
Careerconnection.com	2
Craigslis.com	1
LinkedIn	2
Station Website	1
Virginia Association of Broadcasters (VAB)	1
Virginian Pilot Newspaper	2
Word of Mouth Referral	6
<b>Total</b>	<b>17</b>

**RECRUITING SOURCES USED**

Job Title of Position: Account Executive

Date of Hire: 10/02/17

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
Craigslist.com	N	www.craigslist.com	N/A	N/A
LinkedIn	N	linkedin.com	N/A	N/A
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jackie Kearney	jkearney@maxmediava.com Ph. 757.671.1000 Ext. 207
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A
Word of Mouth Referral	N	N/A	N/A	N/A

Job Title of Position: Account Executive

Date of Hire: 10/16/17

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
Craigslist.com	N	www.craigslist.com	N/A	N/A
The Virginian Pilot Newspaper	N	150 W Brambleton Ave., Norfolk, VA 23510	Ashlee Locklear	757.222.5462 Ashlee.Locklear@pilotonline.com
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jackie Kearney	jkearney@maxmediava.com Ph. 757.671.1000 Ext. 207

Job Title of Position: Account Executive

Date of Hire: 02/05/2018

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
Craigslist.com	N	www.craigslist.com	N/A	N/A
The Virginian Pilot Newspaper	N	150 W Brambleton Ave., Norfolk, VA 23510	Ashlee Locklear	757.222.5462 Ashlee.Locklear@pilotonline.com
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jackie Kearney	jkearney@maxmediava.com Ph. 757.671.1000 Ext. 207

Job Title of Position: Business Manager

Date of Hire: 04/30/18

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
LinkedIn	N	linkedin.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Jackie Bales	jbales@maxmediava.com
The Virginian Pilot Newspaper	N	150 W Brambleton Ave., Norfolk, VA 23510	Ashlee Locklear	757.222.5462 Ashlee.Locklear@pilotonline.com
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jackie Kearney	jkearney@maxmediava.com Ph. 757.671.1000 Ext. 207
Word of Mouth Referral	N	N/A	N/A	N/A

Job Title of Position: Account Executive

Date of Hire: 04/30/18

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
Craigslist.com	N	www.craigslist.com	N/A	N/A
The Virginian Pilot Newspaper	N	150 W Brambleton Ave., Norfolk, VA 23510	Ashlee Locklear	757.222.5462 Ashlee.Locklear@pilotonline.com
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jackie Kearney	jkearney@maxmediava.com Ph. 757.671.1000 Ext. 207

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.