

## 2017 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, 2016 – May 21, 2017

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):

*Participated in **job fair(s)** by station personnel who have substantial responsibility in making hiring decisions.*

- (1) Dir. of Marketing & Promotions and staff participated in the 2016 Virginia Army National Guard Career Day on June 28, 2016 from 12PM – 2PM.
- (2) General Manager participated in the 2016 Christopher Newport University Fall Career and Graduate School Fair on September 27, 2016 from 12PM – 3PM.
- (3) Dir. of Marketing & Promotions and staff participated in 2017 Christopher Newport University Internship and Summer Jobs Fair on March 22, 2017 from 12PM – 2:30PM.

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

- (1) Three Programming internships, two summer and one spring, with ESPN's - The Nick Cattles Show/The Pants Party Show. Two students were from Old Dominion University and one from Christopher Newport University. Each 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 Belmont 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.

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

An employee was hired on August 14, 2014 as part-time promotions staff working approx. 10-20 hours per week; this position was advertised for at that time. On May 1, 2015, he transitioned to the programming department where he worked approximately 15-25 hours a week. He was mentored and trained by our ESPN programming team for 24 months. An opening for a full-time Sports Producer became available and he was promoted to fill the position on May 1, 2017. In his current role, he continues to receive further mentoring and training from the ESPN programming team.

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

A part-time producer from ESPN's The Pants Party Show spoke with an English class at Old Dominion University on April 19, 2017 from 2-2:45PM. His presentation focused on the

broadcasting.

importance of internships and how he started as an intern and was later hired as an employee. He spoke about his role in radio broadcasting, our internship program, and fielded questions from students.

*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 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 booths, and staff is available to answer questions about careers in broadcasting and/or job opportunities.

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#### LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
3/20/2017	Account Executive	Word of Mouth Referral
3/20/2017	Account Executive	Word of Mouth Referral
2/20/2017	ESPN Sports Talk Host	Word of Mouth Referral

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#### INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 10

RECRUITMENT SOURCES USED IN REPORTING PERIOD	NUMBER OF PERSONS INTERVIEWED THAT SOURCE REFERRED
Allaccess.com	2
Word of Mouth Referral	8
<b>Total</b>	<b>10</b>

**RECRUITING SOURCES USED**

Job Title of Position: Account Executive  
 Job Title of Position: Account Executive

Date of Hire: 3/20/17  
 Date of Hire: 3/20/17

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
Linked In	N	linkedin.com	N/A	N/A
The Virginian Pilot Newspaper	N	150 Brambleton Ave. Norfolk, VA 23510	Carol Young	carol.young@pilotonline.com Ph: 757.222.3829
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jackie Bales	jbales@maxmediava.com Ph: 757.671.1000
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A
WGH-FM, WVSP-FM, WVBW-FM, WVHT-FM, WGH AM, & Websites & Facebook blasts	N	5589 Greenwich Road, Ste 200 Virginia Beach, VA 23462	Jackie Bales	jbales@maxmediava.com Ph: 757.671.1000

Job Title of Position: ESPN On Air Talent

Date of Hire: 2/20/17

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Allaccess.com	N	www.allaccess.com	N/A	N/A
Inside Radio	N	insideradio.com	N/A	N/A
Radio Ink	N	Radioink.com	N/A	N/A
Talkers Magazine	N	H&H Communications 1767 Lakewood Ranch Blvd. #183 Bradenton, FL 34211	Alvin Herskovitz	h-and-h@verizon.net Ph: 941-708-6520
Washington Post	N	Classified.washpost.com	Marsha Bell	marsha.bell@washpost.com or jobsmajoraccounts Ph: 202-334-7016

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