

# 2022 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 22,2021 – May 21, 2022

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):

*Hosted at least one **job fair**.*

Max Media of Hampton Roads hosted as well as participated in the Tidewater Job Fair on August 18, 2022 at the Holiday Inn and Conference Center in Virginia Beach, VA, February 2, 2022 and May 3, 2022 at the Chesapeake Conference Center in Chesapeake, VA. This event has been a success for clients and staff. The Unit's Sales Manager organized the fair and the marketing and promotions staff worked the fair.

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

Max Media of Hampton Roads accepted a student from Boston College for a paid summer internship in Accounting. The intern was full-time during the summer 2021. The intern gained an understanding of the responsibility for the Business Department and had the opportunity to participate in some of the day-to-day duties. The intern supervised by the Business Manager.

*Participated in **job banks, internet programs, and other programs** designed to promote outreach generally (i.e., that are not primarily*

The licensee actively engages the audience through social media such as Facebook and Twitter. See, for example, Facebook pages for

directed to providing notification of specific job vacancies).

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.

In March 2022, Managers were encouraged to review training material on Emotional Intelligence at Work. By May 2022, all current managers confirmed they has reviewed the materials.

Participated in at least 4 **events or programs** sponsored by **educational institutions** relating to career opportunities in broadcasting.

On June 18, 2021, Morning Show Host Cash participated in an event involving the Tabb Middle School’s STEM department.

Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.

On 5/19/2022, Business Manager viewed the first half of the FCC presentation on EEO Best Practices in the Broadcast Industry.

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**LIST OF POSITIONS FILLED**

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
6/14/2021	Account Executive	Employee Referral
07/15/2021	Air Talent	Facebook Post
08/30/2021	Promotions & Marketing Director	Non-Employee Referral
11/15/21	Traffic Manager	Indeed
01/03/22	Account Executive/Digital Key	Station Employee Referral
01/26/22	Traffic Manager	Indeed
2/21/22	Receptionist/Admin. Assistant	Non-Employee Referral
04/01/22	Account Executive	Non-Employee Referral
04/15/2022	Account Executive	Employee Referral

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**INTERVIEWEE REFERRAL SOURCE SUMMARY**

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Non-Employee Referral	4
Employee Referral	7
Indeed	3
In House Posting Board	1
Facebook Post	3
<b>Total Number of Persons Interviewed during the Reporting Period:</b>	<b>18</b>

## RECRUITING SOURCES USED

Job Title of Position: Account Executive

Date of Hire: 06/14/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	Melvina Watkins	N/A
Indeed	N	<a href="http://www.indeed.com/job/postings">www.indeed.com/job/postings</a>	Melvina Watkins	mwatkins@maxmedia va.com Ph. 757.671.1000 Ext. 208
Zip Recruiter	N	www.ziprecruiter.com	Melvina Watkins	N/A
Station Websites	N	<a href="http://www.eagle97.com/careers">www.eagle97.com/careers</a>	Melvina Watkins	mwatkins@maxmedia va.com Ph. 757.671.1000 Ext. 208
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200, Virginia Beach, VA 23462	Melvina Watkins	mwatkins@maxmedia va.com Ph. 757.671.1000 Ext. 208

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

Job Title of Position: Air Talent

Date of Hire: 07/15/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
RAMP Radio and Music Pros	N	www.ramp247.com	Eddie Haskell	N/A
Country Aircheck Today	N	news@countryaircheck.com	Eddie Haskell	N/A
Facebook Post	N	Eddie Haskell	Eddie Haskell	
Station Websites	N	<a href="http://www.eagle97.com/careers">www.eagle97.com/careers</a>	Melvina Watkins	mwatkins@maxmedia va.com Ph. 757.671.1000 Ext. 208
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Job Title of Position: Promotions and Marketing Director

Date of Hire: 08/30/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	<a href="http://www.indeed.com/job/postings">www.indeed.com/job/postings</a>	Melvina Watkins	N/A
Zip Recruiter	N	www.ziprecruiter.com	Melvina Watkins	N/A
Handshake/Radford University	N	www.joinhandshake.com	Melvina Watkins	Carolyn Sutphin
Handshake/The University of Tennessee-Knoxville	N	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Melvina Watkins	Noel Bauer
Handshake/Norfolk State University	N	www.joinhandshake.com	Melvina Watkins	Chantell Coleman
Handshake/Longwood University	N	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Melvina Watkins	Megan Miller
Station Websites	N	<a href="http://www.eagle97.com/careers">www.eagle97.com/careers</a>	Melvina Watkins	mwatkins@maxmedia va.com Ph. 757.671.1000 Ext. 208
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Job Title of Position: Traffic Director

Date of Hire: 11/15/2021

(These were posted as blind ads to replace a current employee)

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
All Access	N	<a href="http://www.allaccess.com">www.allaccess.com</a>	Eddie Haskell	N.A
Indeed	N	<a href="http://www.indeed.com/job/postings">www.indeed.com/job/postings</a>	Melvina Watkins	N/A

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

Job Title of Position: Account Executive/Key Digital Key Accounts Date of Hire: 01/03/22

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	<a href="http://www.indeed.com/job/postings">www.indeed.com/job/postings</a>	Melvina Watkins	N/A
Zip Recruiter	N	www.ziprecruiter.com	Melvina Watkins	N/A
Handshake/Radford University		www.joinhandshake.com	Melvina Watkins	Sue Higgins
Handshake/Norfolk State University	N	www.joinhandshake.com	Melvina Watkins	Chantell Coleman
Handshake/Christopher Newport University	N	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Melvina Watkins	Sarah Hobgood
Handshake/Hampden Sydney College	N	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Melvina Watkins	Stephanie Joynes
Handshake/JMU	N	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Melvina Watkins	JMU Career Center Front Desk
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	Melvina Watkins	N/A
Station Websites	N	<a href="http://www.eagle97.com/careers">www.eagle97.com/careers</a>	Melvina Watkins	mwatkins@maxmedia va.com Ph. 757.671.1000 Ext. 208
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Job Title of Position: Traffic Manager

Date of Hire: 01/26/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	<a href="http://www.indeed.com/job/postings">www.indeed.com/job/postings</a>	Melvina Watkins	N/A
All Access	N	<a href="http://www.allaccess.com">www.allaccess.com</a>	Eddie Haskell	N/A
Facebook Post	N	Eddie Haskell@FB	Eddie Haskell	N/A
Radio Ink Classified Ads		<a href="http://www.radiolink.com">www.radiolink.com</a>	Melvina Watkins	N/A
Broadcast Career Link	N	<a href="http://www.broadcastcareerlink.com">www.broadcastcareerlink.com</a>	Melvina Watkins	N/A
Radio Ink		<a href="http://www.radioink.com">www.radioink.com</a>	Melvina Watkins	N/A
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	Melvina Watkins	N/A
Station Websites	N	<a href="http://www.eagle97.com/careers">www.eagle97.com/careers</a>	Melvina Watkins	mwatkins@maxmedia va.com Ph. 757.671.1000 Ext. 208

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Job Title of Position: Receptionist/Administrative Assistant

Date of Hire: 02/21/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	<a href="http://www.indeed.com/job/postings">www.indeed.com/job/postings</a>	Melvina Watkins	N/A
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	Melvina Watkins	N/A
Station Websites	N	<a href="http://www.eagle97.com/careers">www.eagle97.com/careers</a>	Melvina Watkins	N/A
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200, Virginia Beach, VA 23462	Melvina Watkins	mwatkins@maxmedia va.com Ph. 757.671.1000 Ext. 208

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Job Title of Position: Account Executive

Date of Hire: 04/01/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	<a href="http://www.indeed.com/job/postings">www.indeed.com/job/postings</a>	Melvina Watkins	N/A
Handshake/Hampden Sydney College	N	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Melvina Watkins	Stephanie Joynes
Handshake/Radford	N	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Melvina Watkins	Stephanie Joynes
Handshake/JMU	N	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Melvina Watkins	JMU Career Center Front Desk
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	Melvina Watkins	N/A
Station Websites	N	<a href="http://www.eagle97.com/careers">www.eagle97.com/careers</a>	Melvina Watkins	mwatkins@maxmedia va.com Ph. 757.671.1000 Ext. 208
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Job Title of Position: Account Executive      Date of Hire: 04/15/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	<a href="http://www.indeed.com/job/postings">www.indeed.com/job/postings</a>	Melvina Watkins	N/A
Handshake/Radford	N	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Melvina Watkins	Chantell Coleman
Handshake/Hampden Sydney College	N	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Melvina Watkins	Stephanie Joynes
Handshake/JMU	N	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Melvina Watkins	JMU Career Center Front Desk
Virginia Association of Broadcasters (VAB)	N	<a href="http://www.vabonline.com">www.vabonline.com</a>	Melvina Watkins	N/A
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