

2023 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
WTWV-FM, Suffolk, VA
WVBW-FM, Norfolk, VA
WVSP-FM, Yorktown, VA

Reporting Period: May 22, 2022– May 21, 2023

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 fairs**.*

On August 10, 2022, November 1, 2022 and April 3, 2023, Max Media of Hampton Roads hosted as well as participated in Tidewater Job Fairs at The Chesapeake Convention Center. This was a Max Media of Hampton Roads sales initiative with a total of 47 vendors in August of 2022, 30 vendors on November 1, 2022 and 30 vendors on April 3, 2023 other vendors participating. A total of 12 people applied for employment. Max Media's General Sales Manager organized the job fairs as well as interviewed applicants. Our marketing and promotions staff worked the fairs.

On January 23, 2023, we hosted an "Open House" event at the station to recruit Account Executives. Interviewed anyone that attended the Open House for the position. A total of 9 candidates applied.

*Participated in **job banks, internet programs, and other programs designed to promote outreach***

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

generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

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

*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.*

97.3 The Eagle, 92.9 The Wave, The Vibe 100.5, and 94.1 ESPN.

Max Media of Hampton Roads has been actively involved with the “Life Enrichment Center’s initiatives for two school years. Every Tuesday, we visited Windsor Oaks Elementary School where we spent 45 minutes reading with a first-grade student. The impact of these simple acts of kindness is immeasurable. The impact of the Life Enrichment Center’s programs reaches far beyond academic achievements. It fosters self-confidence, resilience, and a sense of belonging. By providing positive role models and a nurturing environment, they are breaking the cycle of generational poverty and empowering these children to dream big. Our Digital Coordinator participated in this event on behalf of Max Media of Hampton Roads

Max Media of Hampton Roads On-Air and Brand Manager of The Vibe 100.5, participated in the “MOVE I’m Determined Summit 2022.” This is a state-directed project funded by the Virginia Department of Education. It focuses on providing instruction and opportunities to youth with special needs. This summit facilitates youth, especially those with disabilities, to learn life skills that will help them further their education or go directly into the work force after High School

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
06/16/2022	On Air Talent	Employee Referral
06/22/2022	Digital Sales Specialist/Account Executive	Re-Hire
7/26/2022	Account Executive	Tidewater Job Fair
08/01/2022	Account Executive	Walk in
08/01/2022	On Air Talent	Employee referral
09/26/2022	Director of Operations	Corporate Office referral
10/01/2022	IT Specialist	ECPI Career Initiative
10/01/2022	General Sales Manager	Employee Referral
10/10/2022	On Air Talent	Non-Employee Referral
12/05/2022	Chief Engineer	FB Post
01/02/2023	AR/Accounting Assistant	Non-Employee referral/Open House
02/02/2023	Account Executive	Non-Employee referral
02/22/2023	Account Executive	Open House
03/13/2023	Account Executive	LinkedIn

INTERVIEWEE REFERRAL SOURCE SUMMARY

RECRUITMENT SOURCES USED IN REPORTING PERIOD	NUMBER OF PERSONS INTERVIEWED THAT THE SOURCE REFERRED
Tidewater Job Fair (Hosted by Max Media of Hampton Roads)	5
Max Media of Hampton Roads "Open House"	9
Virginia Pilot Newspaper	1
Consultant	2
ECPI Careers Initiative	1
Handshake	2
Indeed	3
LinkedIn	5
Station Website	4
The Society of Broadcast Engineers (SBE)	1
Private FB Post (Dennis Sloatman)	1
Word of Mouth Referral	8
Total Number of Persons Interviewed during the Reporting Period:	42

RECRUITING SOURCES USED

Job Title of Position: On Air Talent

Date of Hire: 06/16/2022

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
All Access	N	www.allaccess.com	Eddie Haskell	N/A
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Melvina Watkins	mwatkins@maxmediava.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@maxmediava.com Ph. 757.671.1000 Ext. 208

Job Title of Position: Digital Sales Specialist/Account Executive

Date of Hire: 06/22/2022

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
All Access	N	www.allaccess.com	Eddie Haskell	N/A
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A
Handshake	N	www.handshake.com	N/A	N/A
Indeed	N	www.indeed.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Melvina Watkins	mwatkins@maxmediava.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@maxmediava.com Ph. 757.671.1000 Ext. 208

Job Title of Position: Account Executive Date of Hire: 07/26/2022

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A
The Virginia Pilot Newspaper	N	www.pilotonline.com	N/A	N/A
Handshake	N	www.handshake.com	N/A	N/A
Indeed	N	www.indeed.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Melvina Watkins	mwatkins@maxmediava.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@maxmediava.com Ph. 757.671.1000 Ext. 208

Job Title of Position: Account Executive Date of Hire: 08/01/2022

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A
The Virginia Pilot Newspaper	N	www.pilotonline.com	N/A	N/A
Handshake	N	www.handshake.com	N/A	N/A
Indeed	N	www.indeed.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Melvina Watkins	mwatkins@maxmediava.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@maxmediava.com Ph. 757.671.1000 Ext. 208

Job Title of Position: Air Talent

Date of Hire: 08/01/2022

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
All Access	N	www.allaccess.com	N/A	N/A

(This was a blind ad)

Job Title of Position: Acting Engineer

Date of Hire: 09/16/2022

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
The Society of Broadcast Engineers (SBE)	N	www.sbe.org	N/A	N/A
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Melvina Watkins	mwatkins@maxmediava.com Ph. 757.671.1000 Ext. 208
Station Website	N	www.eagle97.com/careers	Melvina Watkins	mwatkins@maxmediava.com Ph. 757.671.1000 Ext. 208
Virginia Associations of Broadcasters (VAB)	N	www.vaonline.com	N/A	N/A

Job Title of Position: Director of Operations and Programming

Date of Hire: 09/26/2022

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Virginia Pilot Newspaper	N	www.pilotonline.com	N/A	N/A

(This was a blind ad)

Job Title of Position: IT Specialist

Date of Hire: 10/01/2022

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
ECPI Career Services	N	Rudi Kensy/Career Service Advisor 555 Greenwich Road, Virginia Beach, VA 23462	Keith Barton	N/A
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Melvina Watkins	mwatkins@maxmediava.com Ph. 757.671.1000 Ext. 208
Station Website	N	www.eagle97.com/careers	Melvina Watkins	mwatkins@maxmediava.com Ph. 757.671.1000 Ext. 208
Virginia Associations of Broadcasters (VAB)	N	www.vaonline.com	N/A	N/A

Job Title of Position: General Sales Manager

Date of Hire: 10/01/2022

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Virginia Pilot Newspaper	N	www.pilotonline.com	N/A	N/A

(This was a blind ad)

Job Title of Position: On Air Talent

Date of Hire: 10/10/2022

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
All Access	N	www.allaccess.com	Eddie Haskell	N/A
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Melvina Watkins	mwatkins@maxmediava.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@maxmediava.com Ph. 757.671.1000 Ext. 208

Job Title of Position: Chief Engineer

Date of Hire: 12/05/2022

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
The Society of Broadcast Engineers (SBE)	N	www.sbe.org	N/A	N/A
D Sloatman Acting Engineer, personal FB page post	N	FB	N/A	N/A
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Melvina Watkins	mwatkins@maxmediava.com Ph. 757.671.1000 Ext. 208
Station Website	N	www.eagle97.com/careers	Melvina Watkins	mwatkins@maxmediava.com Ph. 757.671.1000 Ext. 208
Virginia Associations of Broadcasters (VAB)	N	www.vaonline.com	N/A	N/A

Job Title of Position: AR/Accounting Assistant

Date of Hire: 01/02/2023

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
The Virginia Pilot Newspaper	N	www.pilotonline.com	N/A	N/A
Handshake	N	www.handshake.com	N/A	N/A
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Melvina Watkins	mwatkins@maxmediava.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@maxmediava.com Ph. 757.671.1000 Ext. 208

Job Title of Position: Account Executive Date of Hire: 02/02/2023

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A
The Virginia Pilot Newspaper	N	www.pilotonline.com	N/A	N/A
Max Media Open House	N	jobs@maxmediava.com	N/A	edecarlo@maxmediava.com 757-671-1000
Handshake	N	www.handshake.com	N/A	N/A
LinkedIn	N	www.linkedin.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Melvina Watkins	mwatkins@maxmediava.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@maxmediava.com Ph. 757.671.1000 Ext. 208

Job Title of Position: Account Executive Date of Hire: 02/22/2023

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A
The Virginia Pilot Newspaper	N	www.pilotonline.com	N/A	N/A
Max Media Open House	N	jobs@maxmediava.com	N/A	edecarlo@maxmediava.com 757-671-1000
Handshake	N	www.handshake.com	N/A	N/A
LinkedIn	N	www.linkedin.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Melvina Watkins	mwatkins@maxmediava.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@maxmediava.com Ph. 757.671.1000 Ext. 208

Job Title of Position: Account Executive Date of Hire: 03/13/2023

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A
The Virginia Pilot Newspaper	N	www.pilotonline.com	N/A	N/A
Handshake	N	www.handshake.com	N/A	N/A
LinkedIn	N	www.linkedin.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Melvina Watkins	mwatkins@maxmediava.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@maxmediava.com Ph. 757.671.1000 Ext. 208

* “Y” (yes) or “N” (no) indicates if the organization requested that the station provide it with notice of all job vacancies.