2020 ANNUAL EEO PUBLIC FILE REPORT

MAX MEDIA OF HAMPTON ROADS LLC

(MHR License LLC)

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| Stations:  | WGH(AM), Newport News, VAWGH-FM, Newport News, VAWVBW(FM), Suffolk, VAWVHT(FM), Norfolk, VAWVSP-FM, Yorktown, VA |
| Reporting Period:  | May 22, 2019 – May 21, 2020 |
|  |  |
| 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. Student also interned with WVHT-FM, WVBW-FM as well as WGH-FM assisting with research for show preparation, learning how to operate the equipment and timing needed for on air. Candidate also learned how to write and produce commercial spots.
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.  |
| *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 September 23, 2019 from 12:00PM until 3:00PM. |
| *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, June 15, 2019. 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.  |

LIST OF POSITIONS FILLED

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| Date of Hire | Job Title | Recruitment Source Referring Hiree |
| 6/3/2019 | Air Talent | Consultant |
| 7/2/2019 | Account Executive | Word of Mouth |
| 8/5/2019 | Sales Assistant | Word of Mouth |
| 8/19/2019 | Account Executive | Indeed |
| 9/03/2019 | Account Executive | Word of Mouth |
| 11/30/2019 | Account Executive | Indeed |
| 1/1/20 | Local Sales Manager | In House |
| 1/6/2020 | Account Executive | Indeed |
| 1/6/2020 | Air Talent | Consultant |
| 1/13/2020 | Air Talent | Consultant |
| 02/17/2020 | Chief Engineer | Word of Mouth |
| 2/24/2020 | Sports Producer/Air Talent | Consultant |
| 04/01/2020 | VP Operations & Programming | Word of Mouth |

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INTERVIEWEE REFERRAL SOURCE SUMMARY

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| RECRUITMENT SOURCES USED IN REPORTING PERIOD | NUMBER OF PERSONS INTERVIEWED THAT THE SOURCE REFERRED |
| Indeed | 4 |
| Zip Recruiter | 2 |
| All Access | 4 |
| Inside Radio | 1 |
| Station Website | 6 |
| Virginian Pilot Newspaper | 1 |
| Word of Mouth Referral | 10 |
| **Total Number of Persons Interviewed during the Reporting Period:**  | **28** |

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RECRUITING SOURCES USED

Job Title of Position: Air Talent Date of Hire: 06/03/2019

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| --- | --- | --- | --- | --- |
| 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 | [www.allaccess.com](http://www.allaccess.com) | N/A | N/A |

Job Title of Position: Account Executive Date of Hire: 07/02/2019

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 | [www.allaccess.com](http://www.allaccess.com) | N/A | N/A |
| Indeed |  | www.indeed.com/job/postings | Tim Meagher | tmeagher@maxmediava.com Ph. 757.671.1000 Ext. 216 |
| Inside Radio | N | Insideradio.com | N/A | N/A |
| The Virginian Pilot Newspaper | N | 150 W Brambleton Ave., Norfolk, VA 23510 | Brooke Walding | bwalding@tribpub.com |
| 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 |

Job Title of Position: Sales Assistant Date of Hire: 08/05/2019

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 | [www.allaccess.com](http://www.allaccess.com) | N/A | N/A |
| The Virginian Pilot Newspaper | N | 150 W Brambleton Ave., Norfolk, VA 23510 | Brooke Walding | bwalding@tribpub.com |
| Indeed | N | [www.indeed.com/job/postings](http://www.indeed.com/job/postings) | Tim Meagher | tmeagher@maxmediava.com Ph. 757.671.1000 Ext. 216 |
| 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: 08/19/2019

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 |
| Indeed | N | [www.indeed.com/jobpostings](http://www.indeed.com/jobpostings) | Tim Meagher | tmeagher@maxmediava.com Ph. 757.671.1000 Ext. 216 |
| 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 | [www.allaccess.com](http://www.allaccess.com) | N/A | N/A |

Job Title of Position: Account Executive Date of Hire: 09/03/2019

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 |
| Indeed | N | [www.indeed.com/job/postings](http://www.indeed.com/job/postings) | Tim Meagher | tmeagher@maxmediava.com Ph. 757.671.1000 Ext. 216 |
| All Access | N | [www.allaccess.com](http://www.allaccess.com) | N/A | N/A |

Job Title of Position: Account Executive Date of Hire: 11/30/2019

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 |
| Indeed | N | [www.indeed.com/job/postings](http://www.indeed.com/job/postings) | Tim Meagher | tmeagher@maxmediava.com Ph. 757.671.1000 Ext. 216 |
| All Access | N | [www.allaccess.com](http://www.allaccess.com) | N/A | N/A |

Job Title of Position: Local Sales Manager Date of Hire: 01/01/2020

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 | bwalding@tribpub.com |
| 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 |
| Indeed | N | Indeed.com/job/postings | Tim Meagher | tmeagher@maxmediava.com Ph. 757.671.1000 Ext. 216 |
| Virginia Association of Broadcasters (VAB) | N | www.vabonline.com | N/A | N/A |

Job Title of Position: Account Executive Date of Hire: 01/06/2020

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 | bwalding@tribpub.com |
| 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 |
| Indeed | N | [www.indeed.com/job/postings](http://www.indeed.com/job/postings) | Tim Meagher | tmeagher@maxmediava.com Ph. 757.671.1000 Ext. 216 |
| Virginia Association of Broadcasters (VAB) | N | www.vabonline.com | N/A | N/A |

Job Title of Position: Air Talent Date of Hire: 01/06/2020

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 | [www.allaccess.com](http://www.allaccess.com) | 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 | bwalding@tribpub.com |
| 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: 01/13/2020

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| --- | --- | --- | --- | --- |
| 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 | [www.allaccess.com](http://www.allaccess.com) | 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 | bwalding@tribpub.com |
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Job Title of Position: Chief Engineer Date of Hire: 02/17/2020

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| --- | --- | --- | --- | --- |
| 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 | [www.allaccess.com](http://www.allaccess.com) | 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 | bwalding@tribpub.com |
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Job Title of Position: Sport Producer/Air Talent Date of Hire: 02/24/2020

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 | [www.allaccess.com](http://www.allaccess.com) | 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 | bwalding@tribpub.com |
| 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: VP Operations & Programming Date of Hire: 04/01/2020

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| --- | --- | --- | --- | --- |
| 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 | [www.allaccess.com](http://www.allaccess.com) | 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 |
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Note: The preparation of the report was delayed because of COVID-19 pandemic’s impact on staffing at the station and the responsible person not returning to the office to prepare the report where the records were located.