

MAX MEDIA OF HAMPTON ROADS, LLC					
2nd QUARTER 2017 - RESPONSIVE PROGRAMMING LIST					
Station: WVHT-FM					
ISSUE DESCRIPTION	PROGRAM SEGMENT	DATE(S)	TIME	DURATION	DESCRIPTION OF SEGMENT
1. <u>Traffic</u>	<u>Traffic Reports</u>	4/01/17-6/30/17 M-F	30x 5am-9am	45-60 seconds	Live traffic reports delivered on-air daily
		4/01/17-6/30/17 M-F	30x 3pm-6pm	45-60 seconds	
2. <u>Animal Care</u>	<u>Public Service Announcement</u>	4/11/17-5/6/17	14x 6am-7pm	15 seconds	The Suffolk Humane Society Mutt Strut is Sunday May 7th at Bennett's Creek Park. Bring the family for children's games, Frosty Paws eating contest, Summer Photos with Santa and the annual Pledge Walk. Register now at suffolkhumanesociety.com .
	<u>Public Service Announcement</u>	5/4/17-5/23/17	15x 6am-7pm	15 seconds	Dancing for the Stars style competition called Dancing for Paws to benefit the Virginia Beach SPCA June 10th, 7pm at Chrysler Hall Tickets on sale now! Purchase online at vbspca.com or at the Chrysler Hall box office.
	<u>Public Service Announcement</u>	5/4/17-5/18/17	10x 6am-7pm	15 seconds	May 19 is Endangered Species Day! The Virginia Zoo will host an Endangered Species event May 13 from 11am to 2pm at the Animal Wellness Campus. There will be discovery carts, crafts, keeper chats, buttons and more. Cost is FREE with regular paid Zoo admission.
	<u>Public Service Announcement</u>	5/5/17-6/8/17	18x 6am-7pm	15 seconds	Peninsula SPCA hosts a Pet First Aid and CPR Class Saturday June 10th with instructions on CPR, Choking Management, Poisoning, Injuries and more. Get more details at peninsulaspca.org .
	<u>Public Service Announcement</u>	5/9/17-5/30/17	10x 6am-7pm	15 seconds	In honor of kitten season—the time of year when cats give birth—PETA will offer \$20 spay and neuter services for companion cats throughout the Hampton Roads area during the month of May. please visit PETA.org/SpayNeuter for more information and to make appointments.
3. <u>Charitable</u>	<u>News & Events</u>	4/19/17	7:22am	2 minutes	The morning show discussed Ainsley's Angels of America, a charity who aims to build awareness about America's special needs community through inclusion in all aspects of life, by promoting awareness, providing education and participating as active members in local communities.

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	<u>News & Events</u>	4/25/17	7am	2 minutes	The morning show discusses "Brandon Day" which is a fundraiser in honor of a young boy named Brandon who was diagnosed with Cancer. He's a listener and we spoke with his mom, Michelle Beattie, about the fundraiser in detail. All proceeds go to help pay for a day free of cancer when his chemo sessions are over.	
	<u>Public Service Announcement</u>	5/4/17 & 5/5/17	9:04am & 4:05pm	15 seconds	Tuesday, May 9,th is Give Local 757 today. From Midnight to Midnight GIVE where you LIVE! Help over 200 nonprofits raise 1 million dollars in 24 hours in Hampton Roads! Pre-schedule donations now at www.givelocal757.org # give local 757.	
	<u>Public Service Announcement</u>	5/5/17-5/12/17	5x 6am-7pm	15 seconds	The 25th Annual National Association of Letter Carriers' Stamp Out Hunger Food Drive look for a blue Stamp Out Hunger plastic bag in the mail. On Saturday, May 13th, fill the plastic bag (or any bag) with non-perishable food items and leave it at your mailbox. Help End Hunger in Hampton Roads.	
4.	<u>Consumer Matters</u>	<u>Listener Call-in Segment</u>	5/15/17	4x 7:40am-8:30am	1 minute	The morning show discussed fidget spinners and whether or not they are toys or tolls for stress relief. We opened up the phones and allowed callers to weigh in on this topic. Most callers defended the fidget spinners as stress relievers, including a woman who called in saying that her fellow soldiers in the military often use the devices after intense situations.
5.	<u>Crime</u>	<u>Listener Call-in Segment</u>	6/13/17	2x 8:22am-8:35am	2 minutes	The morning show discussed a hit and run incident that recently happened to JMAC's brother. We discussed details about the wreck and information gathered. We opened the phones and allowed callers to weigh in about what to do next.
6.	<u>Disaster Relief</u>	<u>News & Events</u>	4/6/17	11pm	30 seconds	Many in our community are facing tough times as they continue to recover and rebuild from Friday's tornadoes. 200 homes were damaged, 12 of them condemned, and the Real Life Church was heavily damaged. Please consider donating to help out. VAEmergency.gov (there's a link to it at the top of our Facebook page) and if you're needing assistance, call 311.

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7. <u>Employment</u>	<u>News & Events</u>	4/25/17	11:52pm	30 seconds	The CatNip Café is coming to Norfolk (Colonial Ave) and they're hiring part-time people. Send your resume to contact@catnipcafe.com including a brief statement about why you'd like to work there. Responsibilities will include customer service, caring for the cats, cleaning and feeding, adoption interviews and facilitation and more!
	<u>News & Events</u>	4/26/17	9:50pm	30 seconds	Norfolk Premium Outlets are hiring! 500 job positions available. The openings are for part-time and full-time positions in management, maintenance, sales, guest services, security, and customer service. The fair is on May 11th, at Norfolk State University's Student Center at 700 Park Ave. Job seekers can attend the event from 10am to 7pm, bring a copy of your resume and be prepared for on-site interviews. Stores such as Colombia, Express, Tommy Hilfiger, UnderArmour, and more will be looking to hire.
	<u>Public Service Announcement</u>	5/4/17-5/23/17	7x 6am-7pm	15 seconds	Corporate Gray hosts a military friendly job fair Wednesday, May 24th 9 am - 12:30 pm at the Virginia Beach Convention Center for job seekers with military experience; civilians welcome Get more details at corporategray.com/jobfairs .
8. <u>Health</u>	<u>Public Service Announcement</u>	5/6/17-6/14/17	16x 6am-7pm	15 seconds	Farm Fresh Pharmacy offers a free diabetes risk assessment through June 17th. Participants determined to be at risk for the disease may receive a free blood glucose test. Appointments are not necessary, and walk-ups are encouraged.
9. <u>Military</u>	<u>Public Service Announcement</u>	4/15/17-5/2/17	11x 6am-7pm	15 seconds	Run for the Fallen is an organized tribute event whose mission is: To run one mile for every Virginia Fallen Service Member. The run will begin at JEB Fort Story May 4th and end at Arlington Cemetery May 7. Find out more at varunforthefallen.org .

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10. <u>Parenting</u>	<u>Weekly Public Affairs Program</u>	4/30/17	6am	9:53	Richard Watts, personal advisor and legal counsel to the super wealthy, author of "Entitlement: How Not to Spoil Your Kids, and What to Do if You Have" - Mr. Watts said well-intentioned parents are creating a "me" generation of children who lack the wisdom and satisfaction of accomplishment that can only be learned through struggle and adversity. He offered examples of parental decisions that create a sense of entitlement in children in families of all income levels. He also outlined simple ways for parents to be a good example for children.
	<u>Weekly Public Affairs Program</u>	5/7/17	6am	10:03	Robert T. Kiyosaki, investor, entrepreneur, author of "Rich Dad Poor Dad: What The Rich Teach Their Kids About Money That the Poor and Middle Class Do Not" Mr. Kiyosaki discussed the difference in how wealthy people view and use money, compared to middle and lower income Americans. He said it is not necessary to earn a high income to become rich. He explained why he thinks it is such a problem that few students receive any financial education in school. He also discussed the best job categories for young people who are ready to choose a career.
	<u>Weekly Public Affairs Program</u>	5/14/17	6:10am	7:58	Pamela Wisniewski, PhD, Assistant Professor of Computer Science at the University of Central Florida - Dr. Wisniewski led a study at Penn State that found that teens rarely talk to their parents about potentially risky online experiences. She said that parents and children often have much different perceptions of and reactions to the same online events, such as cyberbullying, sexual exchanges and viewing inappropriate content online.
	<u>Weekly Public Affairs Program</u>	6/4/17	6am	7:46	Gregory Plemmons, PhD, Associate Professor of Pediatrics at Monroe Carell Jr. Children's Hospital at Vanderbilt University - Dr. Plemmons led a study that found the percentage of younger children and teens hospitalized for suicidal thoughts or actions in the United States has doubled over the past decade. He talked about the possible reasons for such a steep increase, what ages are at the greatest risk, and how parents can recognize signs of suicidal thoughts in their children.

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	<u>Weekly Public Affairs Program</u>	6/11/17	6:10am	8:27	Jodie Plumert, PhD, Professor in the Department of Psychological and Brain Sciences at the University of Iowa For adults, crossing the street by foot seems easy. Yet it is anything but simple for a child. - Dr. Plumert led a study that found that perceptual judgment and motor skills are not fully developed in most kids until age 14. She explained what parents can do to help children learn these life and death skills as early as possible.
	<u>Weekly Public Affairs Program</u>	6/18/17	6:20am	5:02	Tracy Mehan, Manager of Translational Research for the Center for Injury Research and Policy at the Research Institute at Nationwide Children's Hospital in Columbus, Ohio - On an average day in the US, 13 children receive emergency treatment for a lawn mower-related injury. Ms. Mehan talked about the most common injuries and how they typically vary, depending on the age of the child. She offered suggestions for parents on how to prevent lawn mower-related injuries.
11. <u>Public Safety</u>	<u>Public Service Announcement</u>	4/11/17-4/17/17	4x 6am-7pm	15 seconds	Eliminating distractions in your own car is important, but what about everyone around you? The National Safety Council will host a free webinar Driving Distraction-Free and Defensively Wednesday April 19th. Sign up today at safety.nsc.org .
	<u>Public Service Announcement</u>	4/11/17-4/27/17	9x 6am-7pm	15 seconds	Some 40,000 people died on the roads last year and every 8 seconds someone is injured in a car crash. Pledge to Drive Cell-free. Put down the phone when you are behind the wheel – it can mean the difference between life and death.
	<u>Public Service Announcement</u>	4/11/17-4/28/17	8x 6am-7pm	15 seconds	April is Distracted Driving Awareness Month. The National Safety Council is asking you to Pledge to drive phone free. You can pledge to your children or other loved ones that you will be an attentive driver. Take the pledge now at safety.nsc.org .
	<u>Public Service Announcement</u>	4/11/17-4/29/17	12x 6am-7pm	15 seconds	In Virginia's work zones last year, there were 2,427 work zone crashes resulting in 1,170 injuries and 10 fatalities. Expect the unexpected! Keep an eye out for VDOT crews and slow-moving equipment while driving. Just like you, they want to go home every day.

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	<u>Public Service Announcement</u>	5/10/17, 5/11/17 & 5/12/17	6:04pm, 2:04pm & 10:04am	15 seconds	Chesapeake Parks, Recreation and Tourism will host a safe boating course South Norfolk Community Center Saturday May 13th. This course is FREE to the public and meets the Virginia and North Carolina safe- boating course requirement. Pre-registration is required.	
12.	<u>Volunteerism</u>	<u>Public Service Announcement</u>	5/14/17-5/30/17	6x 6am-7pm	15 seconds	The Virginia Beach Library seeks teen volunteers this summer for their teen advisory group. Teen Advisory Group. Make new friends, enhance your college application and gain work experience. Fill out a Teen Volunteer Interest Form today at vb.gov.com.
13.	<u>Youth Development</u>	<u>Listener Call-in Segment</u>	5/3/17	4x 6:44am-7:30am	1 minute	A high school student called in asking about raising awareness about what she feels is an unfair dress code in her school. She said that there was inconsistency with punishments - girls could wear the same pair of shorts but because of people's different body types some were punished while others were not. We opened the phones and allowed callers to weigh in about their view on dress codes and whether or not they are necessary.
		<u>Weekly Public Affairs Program</u>	4/16/17	6:10am	8:55	Michael Thompson, Director of the Council of State Governments Justice Center - Mr. Thompson's organization conducted a study that examined whether juveniles who commit crimes fare better if they are sentenced to community-based supervision or state-run incarceration. The study found that youth who are locked up in state-run facilities are 21 percent more likely to be rearrested than those who remain under supervision closer to home. He said that community supervision programs are also far less expensive for taxpayers than state-secure facilities.
		<u>Public Service Announcement</u>	5/8/17, 5/13/17 5/18/17	5:04pm, 1:04pm & 6:04pm	15 seconds	Saturday, May 13th Bayside Special Services Library will host Pretend Play – Veterinarian! Children will get the opportunity to share imaginative play as a pretend vet! Grades K-2. Register now call 385-2680.