

2024 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, 2023– May 21, 2024

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 October 3, 2023, Max Media of Hampton Roads hosted and participated in the Tidewater Job Fair at The Hampton Convention Center and February 27, 2024, 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 45 vendors in October of 2023, 46 vendors in February 2024. A total of 7 people applied for employment. Our sales as well as other Managers, organized the job fairs as well as interviewed applicants. Our marketing and promotions staff worked the fairs.

On January 20, 2024, we hosted an “Open House” event at the station to recruit Account Executives. Interviewed anyone that attended the Open House for the position. One candidate applied.

*Participated in **job banks, internet programs, and other programs***

The licensee actively engages the audience through social media such as Facebook and

designed to promote outreach 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.*

Twitter. See, for example, Facebook pages for 97.3 The Eagle, 92.9 The Wave, The Vibe 100.5, and 94.1 ESPN.

May 17, 2023, participated and hosted the HBCU College Information Night@Grassfield High School in Chesapeake. On August 9, 2023, hosted the Back to School Bash with the Urban League of Hampton Roads at Maura High in Norfolk. August 28, 2023, hosted the back-to-school bash at Southside STEM Academy in Campostella in Norfolk. April 25 hosted the HBCU College Informational Night @ Grassfield High School in Chesapeake.

Max Media of Hampton Roads On-Air and Brand Manager of The Vibe 100.5, participated in the “MOVE I’m Determined Summit 2023.” 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
07/31/23	Account Executive	LinkedIn
07/31/23	Account Executive	LinkedIn
07/31/23	Sports Announcer	Client Referral (ODU Sports Director)
09/08/2023	Sales Assistant	LinkedIn
09/18/2023	Account Executive	LinkedIn
10/16/2023	Account Executive	Tidewater Job Fair (Max Media)
01/29/2024	Account Executive	Max Media Open House
04/22/2024	On-Air Personality	Employee Referral/Former Employee

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)	1
Max Media of Hampton Roads "Open House"	1
Indeed	3
LinkedIn	6
Word of Mouth Referral	4
Total Number of Persons Interviewed during the Reporting Period:	15

RECRUITING SOURCES USED

Job Title of Position: Account Executive (2)

Date of Hire: 07/31/2024

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
LinkedIn	N	www.linkedin.com	Everett DeCarlo	N/A
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A
Virginia Pilot Newspaper	N	www.pilotonline.com	N/A	N/A
Handshake	N	www.handshake.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: ESPN Sports Talk Host

Date of Hire: 07/31/2024

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
Handshake	N	www.handshake.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: Sales Assistant

Date of Hire: 09/08/2023

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
Handshake	N	www.handshake.com	N/A	N/A
LinkedIn	N	www.linkedin.com	Everett DeCarlo	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: 09/18/2023

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
LinkedIn	N	www.linkedin.com	Everett DeCarlo	N/A
Handshake	N	www.handshake.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: 10/16/2023

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
LinkedIn	N	www.linkedin.com	Everett DeCarlo	N/A
Tidewater Job Fair	N		Everett DeCarlo	edecarlo@maxmediava.com
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: 01/29/2024

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
LinkedIn	N	www.linkedin.com	Everett DeCarlo	N/A
Open House	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Everett DeCarlo	edecarlo@maxmediava.com
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: On-Air Personality

Date of Hire: 04/22/2024

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
RAMP247	N	www.ramp247.com	N/A	N/A

(This was a blind ad)

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