

2025 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, 2024– May 21, 2025
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 June 10, 2024, Max Media of Hampton Roads hosted and participated in the Tidewater Job Fair at The Hampton Convention Center. This was a Max Media of Hampton Roads sales initiative with a total of 46 vendors, and a total of 12 applicants applied for employment; October 2, 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 38 vendors and 8 applicants: 35 vendors in February of 2025. A total of 7 people applied for employment. The VP and General Manager, National Manager, Promotions and Marketing Manager, a member of our air staff as well as Digital Manager organized the job fairs as well as interviewed applicants.

*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.*

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

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

February 12, 2025, participated in the HBCU College Information Night@Grassfield High School in Chesapeake. On March 29, 2025, Brand Manager/On Air Personality spoke at Granby Elementary Career Day, talked to kids about a career and the right path to pursue a career in Radio Broadcasting; April 11, 2025 The Vibe Brand Manager/On Air Personality attended the Southside STEM Academy at Campostella located in Norfolk, VA to discuss a career in radio; April 18, 2025 On Air Personality handed out T-shirts and talked to students about a career in radio broadcasting.

Hosted an unpaid internship with a student that attended Norfolk Academy to learn the programming side of radio. This was a two-day internship that started on May 28, 2024 – May 29, 2024.

Hosted a paid internship in partnership with the Virginia Association of Broadcasting (VAB) from June 2024 to August 2024. The intern worked in all departments to learn the ins and outs of Radio Broadcasting.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
06/17/2024	Account Executive	LinkedIn
08/20/2024	Account Executive	Employee Referral/Former Employee
09/23/2024	On Air Personality	Employee Referral
10/16/2024	Account Executive	Tidewater Job Fair (Max Media)
12/02/2024	Promotions Assistant	Eagle Website (jobs tab)
01/06/2025	Digital Manager	Web post

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
Indeed	2
LinkedIn	4
Station Website & Web Postings	3
Word of Mouth Referral	3
Vacancy Posting on Employee Information Board	1
Total Number of Persons Interviewed during the Reporting Period:	14

RECRUITING SOURCES USED

Job Title of Position: Account Executive Date of Hire: 06/17/2024

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
LinkedIn	N	www.linkedin.com	Keith Barton	N/A
Virginia Pilot Newspaper	N	www.pilotonline.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: 08/20/2024

Referral Source	*	Address of Source	Source POC	Tel. No. and E-Mail Address of Source
LinkedIn	N	www.linkedin.com	Keith Barton	N/A
Indeed	N	www.indeed.com	N/A	N/A
Virginia Pilot Newspaper	N	www.pilotonline.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: On-Air Personality

Date of Hire: 09/23/2024

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
RAMP247		www.ramp247.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: 10/16/24

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
Indeed	N	www.indeed.com	N/A	N/A
Tidewater Job Fair	N	jobs@maxmediava.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: Promotions Assistant Date of Hire: 12/02/2024

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

Date of Hire: 01/06/2025

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
RAMP247	N	www.ramp247.com	N/A	N/A
Station Website	N	www.eagle97.com/careers	Melvina Watkins	mwatkins@maxmediava.com Ph. 757.671.1000 Ext. 208
Tidewater Job Fair	N	jobs@maxmediava.com	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

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