

2014 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
WVBW(FM), Suffolk, VA
WVHT(FM), Norfolk, VA
WVSP-FM, Yorktown, VA

Reporting Period: May 22, 2013 – May 21, 2014

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) Two Programming internships, one summer and one fall, with ESPN's - The Nick Cattles Show. One student from Virginia Tech University and another from Old Dominion University. Each 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.
- (2) One student from Norfolk Collegiate High School participated in a summer internship program with our Promotions department. The student assisted at station events such as concerts, festivals, movie premieres, road shows and interacted with listeners.
- (3) One student from Radford University was selected for a summer internship. She

primarily assisted in our digital/sales department where she learned about video editing, creating graphics, using social media to engage listeners and creating campaigns for clients. She also spent a limited time in the promotions department.

- (4) Partnered with Virginia Association of Broadcasters (VAB) and accepted one paid summer intern. This intern worked with our promotions department assisting at station events such as concerts, festivals, movie premiers, road shows and interacted with listeners.

*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.*

General Manager participated in Christopher Newport University Career Fair on September 25, 2013 from 11:00AM until 2:30PM.

Provided station tours to students of:

- Indian River High School - August 2013
- Tallwood High School - November 2013

*Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

Business Manager reviewed FCC webinar - EEO Best Practices in the Broadcast Industry, in April 2014.

*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 70 individuals responded and attended one of 2

group interview sessions on April 16, 2014. 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. Twelve candidates were selected for a second interview on April 21, 2014, of which six were hired.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRER
8/2/13	Interactive Media Coordinator	Virginia Association of Broadcasters
5/19/14	Account Executive	Word of Mouth Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 12

RECRUITMENT SOURCES USED IN REPORTING PERIOD	NUMBER OF PERSONS INTERVIEWED THAT THE SOURCE REFERRED
CareerBuilder.com	1
Careerconnection.com	2
Craigslist.com	1
Daily Press Newspaper	1
Indeed.com*	4
Virginia Association of Broadcasters (VAB)	1
Word of Mouth Referral	2
Total	12

*Indeed.com apparently picks up and re-publishes job notices from other online sources. The interviewed applicants identified Indeed.com as their recruitment source.

RECRUITING SOURCES USED

Job Title of Position: Interactive Media Coordinator

Date of Hire: 8/02/13

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
Craigslist.com	N	www.craigslist.com	N/A	N/A
Daily Press Newspaper	N	www.dailypress.com	N/A	N/A
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jackie Kearney	jkearney@maxmediava.com Ph. 757.671.1000 Ext. 207
Virginia Association of Broadcasters (VAB)	N	www.vabonline.com	N/A	N/A

Job Title of Position: Account Executive

Date of Hire: 5/19/14

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
Craigslist.com	N	www.craigslist.com	N/A	N/A
The Virginian Pilot Newspaper	N	150 W Brambleton Ave., Norfolk, VA 23510	Ashlee Locklear	757.222.5462 Ashlee.Locklear@pilotonline.com
Vacancy Posting on Employee Board	N	5589 Greenwich Road, Suite 200 Virginia Beach, VA 23462	Jackie Kearney	jkearney@maxmediava.com Ph. 757.671.1000 Ext. 207

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