

Aubrey Eugene “Gene” Loving, Jr. Advertising Federation of Greater Hampton Roads 1980 Silver Medal Award Honoree



Gene Loving is Chairman and Chief Executive Officer of Max Media LLC, a Virginia Beach media company he co-founded in 2001. Max Media LLC owns and operates television, radio, and alternative media.

In 1991, he co-founded Max Media Properties. The company grew to 17 different radio and television stations in 10 states and was sold to Sinclair Broadcast Group in July 1998.

In 1979, Loving started TVX Broadcast Group and was Chairman during its 12 year history. TVX was the nation's largest group of independent television stations serving 12 markets including Philadelphia, Dallas, Houston, Miami, and Washington, DC. It became a publicly traded company in 1985 and was sold to Paramount Communications in 1991. He then founded and developed Hampton Roads Wireless, which was sold in 1995. In 1975 he founded Bay Cities Communications and acquired two radio stations in Norfolk.

Loving has served in executive capacities with several communications related industry organizations and has received the highest awards and recognition from broadcast and advertising trade associations. From 1960 to 1988 he co-owned a concert promotion company that brought many entertainers to Virginia.

Loving began his career as an on-air personality in his hometown of Richmond, Virginia in 1958. He served as music or promotion director and maintained his daily radio show during the 1960s at WGH-AM in Norfolk. The station was among the 10 stations in the country achieving a 50 share of the audience during the golden days of Top 40 radio. His interviews with the Beatles in the 1960s were syndicated across the United States and other countries.

Additionally, from 1964 to 1969 Loving co-hosted (with future Silver Medal Award honoree Dick Lamb) a popular dance party television show called “Disc-o-Ten” on WAVY-TV, Norfolk’s NBC affiliate.

Loving has served as director of publicly traded information technology company, Metro Information Services, Inc., and as Chairman of the Virginia Beach Board of Monarch Bank. He is a former president and director of Operation Smile, an international children’s health organization. He has served on the boards of Sentara Health Care and the Virginia Marine Science Museum (now the Virginia Aquarium).

He was inducted into the Virginia Communications Hall of Fame in 2004.