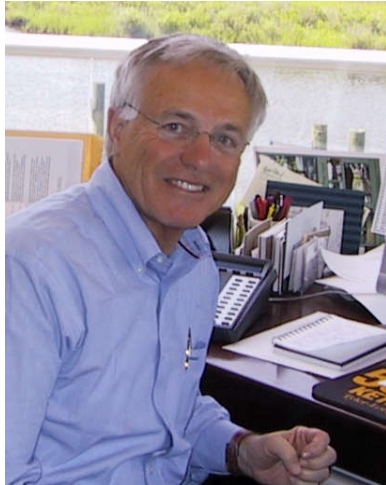


# John A. Trinder

## Advertising Federation of Greater Hampton Roads

### 2018 Silver Medal Award Honoree



John A. Trinder, the 2018 Silver Medal Award honoree, has a storied history with the Advertising Federation of Greater Hampton Roads. He was the first President of the local club to become later Governor of the AAF's District 3 (comprised of Virginia, North Carolina, and South Carolina).

He co-founded and has been President and Chief Operating Officer of Virginia Beach-based Max Media LLC since its inception in 2001. The company operates nearly 30 radio stations across five states, including five in Hampton Roads. It also has television operations in Puerto Rico.

Earlier, Trinder served in the same capacity for Max Media Properties LLC, where he was responsible for the operations of nine television and eight radio stations until its sale to the Sinclair Broadcast Group in 1998.

In 1979, John was the first employee of TVX Broadcast Group, headquartered in Norfolk. TVX signed WTVZ-TV on the air that year, eventually expanded to several other markets, becoming a public company in 1985. He served as President, CEO, and Director from 1984 until Paramount Pictures Communications bought TVX in 1991. At the time, TVX was the nation's largest group of independent television stations serving 12 markets including Philadelphia, Dallas, Houston, Miami, and Washington, DC.

Trinder has more than 45 years of experience in broadcasting, beginning his career in 1970 with Landmark Communications, where he served in various sales and sales management positions with WTAR-TV (now WTKR-TV), the CBS affiliate in Norfolk.

From 1988 to 1991, he served on the Board of Directors of the Association of Independent Television Stations (INTV). He later served on the Fox Broadcasting Board of Governors, and the Board of Directors for the UPN Network and Seltel Inc.

Trinder is a Trustee Emeritus of Virginia Wesleyan University and has served on the Board of Trustees of Chesapeake Bay Academy since 2007. He was an active member of the Virginia Beach Rescue Squad, served on Children's Hospital of the King's Daughters Foundation Board, and is a past Chairman of the Board of Cruise International, Inc. He is also past Trustee of Cape Henry Collegiate School in Virginia Beach and is a member of Episcopal Church of the Good Shepherd.

Trinder was born in Worcester, Massachusetts and has a BS degree from the University of Bridgeport. He received an honorable discharge from the United States Marine Corps in 1966. He resides in Norfolk with his wife, Betty.