ANNUAL EEO PUBLIC FILE REPORT
WPLM AM/FM
17 Columbus Road
Plymouth, MA 02360

For the Period Beginning 12/1/15 and Ending 11/30/16*

This Report consists of:

Part 1 Station information
Part 2 Recruitment sources/interviewees for each full-time vacancy
Part 3 Recruitment initiatives

Preparer: Robert E. Monahan, Jr.

Signature:

Title: Business Manager

Date: November 30, 2016

Telephone: 508-746-1390

*This report, which usually covers the prior 12-month period, is to be placed in each station's public file and web site (if applicable) every year on the anniversary of the due date of the station's renewal application.

PART I – STATION INFORMATION

This report covers the following employment unit:

Call Sign	AM/FM	FACILITY ID#	COMMUNITY OF LICENSE	State	LMA
WPLM	AM	52837	Plymouth	MA	No
WPLM-FM	FM	52838	Plymouth	MA	No

Attached is information concerning the recruitment efforts undertaken by the employment unit to fill the full-time vacancies during the period covered by this Report.

A total of 4 full-time job vacancies were filled by the Employment Unit:

1. Advertising Account Manager
2. Production Director
3. Senior Advertising Account Manager
4. General Sales Manager

A total of 11 individuals were interviewed for all of the full-time vacancies.

PART 2

FULL-TIME VACANCY #1

There were four (4) full-time vacancies during this year's reporting period (12/1/15 – 11/30/16):

Job Title: Advertising Account Manager
Date Filled: 2/10/16
Total Number of Interviewees: 3

Recruitment Sources:

The following recruitment sources were utilized to fill this vacancy:

Name of Source	Address	Contact Person	Telephone Number	Number of Interviewees Referred
WPLM Website	17 Columbus Rd; Plymouth, MA 02360	Ryan Britland	508-746-1390	
WPLM Radio Ad	17 Columbus Rd; Plymouth, MA 02360	Ryan Britland	508-746-1390	
Plymouth and South Shore Career Centers-Career Fair	36 Cordage Park Cir; Plymouth, MA 02360	Jacquelyn McLellan	508-732-5302	
AllAccess.com	28955 Pacific Coast Highway; Suite 210; Malibu, CA 90265	Jonathan Kaplan	310-457-6616	
Mass. Broadcasters Assoc. Job Bank	43 Riverside Ave; PMB 401; Medford, MA 02155	Jordan Walton	800-471-1875	
TVandRadioJobs.com		Mike Patrick		
MediaRecruiter.com	9457 S. University Blvd; #303, Highlands Ranch, Co 80126	Art Scott	303-400-5150	2
Grantham Pathways	7200 NW 86th St., Kansas City, MO 64153	Stacy Auguste	888-807-8237	
CareerWorks.Org	U Mass Donahue Institute; 34 School St., Brockton, MA 02301	Tom Hahesy	508-513-3436	
Word of Mouth	17 Columbus Rd., Plymouth, MA, 02360	Scott Reiniche	508-746-1390	1*
Outreach Sources: (see below)				

*Resulting hire

JobNet
210 South St., 1st Fl., Boston, MA 02111
617-338-0809

Vincent Yee
Boston Career Link
1010 Harrison Ave., Boston, MA 02119
617-541-1400

The Work Place
29 Winter St., 4th Fl., Boston, MA 02108
617-737-0093

Attleboro Career Center
95 Pine St., Attleboro, MA 02703
508-222-1950
Andrea Silva

Greater New Bedford Career Center
618 Acushnet Ave., New Bedford, MA 02740
508-990-4000
Brenda Francis

National Association of Broadcasters
1771 N. St. NW, Washington DC 20036
202-429-5300

Massasoit Community College
Career Placement Services, One Massasoit Blvd., Brockton, MA 02302
508-588-9100
Kathryn Pryles

Disabled American Veterans (DAV)
State House, Rm. 546, Boston, MA 02133
617-727-2974
Daniel Stack

Quincy College
136 Cordage Park Circle, Plymouth, MA 02360
508-747-0400
Georgia Clancy

Bunker Hill Community College
Human Resource – Employment Opportunities
250 New Rutherford Ave.; Boston, MA 02129
617-228-2454

Vinfen
Plymouth CBFS
91F Carver Rd.; Plymouth, MA 02360
617-849-2531
David Urban

Father Bill's Mainspring Coalition
Development Office
422 Washington St.; Quincy, MA 02169
617-376-2255

PART 2

FULL-TIME VACANCY #2

Job Title: Production Director
Date Filled: 6/6/16
Total number of interviewees: 1

Recruitment Sources:

The following recruitment sources were utilized to fill this vacancy:

Name of Source	Address	Contact Person	Telephone Number	Number of Interviewees Referred
WPLM Website	17 Columbus Rd; Plymouth, MA 02360	Ryan Britland	508-746-1390	
AllAccess.com	28955 Pacific Coast Highway; Suite 210; Malibu, CA 90265	Jonathan Kaplan	310-457-6616	
Mass. Broadcasters Assoc. Job Bank	43 Riverside Ave; PMB 401; Medford, MA 02155	Jordan Walton	800-471-1875	
TVandRadioJobs.com		Mike Patrick		
CollegeCentral.com	245 8th Avenue, #892 New York, NY 10011			
Quincy College	139 Cordage Park Cir.; Plymouth, MA 02360	Georgia Clancy	800-698-1700	
Career Link @ Bridgewater State University	Career Services, Rondileau Campus Center; Bridgewater, MA 02325	John Paganelli	508-531-1328	
Word of Mouth	17 Columbus Rd.; Plymouth, MA 02360	Scott Reiniche	508-746-1390	1*
Outreach Sources:				

Career Source
186 Alewife Brook Pkwy., Suite 310; Cambridge, MA 02138
617-661-7867
Laurie Holman

Attleboro Career Center
95 Pine St., Attleboro, MA 02703
508-222-1950
Andrea Silva

*Resulting hire

Career Opportunities Hyannis
372 North St., Hyannis, MA 02601
508-862-6134
Norinne Czekanski

Plymouth Career Center
36 Cordage Park Cir., Suite 200, Plymouth, MA 02360
508-732-5311
Amy Clough

Plymouth Career Center
36 Cordage Park Cir., Suite 200, Plymouth, MA 02360
508-732-5309
Mike Kelley, Veterans Employment Counselor (mkelley@pqcc.org)

Connecticut School of Broadcasting
73 TV Pl., Needham, MA 02494
781-559-0005
Steve Williams

Stonehill College
Duffy Academic Bldg., 320 Washington St., Rm. 104, N. Easton, MA 02357
508-565-1000
Denise Geggatt

Curry College
Center for Career Development, 1071 Blue Hill Ave., Milton, MA 02186
617-333-0500
Kristin Menconi

Commonwealth of Massachusetts
MA Rehabilitation Commission
40 Industrial Park Rd., Suite 206; Plymouth, MA 02360
508-747-5922
Karen Johnson

Grantham University
7200 NW 86th St., Kansas City, MO 64153
888-807-8237
Stacy Auguste

Vinfen
Plymouth CBFS
91F Carver Road; Plymouth, MA 02360
617-849-2531
David Urban

PART 2

FULL-TIME VACANCY #3

Job Title: Senior Advertising Account Manager
Date Filled: 7/6/16
Total number of interviewees: 4

Recruitment Sources:

The following recruitment sources were utilized to fill this vacancy:

Name of Source	Address	Contact Person	Telephone Number	Number of Interviewees Referred
WPLM Website	17 Columbus Rd; Plymouth, MA 02360	Ryan Britland	508-746-1390	
WPLM Radio Ad	17 Columbus Rd; Plymouth, MA 02360	Ryan Britland	508-746-1390	1
AllAccess.com	28955 Pacific Coast Highway; Suite 210; Malibu, CA 90265	Jonathan Kaplan	310-457-6616	1
PlymouthChamber.com	134 Court St., Plymouth, MA 02360	Bob Nolet	580-830-1620	
TVandRadioJobs.com		Mike Patrick		
South Shore Chamber of Commerce	36 Miller Stile Rd., P.O. Box 670625; Quincy, MA 02269	Laura Nase	781-421-3915	
ZipRecruiter.com	401 Wilshire Blvd., 11th Floor, Santa Monica, CA 90403	Dana Strawitz	(424) 272-0521	1
Word of Mouth	17 Columbus Rd., Plymouth, MA 02360	Ryan Britland		1*
Outreach Sources:				

Attleboro Career Center
95 Pine St., Attleboro, MA 02703
508-222-1950
Andrea Silva

*Resulting hire

Career Opportunities Hyannis
372 North St., Hyannis, MA 02601
508-862-6134
Norinne Czekanski

Plymouth Career Center
36 Cordage Park Cir., Suite 200, Plymouth, MA 02360
508-732-5311
Amy Clough

Plymouth Career Center
36 Cordage Park Cir., Suite 200, Plymouth, MA 02360
508-732-5309
Mike Kelley, Veterans Employment Counselor (mkelley@pqcc.org)

Connecticut School of Broadcasting
73 TV Pl., Needham, MA 02494
781-559-0005
Steve Williams

Commonwealth of Massachusetts
MA Rehabilitation Commission
40 Industrial Park Rd., Suite 206; Plymouth, MA 02360
508-747-5922
Karen Johnson

Vinfen
Plymouth CBFS
91F Carver Rd.; Plymouth, MA 02360
617-849-2531
David Urban

PART 2

FULL-TIME VACANCY #4

Job Title: General Sales Manager
Date Filled: 9/27/16
Total number of interviewees: 3

Recruitment Sources:

The following recruitment sources were utilized to fill this vacancy:

Name of Source	Address	Contact Person	Telephone Number	Number of Interviewees Referred
Mass. Broadcasters Assoc. Job Bank	43 Riverside Ave; PMB 401; Medford, MA 02155	Jordan Walton	800-471-1875	1
AllAccess.com	28955 Pacific Coast Highway; Suite 210; Malibu, CA 90265	Jonathan Kaplan	310-457-6616	
Curry College, Center for Career Development	1071 Blue Hill Ave., Milton, MA 02186	Elizabeth Bailey	617-333-2195	
Attleboro Career Center/Mass Jobquest	95 Pine St., Attleboro, MA 02703	Andrea Almeida	508-222-1950	
Word of Mouth	17 Columbus Rd., Plymouth, MA 02360	Scott Reiniche Alan Anderson	508-746-1390	1* 1
Outreach Sources: (see below)				

Career Source
186 Alewife Brook Pkwy., Suite 310; Cambridge, MA 02138
617-661-7867
Laurie Holman

Career Opportunities Hyannis
372 North St., Hyannis, MA 02601
508-862-6134
Norinne Czekanski

Plymouth Career Center
36 Cordage Park Cir., Suite 200, Plymouth, MA 02360
508-732-5311
Amy Clough

*Resulting hire

Plymouth Career Center
36 Cordage Park Cir., Suite 200, Plymouth, MA 02360
508-732-5311
Mike Kelley, Veterans Employment Counselor

Connecticut School of Broadcasting
73 TV Pl., Needham, MA 02494
781-559-0005
Steve Williams

Bridgewater State University
Internship Program Office; 19 Park Ave., Rm. 204, Bridgewater, MA 02325
508-531-2362
Diane Bell

Stonehill College
Duffy Academic Bldg., 320 Washington St., Rm. 104, N. Easton, MA 02357
508-565-1000
Denise Geggatt

Cape Cod Community College
MM Wilkens Bldg., 2240 Iyannough Rd., Rm. 215, W. Barnstable, MA 02668
508-362-2131
Dawn Harney

Curry College
Center for Career Development, 1071 Blue Hill Ave., Milton, MA 02186
617-333-0500
Kristin Menconi

Commonwealth of Massachusetts
MA Rehabilitation Commission
40 Industrial Park Rd., Suite 206; Plymouth, MA 02360
508-747-5922
Karen Johnson

Grantham University
7200 NW 86th St., Kansas City, MO 64153
888-807-8237
Stacy Auguste

Quincy College
136 Cordage Park Cir.; Plymouth, MA 02360
508-747-0400
Georgia Clancy

Vinfen
Plymouth CBFS
91F Carver Rd.; Plymouth, MA 02360
617-849-2531
David Urban

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #1

Activity: Outreach Radio Advertisement

Date: 12/1/15 – 11/30/16

Host/Sponsor of Activity: WPLM

Participating Station Personnel: Ryan Britland, General Sales Manager
Scott Reiniche, Creative Services Director

Description of Activity and Scope of Station Participation: The following radio spot has aired on WPLM-FM/AM 150 times, on an average of 12.5 times per month, or .41 times per day.

"Today's Easy 99.1 wants you to know about its broad outreach employment program. We do have numerous broadcast-oriented positions of all levels at our station, and occasionally job vacancies do arise. When they do, we seek the help of local organizations in referring qualified applications to us. Organizations that wish to receive our vacancy information should contact Pat Carroll at Today's Easy 99.1. That's patriciac@easy991.com. Today's Easy 99.1 is an equal opportunity employer, and we thank you for listening."

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #2

Activity: Internship

Date: 12/1/15 – 11/30/16 (Once a week)

Host/Sponsor of Activity: WPLM

Participating Station Personnel: Scott Reiniche, Program Director
Kevin Cronin, On-Air Personality
Intern

Description of Activity and Scope of Station Participation: A Bridgewater State University Communications Major continues his role as intern with WPLM. In this capacity the intern performs the following tasks and duties while continuing to learn about and grow into the radio business:

- Loads music and public service programming
- Edits logs
- On-air show prep and assistance
- Sets up and monitors off-air remotes
- Production
- Miscellaneous office tasks

The intern has also taken on the role of tour coordinator, responsible for scheduling and conducting tours of potential broadcast students at Silver Lake High School in Kingston. It is this very tour in a previous reporting period which brought the intern's expertise and passion to the forefront of our radar wherein the visit resulted in the internship.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #3

Activity: Silver Lake High School Tour

Date: December 9, 16 and 21, 2015

Host/Sponsor of Activity: WPLM
Silver Lake High School, Kingston, MA – Kate Leonte

Participating Station Personnel: Scott Reiniche, Program Director
Kevin Cronin, On-Air Personality
Patricia Carroll, Public Service Director
Betty Lacasse, Traffic Director
Intern

Description of Activity and Scope of Station Participation: Silver Lake High School Communications classes came to WPLM in three separate groups on the above dates so that they would be exposed to the career of radio broadcasting in all of its elements, from on-air to sales to production to programming to Traffic. The WPLM Intern was the liaison for this tour, as we had met on the same tour in a previous reporting period. It was very beneficial for this group of students to be made aware of the intern's career path from Silver Lake High School to WPLM.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #4

Activity: Job Fair

Date: December 10, 2015

Host/Sponsor of Activity: Plymouth Career Center; 36 Cordage Park Circle; Suite 200; Plymouth, MA 02360; 508-732-5300; Amy Clough

Participating Station Personnel: Patricia Carroll, Public Service Director

Description of Activity and Scope of Station Participation: Attended this job fair which afforded us the opportunity to:

- Meet with new and experienced broadcasters who may be searching for a job at a Massachusetts station
- Meet with individuals looking for more information on an educational level about the many career opportunities in broadcasting
- Add to our Sales Department

Collected resumes, but unfortunately, there were no resulting interviews or hires.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #5

Activity: Project Growth

Date: January 20, 2016

Host/Sponsor of Activity: WPLM &
Plymouth North High School, 41 Obery Street, Plymouth, MA, 02360; (508-830-4400)

Participating Station Personnel: Patricia Carroll, Public Service Director
Kevin Cronin, On-Air Talent
Scott Reiniche, Program Director
Betty Lacasse, Traffic Director

Description of Activity and Scope of Station Participation: We were contacted by the Vocational Coordinator from Plymouth North High School requesting a job shadow, tour and informational interview for a Special Needs student enrolled in Project Growth. This program teaches special needs students about the working world and being independent. It also exposes them to career choices and opportunities that they might not otherwise have been aware of.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #6

Activity: Youth of the Year

Date: April 14, 2016

Host/Sponsor of Activity: Boys & Girls Club of Plymouth; 9 Resnick Road, Plymouth, MA, 02360; (508-746-6070).

Participating Station Personnel: Patricia Carroll, Public Service Director

Description of Activity and Scope of Station Participation: Patricia Carroll was invited by the Executive Director to participate as a judge in the selection of the Boys & Girls Club of Plymouth Youth of the Year on April 14, 2016. This local club helps young people through their core programs of Character and Leadership, Education, Health/Fitness and Nutrition, Arts and Computer Tech. WPLM's presence in this activity not only sets a positive example of mentoring to area students but also exemplifies alternate areas of career and employment that may not have been considered heretofore.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #7

Activity: Job Fair

Date: April 22, 2015

Host/Sponsor of Activity: Massachusetts Broadcasters Association; 216 Tremont Street, Boston, MA, 02116; 617-824-8500.

Participating Station Personnel: Joseph Harrington, General Sales Manager
Patricia Carroll, Public Service Director

Description of Activity and Scope of Station Participation: Attended this job fair which afforded us the opportunity to:

- Meet with new and experienced broadcasters who may be searching for a job at a Massachusetts station
- Meet with individuals looking for more information on an educational level about the many career opportunities in broadcasting
- Add to our Sales Department

We collected resumes, but unfortunately, there were no resulting interviews or hires.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #8

Activity: Silver Lake High School Tour

Date: November 28 and 30, 2016

Host/Sponsor of Activity: WPLM
Silver Lake High School, Kingston, MA 02360

Participating Station Personnel: Scott Reiniche, Program Director
Kevin Cronin, On-Air Personality
Patricia Carroll, Public Service Director
Intern
Betty Lacasse, Traffic Director

Description of Activity and Scope of Station Participation: Silver Lake High School in Kingston Communications classes came to WPLM in two separate groups on the above dates so that they would be exposed to the career of radio broadcasting in all of its elements, from on-air to sales to production to programming to Traffic. The WPLM Intern was the liaison for this tour. It was very beneficial for this group of students to be made aware of the intern's career path from Silver Lake High School to WPLM-FM and to learn of the various components of a career in broadcasting.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #9

Activity: Sound Bites 2016

Date: November 16, 2016

Host/Sponsor of Activity: Massachusetts Broadcasters Association; Sheraton Framingham Hotel and Conference Center; 1657 Worcester Rd. Framingham, MA 01701; (508) 879-7200

Participating Station Personnel: Scott Reiniche, Program Director
Patricia Carroll, Public Service Director

Description of Activity and Scope of Station Participation: WPLM provided for its programming and public service representatives, respectively, to attend related seminars at the annual Massachusetts Broadcasters Association meeting (Sound Bites 2016). Training for programming included three sessions: What Causes Tune Out; What Causes Tune In; Content That Rocks. Training for Engineering and those interacting with Public File included a 3-hour session relating to files moving online, an ABIP inspection, and the new OPIF system.