

Annual EEO Public File Report
WPLM AM / FM
17 Columbus Rd.
Plymouth, MA 02360

For the period beginning 12/1/23 and ending 11/30/24

This Report consists of:

Part 1: Station Information

Part 2: Recruitment sources / interviewees for each full-time vacancy

Part 3: Recruitment initiatives

Preparer: Robert Hogan

Signature:

Title: Public Service Director

Date: November 30, 2024

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 website (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:

<u>Call Sign</u>	<u>AM/FM</u>	<u>Facility ID #</u>	<u>Community of License:</u>	<u>State</u>	<u>LMA</u>
WPLM	AM	52837	Plymouth	MA	No
WPLM-FM	FM	52838	Plymouth	MA	No

*Due to technical issues, WPLM-AM has not been on the air after January 7, 2024.

Part 2

Full time vacancies during this year's reporting period: (12/1/23 – 11/30/24)

Job Title: Senior Account Executive

Date filled: Position not filled

Total Interviewees: 2

Recruitment Sources:

<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Phone</u>	<u>Number of Interviews Referred</u>
Easy991.com	17 Columbus Rd. Plymouth, MA 02360	Deborah Aguiar	508-746-1390	1
CareerPage.org Mass Broadcasters Association	PO Box 857 Clark, NJ 07066	Jordan Walton	508-881-4444	
AllAccess.com	24955 Pacific Coast Hwy C303 Malibu, CA 90265	Paul Cartellone	310-457-6616	
LinkedIn.com	1000 W. Maude Sunnyvale, CA 94085	NA	NA	
Easy 99.1 on-air	17 Columbus Rd. Plymouth, MA 02360	Deborah Aguiar	508-746-1390	1

Attleboro Career Center
95 Pine Street
Attleboro, MA 02703
508-222-1950
Andrea Silva, Intake / Eligibility Specialist

Career Opportunities Hyannis
372 North Street
Hyannis, MA 02601
508-862-6134
Marsha Golden

Connecticut School of Broadcasting
130 Rumford Avenue
Suite 201
Newton, MA 02466
781-559-0005
Steve Williams, Campus Director

Bridgewater State University
Internship Program Office
19 Park Avenue Room 204
Bridgewater, MA 02325
508-531-2362
Diane Bell

Cape Cod Community College
2240 Iyannough Rd.
Barnstable, MA 02668
508-362-2131
Dawn Harney, Job Developer, Student Employment Office

Curry College (communications major; on-campus TV & radio stations; marketing concentration)
Center for Career Development
1071 Blue Hill Avenue
Milton, MA 02186
617-333-2195
Kenneth Carberry

Commonwealth of Massachusetts
Mass Rehabilitation Commission, Plymouth Area Office
38 Industrial Park Road
Plymouth, MA 02360
508-747-5922

Karen Johnson, Employment Services Specialist – Karen.m.johnson@mrc.state.ma.us
Recruitment Sources: (continued)

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

Vinfen Plymouth CBFS
91 F Carver Rd.
Plymouth, MA 02360
508-830-9417
Alexandra Boncek, Employment Specialist

Work Opportunities Unlimited
630 Park Street, Suite 214
Stoughton, MA 02072
Attn: Nick Leone

Current Employees / In-House Promotion

*indicates source of new hire.

Part 3

Supplemental Recruitment Initiatives

Activity # 1

Activity: Outreach Radio Advertisement

Date: 1/29/24 – 11/30/24

Participating Station Personnel: Deborah Aguiar, General Sales Manager

Description of Activity and Scope of Station Participation: The following radio spot has aired on WPLM AM/FM 275 times, on an average of 25 times per month, in the following dayparts:

Overnight: (Midnight – 6am) 68x

Morning Drive (6a-10a) 31x

Mid-day (10a-3p) 51x

PM Drive (3p-7p) 58x

Evening: (7p-Midnight) 67x

“Today’s Easy 99.1 wants you to know about it’s 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 applicants to us. Organizations that wish to receive our vacancy information should contact Rob Hogan at Easy 99.1. That’s robh@easy991.com. Easy 99.1 is an equal opportunity employer, and we thank you for listening.

Part 3

Supplemental Recruitment Initiatives

Activity # 2

Activity: Massachusetts Broadcasters Association Virtual Job Fair

Date: February 19, 2024

Host / Sponsor of Activity: Massachusetts Broadcasters Association

Participating Station Personnel: Deborah Aguiar, General Sales Manager

Description of Activity and Scope of Station Participation: Deborah Aguiar participated in the Virtual Job Fair hosted by the Massachusetts Broadcasters Association to educate the public about the current positions available at WPLM. WPLM advertised for the following available positions: Media Sales Executive, Part-Time on-air talent and Paid Internship.

Part 3

Supplemental Recruitment Initiatives

Activity # 3

Activity: Curry College PAL (Program For Advancement of Learning) Internship

Date: June 12, 2024 – August 18, 2024

Host / Sponsor of activity: Curry College Center for Global and Career Services – Milton, MA

Participating Station Personnel: Rob Hogan / Midday Host – Public Service Director

Description of Activity and Scope of Station Participation: Easy 99.1 hosted a Curry College student intern as part of the school's PAL (Program for Advancement of Learning) program. The PAL program provides learning resources for students with diagnosed learning differences, executive function challenges and/or ADHD.

Part 3

Supplemental Recruitment Initiatives

Activity # 4

Activity: Massachusetts Broadcasters Association Virtual Job Fair

Date: November 18, 2024

Host / Sponsor of Activity: Massachusetts Broadcasters Association

Participating Station Personnel: Deborah Aguiar, General Sales Manager

Description of Activity and Scope of Station Participation: Deborah Aguiar participated in the Virtual Job Fair hosted by the Massachusetts Broadcasters Association to educate the public about the current positions available at WPLM. WPLM advertised for the following available positions: Media Sales Executive, Part-Time on-air talent and Paid Internship.