

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

For the Period Beginning 12/1/16 and Ending 11/30/17*

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, 2017

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:

<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

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 3 full-time job vacancies were filled by the Employment Unit:

1. Media Sales Executive
2. Senior Account Executive
3. Senior Media Sales Executive

A total of 8 individuals were interviewed for all of the full-time vacancies.

PART 2

FULL-TIME VACANCY #1

There were three (3) full-time vacancies during this year's reporting period (12/1/16 – 11/30/17):

Job Title: Media Sales Executive

Date Filled: 12/5/16

Total Number of Interviewees: 1

Recruitment Sources:

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
Plymouth and South Shore Career Centers-Career Fair	36 Cordage Park Cir; Suite 200, Plymouth, MA 02360	Jacquelyn McClellan	508-732-5300	
AllAccess.com	28955 Pacific Coast Highway; Suite 210; Malibu, CA 90265	Jonathan Kaplan	310-457-6616	
Mass. Broadcasters Assoc. Job Bank	P.O. Box 857; Clark, NJ 07066	Jordan Walton	800-471-1875	
TVandRadioJobs.com		Mike Patrick		
Grantham Pathways	7200 NW 86 th St., Kansas City, MO 64153	Jeromey Bell	888-807-8237	
Indeed.com	Austin, TX	Paul Forster		1*
Plymouthchamber.com	134 Court Street; Plymouth, MA 02360	Bob Nolet	508-830-1620	
Southshorechamber.org	1050 Hingham Street; Rockland, MA 02370	Laura Nase	781-421-3900	
Outreach Sources: (see below)				

*Resulting hire

Career Source
186 Alewife Brook Parkway
Suite 310
Cambridge, MA 02138
617-661-7867
Laurie Holman, Marketing Manager

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

Career Opportunities Hyannis
372 North Street
Hyannis, MA 02601
508-862-6134
Norinne Czekanski, Business Services Representative

Plymouth Career Center
36 Cordage Park Circle
Suite 200
Plymouth, MA 02360
508-732-5311
Amy Clough
Mike Kelley, Veterans Employment Counselor – mkelley@pacc.org

Connecticut School of Broadcasting
130 Rumford Avenue
Suite 201
Newton, MA 02466
Steve Williams, CSB Newton-Director

Commonwealth of Massachusetts
Mass Rehabilitation Commission, Plymouth Area Office
40 Industrial Park Road, Suite 206
Plymouth, MA 02360
508-747-5922
Karen Johnson, Employment Services Specialist – Karen.m.johnson@mrc.state.ma.us

PART 2

FULL-TIME VACANCY #2

Job Title: Senior Account Executive

Date Filled: 4/3/17

Total number of interviewees: 6

Recruitment Sources:

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
Easy991.com	17 Columbus Rd; Plymouth, MA 02360	Deborah Soares	508-746-1390	1
Linkedin.com	Sunnyvale, CA	Reid Hoffman		1
Indeed.com	Austin, TX	Paul Forster		4*
Facebook.com	Menlo Park, CA	Mark Zuckerberg		
Outreach sources (see below)				

*Resulting hire

Career Source
186 Alewife Brook Parkway
Suite 310
Cambridge, MA 02138
617-661-7867
Laurie Holman, Marketing Manager

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

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372 North Street
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Norinne Czekanski, Business Services Representative

Plymouth Career Center
36 Cordage Park Circle
Suite 200
Plymouth, MA 02360
508-732-5311
Amy Clough
Mike Kelley, Veterans Employment Counselor – mkelley@pacc.org

Connecticut School of Broadcasting
130 Rumford Avenue
Suite 201
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Steve Williams, CSB Newton-Director

Commonwealth of Massachusetts
Mass Rehabilitation Commission, Plymouth Area Office
40 Industrial Park Road, Suite 206
Plymouth, MA 02360
508-747-5922
Karen Johnson, Employment Services Specialist – Karen.m.johnson@mrc.state.ma.us

PART 2

FULL-TIME VACANCY #3

Job Title: Senior Media Sales Executive

Date Filled: 6/5/17

Total number of interviewees: 1

Recruitment Sources:

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
Plymouth Career Fair	Plymouth Career Center; 36 Cordage Park Circle; Suite 200; Plymouth, MA 02360	Jacqueline McClellan	508-732-5300	1*
Outreach sources (see below)				

*Resulting hire

Career Source
186 Alewife Brook Parkway
Suite 310
Cambridge, MA 02138
617-661-7867
Laurie Holman, Marketing Manager

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

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508-747-5922
Karen Johnson, Employment Services Specialist – Karen.m.johnson@mrc.state.ma.us

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #1

Activity: Outreach Radio Advertisement

Date: 12/1/16 – 11/30/17

Host/Sponsor of Activity: WPLM

Participating Station Personnel: Deborah Soares, General Sales Manager

Description of Activity and Scope of Station Participation: The following radio spot has aired on WPLM-FM/AM 99 times, on an average of 33 times per month, or 1.1 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: Broad Outreach Employment Program

Date: 12/28/16

Host/Sponsor of Activity: WPLM

Participating Station Personnel: Patricia Carroll, Public Service Director

Description of Activity and Scope of Station Participation: In an effort to include and incorporate broadcasting schools in our broad outreach, we identified and then reached out with the following missive:

“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, from sales to traffic and billing to production and creative services to on-air talent and more. Occasionally, job vacancies do arise, and when they do, we seek the help of organizations in referring qualified applications to us.

If you are an organization that wishes to receive our vacancy information when our needs arise, kindly contact me, Pat Carroll, by email (patriciac@easy991.com), by phone (508-746-1390) or by mail (to WPLM; 17 Columbus Road, Plymouth, MA, 02360) and we will be happy to include you in our notifications. However, if you do not wish to be notified, please let us know and we will honor that request immediately.

In addition, Today’s Easy 99.1 periodically seeks qualified interns for our paid Internship program. Candidates can get hands-on experience by working in Programming, Promotions, Sales and Production. Today’s Easy 99.1 is an equal opportunity employer, and we encourage minorities and women to apply.”

The following schools were contacted with the above missive:

Emerson College – Boston, MA
Berklee College of Music – Boston, MA
Springfield Technical Community College – Springfield, MA
Dean College – Franklin, MA
Syracuse University – Syracuse, NY
Central Michigan University – Mount Pleasant, MI
Hofstra University – Hempstead, NY
Ithaca College – Ithaca, NY

Howard University – Washington D.C.
Texas Christian University – Ft. Worth, TX
Pace University – New York City, NY
CUNY Brooklyn College – Brooklyn, NY
University of Nebraska Lincoln – Lincoln, NE
University of Texas at Arlington – Arlington, TX

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #3

Activity: Job Shadow

Date: January 11, 2017

Host/Sponsor of Activity: Blair Sylvia, Career Counselor; Bridgewater State University, Career Services Office; Rondileau Campus Center; 19 Park Avenue, Room 8; Bridgewater, MA 02325; 508-531-1328

Participating Station Personnel: Pat Carroll, Public Service Director, WPLM
Nicholas Muscato, Traffic Director, WPLM
Tom Stewart, Production Director, WPLM
Scott Reiniche, Program Director, WPLM
Deborah Soares, General Sales Manager, WPLM
Laurie Campbell, General Manager, WPLM

Description of Activity and Scope of Station Participation: In our continuing relationship with Bridgewater State University, we participated in their Job Shadow Program, wherein we provided one of their broadcast students a hands-on opportunity to visit WPLM for the day and shadow various employees/departments in the broadcasting business. The student was able to explore careers, network with professionals and learn about jobs and internships.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #4

Activity: Training

Date: January 13, 2017

Host/Sponsor of Activity: Mary Conklin, Program Coordinator; Cape Cod Community College; 240 Iyannough Road, West Barnstable 02668; 508-362-2131, in conjunction with the Plymouth Area Chamber of Commerce; 134 Court Street; Plymouth, MA 02360; 508-830-1620

Participating Station Personnel: Patricia Carroll, Public Service Director

Description of Activity and Scope of Station Participation: Cape Cod Community College offered a “Social Media Clinic” at the Plymouth Area Chamber of Commerce attended by Patricia Carroll, Public Service Director for WPLM. Areas of Media covered included Linked In, Facebook, Twitter, Google, Pinterest and Snapchat.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #5

Activity: Youth of the Year

Date: April 7, 2017

Host/Sponsor of Activity: Garreth Lynch, Executive Director; 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 7, 2017. 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 #6

Activity: Training Webinar

Date: April 11, 2017

Host/Sponsor of Activity: Eric Moore, Vice President; Local Broadcast Sales; 317-804-9440;
<http://localbroadcastsales.com>; ericmoore@localbroadcastsales.com

Participating Station Personnel: William Mallia, WPLM

Description of Activity and Scope of Station Participation: Senior Account Executive, William Mallia, participated in a webinar presented by Local Broadcast Sales, gaining access to revenue-generating services consisting of Training, Sales Ideas, Advertiser Intelligence, and more.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #7

Activity: Training Webinar

Date: October 18, 2017

Host/Sponsor of Activity: Laurie Lynch Flick, Pillsbury Winthrop Shaw Pittman; 1200 Seventeenth Street, NW; Washington D.C. 20036, in conjunction with the Massachusetts Broadcasters Association; P.O. Box 857; Clark, NJ 07066; 800-471-1875.

Participating Station Personnel: Patricia Carroll, Public Service Director

Description of Activity and Scope of Station Participation: Patricia Carroll participated in the Massachusetts Broadcasters Association EEO Webinar presented by Pillsbury Winthrop Shaw Pittman, entitled "The Changing Face of the FCC's EEO Role in 2017".

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #8

Activity: Career Fair

Date: November 9, 2017

Host/Sponsor of Activity: Jacqueline McClellan; Plymouth Career Center; 36 Cordage Park Circle; Suite 200; Plymouth, MA 02360; 508-732-5300, at Middleboro Town Hall; 10 Nickerson Avenue; Middleborough, MA 02346.

Participating Station Personnel: Patricia Carroll, Public Service Director

Description of Activity and Scope of Station Participation: Attended this career 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.