

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

For the Period Beginning 12/1/18 and Ending 11/30/19*

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, 2019

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. General Sales Manager
2. Morning Show Host
3. General Sales Manager

A total of seven (7) 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 (12/1/18 – 11/30/19):

Job Title: General Sales Manager

Date Filled: 12/26/18

Total Number of Interviewees: 5

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	Laurie Campbell	508-746-1390	
Indeed.com	6433 Champion Grandview Way, Bldg. 1, Austin, TX 78750	https://support.indeed.com/hc/en-us?from=HP2	512-459-5300	2
Mass Broadcasters Assoc. Job Bank	P.O. Box 857; Clark, NJ 07066	Jordan Walton	800-471-1875	
AllAccess.com	24955 Pacific Coast Highway, C303; Malibu, CA 90265	Paul Cartellone	310-457-6616	
TVAnd RadioJobs.com	http://tvandradijobs.com	Mike Patrick, Webmaster		1
Plymouthchamber.com	134 Court Street; Plymouth, MA; 02360	Robert Nolet	508-830-1620	
Southshorechamber.org	1050 Hingham St.; Rockland, MA; 02370	Peter Forman	781-421-3900	1
SouthShoreCareerCenters.org	36 Cordage Park Cir., Suite 214B; Plymouth, MA 02360	Ashley Terrill	617-745-8000	
Easy 99.1 On-Air	17 Columbus Rd; Plymouth, MA 02360	Laurie Campbell	508-746-1390	1*
Outreach Sources	See below			

*Resulting hire

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
Ally Rodriguez, Veterans Employment Counselor – arodriguez@pqcc.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

Grantham University
7200 NW 86th Street
Kansas City, MO 64153
888-807-8237
Jeromey Bell – jbelle@grantham.edu

PART 2

FULL-TIME VACANCY #2

Job Title: Morning Show Host

Date Filled: 2/4/19

Total number of interviewees: 1

Recruitment Sources:

Due to the sudden, tragic death of the morning show host, a replacement was recruited quickly by the program director who was acquainted with, and familiar with, the work of someone at another radio station. Recruitment was not practical in this situation where there was an immediate need to replace the morning show host, and there was the availability of another talent with exceptional skills to fill the sudden vacancy under such exigent circumstances.

PART 2

FULL-TIME VACANCY #3

Job Title: General Sales Manager

Date Filled: 5/21/19

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>
Easy991.com	17 Columbus Rd; Plymouth, MA 02360	Laurie Campbell	508-746-1390	
Linkedin.com	1000 W. Maude Ave.; Sunnyvale, CA; 94085	https://www.linkedin.com/company/webmaster	650-687-3600	
Indeed.com	6433 Champion Grandview Way, Bldg. 1, Austin, TX 78750	https://support.indeed.com/hc/en-us?from=HP2	512-459-5300	
Mass Broadcasters Assoc. Job Bank	P.O. Box 857; Clark, NJ 07066	Jordan Walton	800-471-1875	
AllAccess.com	24955 Pacific Coast Highway, C303; Malibu, CA 90265	Paul Cartellone	310-457-6616	
Monster.com	133 Boston Post Rd.; Weston, MA 02493		978-461-8000	
TVAndRadio Jobs	http://tvandradiojobs.com	Mike Patrick, Webmaster		
Easy 99.1 On Air	17 Columbus Rd; Plymouth, MA 02360	Laurie Campbell	508-746-1390	
Plymouthchamber.com	134 Court Street; Plymouth, MA; 02360	Robert Nolet	508-830-1620	
Southshorechamber.org	1050 Hingham St.; Rockland, MA; 02370	Peter Forman	781-421-3900	
Word of Mouth				1*
Outreach Sources	See below			

*Resulting hire

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

Plymouth Career Center
36 Cordage Park Circle
Suite 200
Plymouth, MA 02360
508-732-5311
Amy Clough &
Ally Rodriguez, Veterans Employment Counselor – arodriguez@pqcc.org

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

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

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #1

Activity: Outreach Radio Advertisement

Date: 12/1/18 – 11/30/19

Host/Sponsor of Activity: WPLM (Easy 99.1)

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 153 times, on an average of 12.75 times per month.

“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 Easy 99.1. That’s patriciac@easy991.com. Easy 99.1 is an equal opportunity employer, and we thank you for listening.”

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #2

Activity: Sensitivity Training

Date: March 11, 2019

Host/Sponsor of Activity: “Respectful Behavior in the Workplace: Sexual Harassment, Harassment and Civility”, presented at the Hotel 1620 in Plymouth by Louise Mallette, KGA, Inc.; 161 Worcester Road; Framingham, MA 01701; 800-648-9557.

Participating Station Personnel: Nancy Braithwaite, Traffic Director; Jackie Brush, On-Air Talent; David Buhl, Assistant Engineer; Laurie Campbell, President; Patricia Carroll, Public Service Director; Kevin Cronin, On-Air Talent; David Duran, On-Air Talent; Robert Hogan, General Sales Manager; Greg Hunton, Maintenance Director; William Mallia, Senior Account Executive; Rick Mason, Senior Account Executive; Steve Mason, On-Air Talent; Connor McIntyre, Production Director; Robert E. Monahan, Jr., Business Manager; Dave Newfell, On-Air Talent; Scott Reiniche, Program Director; Kathy Rusinoski, Senior Account Executive; Chris Shine, On-Air Talent; Larry Soares, Webmaster; Chris Stevens, Senior Marketing Advisor; Deborah Walsh, Senior Marketing Consultant.

Description of Activity and Scope of Station Participation: Training session for employees to promote a workplace free of any and all harassment, in particular, free of harassment based on race, color, religion, creed, national origin, sex, age, ancestry, sexual orientation, genetics, pregnancy, marital status, gender identity/expression, disability, handicap, military obligation, veteran status, participation in discrimination complaint-related activities or any other category protected by law.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #3

Activity: Empowering Women Luncheon

Date: May 16, 2019

Host/Sponsor of Activity: Plymouth Area Chamber of Commerce; 134 Court Street; Plymouth, MA; 02360; 508-830-1620 and Boston Women in Media & Entertainment; 450 Paradise Road, Suite 307, Swampscott, MA 01907; 781.479.6951

Participating Station Personnel: Patricia Carroll, Public Service Director

Description of Activity and Scope of Station Participation: The Empowering Women Panel, presented by the Plymouth Area Chamber of Commerce and Boston Women in Media & Entertainment, was a live interview series highlighting the position of women as strong and powerful employees, consumers and leaders in the workforce. Six exceptional women were highlighted to promote their individual success stories. It was held at Indian Pond Country Club, 60 Country Club Way, Kingston, MA, 02364. Patricia Carroll attended the luncheon.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #4

Activity: Youth of the Year

Date: April 18, 2018

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 18, 2018. 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 #5

Activity: Job Fair

Date: June 20, 2019

Host/Sponsor of Activity: National Career Fairs; 4300 East Sunset Road, Suite D3; Henderson, NV; 89014; 877-561-5627.

Participating Station Personnel: Patricia Carroll, Public Service Director

Description of Activity and Scope of Station Participation: Held at the Embassy Suites Hotel; 550 Winter Street; Waltham, MA 02451; 781-890-6767. Participated in this job fair which afforded us the opportunity to:

- Draw in new and experienced broadcasters who may be searching for a job at a Massachusetts station
- Engage 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 hires.

3 interviewees; no hires.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #6

Activity: Curry College Career Conference Networking Social

Date: October 23, 2019

Host/Sponsor of Activity: Elizabeth Henderson, Graduate Outcomes & Operations Coordinator;
Curry College; 1071 Blue Hill Avenue; Milton, MA; 02186; (617) 333-2065.

Participating Station Personnel: Deborah Soares, General Sales Manager

Description of Activity and Scope of Station Participation: To promote brand, share your story and recruit for opportunities while speaking with Curry College students, alumni and faculty. This event was designed to build the networks of all those in attendance through conversation, promotion and recruitment, while providing a learning opportunity for students.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #7

Activity: Veterans Career Fair

Date: November 14, 2019

Host/Sponsor of Activity: Ashley Terrill; Mass Hire South Shore Career Center; 1515 Hancock Street; Suite 101; Quincy, MA; 02169; 617-745-4000 and Quincy Chamber of Commerce; 1400 Hancock Street; 9th Floor; Quincy; MA; 02169; 617-471-1700.

Participating Station Personnel: Patricia Carroll, Public Service Director

Description of Activity and Scope of Station Participation: Participated in this Career Fair which afforded us the opportunity to:

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