

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

For the Period Beginning 12/1/19 and Ending 11/30/20\*

This Report consists of:

Part 1 Station information

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

Part 3 Recruitment initiatives

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Signature:

Title: Public Service Director

Date: November 30, 2020

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\*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

There were no full-time vacancies during this reporting period, therefore, a total of 0 full-time job vacancies were filled by the Employment Unit:

## PART 2

There were no full-time vacancies during this year's reporting period (12/1/19 – 11/30/20) and therefore no recruitment sources/interviews to provide.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #1

Activity: Outreach Radio Advertisement

Date: 12/1/19 – 11/30/20

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 156 times, on an average of 13 times per month, in the following dayparts:

Overnight: (Midnight-6a): 52 times

Morning Drive (6a-10a): 26 times

Mid-Day (10a-3p): 17 times

PM Drive (3p-7p): 17 times

Evening (7p-Midnight): 44 times

“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: COVID-19 Webinar - “All Hands on Deck”

Date: March 26, 2020

Host/Sponsor of Activity: Local Broadcast Sales: Paul Weyland, President; 2370 Prince Way; Vista, CA; 92084; (760) 941-7120.

Participating Station Personnel: Deborah Soares, General Sales Manager

Description of Activity and Scope of Station Participation: Deborah Soares participated in the Webinar presented by Paul Weyland, President, Tim Burt, LBS Creative Expert, Mark Levy, LBS Sales Expert, and Gary Moore, LBS Leadership Expert, held on March 26, 2020 entitled “All Hands On Deck”, regarding the uncertainty around the COVID-19 virus. It was designed to provide ideas, strategies and thought starters for broadcast sellers and managers who are now finding themselves working from home, geographically isolated from each other, and looking for answers to provide to panicked prospects and clients.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #3

Activity: Political Webinar

Date: August 19, 2020

Host/Sponsor of Activity: National Alliance of State Broadcasters Associations; 2333 Wisconsin Street, NE, Albuquerque, NM, 87110; 505-881-4444.

Participating Station Personnel: Laurie Campbell, President

Description of Activity and Scope of Station Participation: The National Alliance of State Broadcasters Associations presented “Political Files” on August 19, 2020, presented by Bobby Baker, FCC, Gary Schonman, FCC, Sima Nilsson, FCC, David Donovan, President NYSBA, and Jack Goodman, NYSBA. The media bureau’s goal is for stations to achieve compliance with political file rules.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #4

Activity: Empowering Women Panel/Luncheon

Date: September 30, 2020

Host/Sponsor of Activity: Plymouth Area Chamber of Commerce; 134 Court Street; Plymouth, MA; 02360; 508-830-1620.

Participating Station Personnel: Deborah Soares, General Sales Manager

Description of Activity and Scope of Station Participation: Empowering Women LIVE, presented by the Plymouth Area Chamber of Commerce, was a live interview series with award-winning broadcaster, Candy O'Terry, highlighting the position of women as strong and powerful employees, consumer and leaders in the workforce. Four exceptional women were highlighted to share and present their individual success stories. It was held at the Indian Pond Country Club, 60 Country Club Way, Kingston, MA, 02364. Deborah Soares attended the luncheon.