

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

For the period beginning 12/1/20 and ending 11/21/21

This Report consists of:

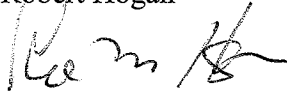
Part 1: Station Information

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

Part 3: Recruitment initiatives

Preparer: Robert Hogan

Signature:



Title: Public Service Director

Date: November 21, 2021

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

## **Part 2**

Full time vacancies during this year's reporting period: (12/1/20 – 11/21/21)

Job Title: On-Air Personality / Promotion Director / Public Service Director

Date filled: 8/5/21

Total # of interviewees: 5

### **Recruitment Sources:**

<b><u>Name of Source</u></b>	<b><u>Address</u></b>	<b><u>Contact Person</u></b>	<b><u>Phone</u></b>	<b><u>Number of Interviews Referred</u></b>
Easy991.com	17 Columbus Rd. Plymouth, MA 02360	Patricia Carroll	508-746-1390	1
CareerPage.org Mass Broadcasters Association	PO Box 857 Clark, NJ 07066	Jordan Walton	508-881-4444	2
AllAccess.com	24955 Pacific Coast Hwy C303 Malibu, CA 90265	Paul Cartellone	310-457-6616	
JoinHandshake.com	600 4th St. San Francisco, CA 94107	NA	NA	
Easy 99.1 on-air	17 Columbus Rd. Plymouth, MA 02360	Patricia Carroll	508-746-1390	1

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

Recruitment Sources: (continued)

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  
Joanne Connolly

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](mailto: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                      1\*

(\*Position filled from within with elevation of current part-time employee.)

\*indicates source of new hire.

## **Part 3**

### **Supplemental Recruitment Initiatives**

#### **Activity # 1**

Activity: Outreach Radio Advertisement

Date: 12/1/20 – 11/21/21

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

Overnight: (Midnight – 6am) 46x

Morning Drive (6a-10a) 19x

Mid-day (10a-3p) 18x

PM Drive (3p-7p) 18x

Evening: (7p-Midnight) 46x

“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 Pat Carroll / Rob Hogan at Easy 99.1. That’s [patriciac@easy991.com](mailto:patriciac@easy991.com) / [robh@easy991.com](mailto: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: Week of March 22 - 26, 2021

Host / Sponsor of activity: Massachusetts Broadcasters Association

Participating Station Personnel: Patricia Carroll, Public Service Director / Office Manager

Description of Activity and Scope of Station Participation: Patricia Carroll participated in the Massachusetts Broadcast Association Virtual Job Fair seeking to identify eligible candidates for the positions of Media Sales Executive and Senior Account Executive.

### **Part 3**

#### **Supplemental Recruitment Initiatives**

##### **Activity # 3**

Activity: EEO Webinar

Date: March 24, 2021

Host/ Sponsor of Activity: Massachusetts Broadcasters Association. Webinar presented by David Oxenford of the law firm Wilkinson, Barker, Knauer.

Participating Station Personnel: Laurie Campbell, President and Patricia Carroll, Public Service Director.

Description of Activity and Scope of Station Participation: Laurie Campbell and Patricia Carroll participated in the Webinar presented by David Oxenford of the law firm Wilkinson, Barker, Knauer on March 24, 2021 from 3pm – 4:30pm entitled “Staying on Top of Your Broadcast FCC EEO Obligations.” Webinar highlighted diversity, inclusiveness, community, recruitment sources and procedures, and training programs.



### **Part 3**

#### **Supplemental Recruitment Initiatives**

##### **Activity # 4**

Activity: MassHire South Shore Virtual Job Fair

Date: Wednesday, March 24, 2021

Host / Sponsor of Activity: Amy Clough, Job Developer/Recruiter; MassHire South Shore Career Center, 36 Cordage Park Circle Suite 214B, Plymouth, MA 02360

Participating Station Personnel: Deborah Aguiar, General Sales Manager

Description of Activity and Scope of Station Participation: Deborah Aguiar participated in the MassHire South Shore Career Center Virtual Job Fair to interact and answer questions for interested candidates for the position of Media Sales Executive. MassHire Career Centers are the primary resource of employment opportunities and re-employment assistance for those currently receiving unemployment benefits from the Commonwealth of Massachusetts.

**Part 3**

**Supplemental Recruitment Initiatives**

**Activity # 5**

Activity: Massachusetts Broadcasters Association Virtual Job Fair

Date: June 21, 2021

Host / Sponsor of Activity: Massachusetts Broadcasters Association

Participating Station Personnel: Patricia Carroll, Public Service Director / Office Manager

Description of Activity and Scope of Station Participation: Patricia Carroll 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, Part-Time Office Manager / Sales Support.

## **Part 3**

### **Supplemental Recruitment Initiatives**

#### **Activity # 6**

Activity: Empowering Women Panel / Luncheon

Date: Thursday, September 23, 2021

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

Participating Station Personnel: Deborah Aguiar, General Sales Manager

Description of Activity and Scope of Station Participation: The Annual Empowering Women Luncheon, presented by the Plymouth Area Chamber of Commerce was held on Thursday, September 23, 2021 at the 1620 Winery; Cordage Park in Plymouth, MA. Panel included Moderator Jane Tolman and five highlighted women: Ayla Brown, Nancy Frates, Dorothy Savarese, Raquel Mullaney and Collette Divitto. Panelists discussed, among other things, ways to empower women in their career development. Deborah Aguiar attended the luncheon.