

# **Annual EEO Public File Report**

**WPLM AM / FM**

17 Columbus Rd.

Plymouth, MA 02360

For the period beginning 12/1/22 and ending 11/30/23

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, 2023

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: (12/1/22 – 11/30/23)

Job Title: Senior Account Executive

Date filled: 2/7/23

Total 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	Deborah Aguiar	508-746-1390	1
CareerPage.org	PO Box 857	Jordan Walton	508-881-4444	2
Mass Broadcasters Association	Clark, NJ 07066			
AllAccess.com	24955 Pacific Coast Hwy C303 Malibu, CA 90265	Paul Cartellone	310-457-6616	
LinkedIn.com	1000 W. Maude	NA	NA	

Sunnyvale, CA  
94085

Easy 99.1 on-air

17 Columbus Rd.

Deborah Aguiar 508-746-1390

2

Plymouth, MA 02360

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](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

\*indicates source of new hire.

Job Title: On-Air Personality / Production Director

Date filled: 10/16/23

Total # of interviewees: 4

Recruitment Sources:

<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Phone</u>	<u>Number of Interviews Referred</u>
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CareerPage.org	PO Box 857	Jordan Walton	508-881-4444	1
Mass Broadcasters Association	Clark, NJ 07066			

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

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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: 1/1/23 – 6/26/23

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

Overnight: (Midnight – 6am) 48x

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 Rob Hogan at Easy 99.1. That’s [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: Curry College Career & Internship Fair

Date: Wed, April 5, 2023

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

Participating Station Personnel: Rob Hogan / Morning Host – Public Service Director  
Jordyn Soriano / Receptionist – Office Assistant

Description of Activity and Scope of Station Participation: Rob Hogan and Jordyn Soriano participated in the Curry College Career & Internship Fair seeking to identify eligible candidates for the positions of Media Sales Executive, Senior Account Executive, part-time on-air host and programming intern.

## **Supplemental Recruitment Initiatives**

### **Activity # 3**

Activity: Massachusetts Broadcasters Association Virtual Job Fair

Date: May 15, 2023

Host / Sponsor of Activity: Massachusetts Broadcasters Association

Participating Station Personnel: Rob Hogan, Public Service Director / On-Air Host

Description of Activity and Scope of Station Participation: Rob Hogan 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 # 4**

Activity: Massachusetts Broadcasters Association Virtual Job Fair

Date: November 24, 2023

Host / Sponsor of Activity: Massachusetts Broadcasters Association

Participating Station Personnel: Rob Hogan, Public Service Director / On-Air Host

Description of Activity and Scope of Station Participation: Rob Hogan 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.