

WPLM PUBLIC FILES

FOURTH QUARTER

2022

Prepared by Robert Hogan

Public Service Director

DETERMINATION OF ISSUES 2022

WPLM AM and FM produce and present news stories, PSA's, interviews and in-depth public affairs programming to address issues that we determine to be of importance to the listeners of the region we serve. The issues we covered this quarter were not limited to, but included: Breast Cancer Awareness Month, Rotary and their contribution to local communities, mastering management skills, Veteran's Day and housing for injured veterans, fighting hunger in the community, assistance for individuals with disabilities, providing coats for local families in need, Salvation Army annual Kettle Bell campaign, suicide prevention, heating assistance during the winter months and the urgent need for blood donations during the holiday season.

We address these issues through recorded public service announcements and our thirty minute Sunday morning public service program programming.

We continue our commitment to identify and explore our community of license to determine and bring forward to our listeners information on matters of concern in their lives.

Sincerely,

Robert Hogan

INFORMATION AND PUBLIC SERVICE OUTLINE- 2022

Traffic:

WPLM airs Traffic reports hourly Monday through Friday, between the hours of 6:00 a.m – 9:00 a.m. and 4:00 p.m. – 6:00 p.m.

Weather:

WPLM provides weather reports hourly, Monday through Friday, between 6:00 a.m. - 6:00 p.m. and Saturday and Sunday from 12:00 p.m. – 6:00 p.m.

News:

WPLM airs News reports Monday through Friday 1x per hour Monday through Friday between 6:00 a.m – 9:00 a.m.

PSA Policy:

WPLM donates airtime for Public Service Announcements for a variety of events on a year-round basis and are documented in this report.

The Rosary:

As a public service to our Catholic listeners, WPLM AM/FM airs the four mysteries of the Holy Rosary on a daily basis at approximately 5:00 AM.

Sunday Public Service Block:

A detailed report of this quarter's program content is contained in this filing.

SUNDAY P.A. BLOCK PROGRAMS FOURTH QUARTER 2022

Title: SOUTH OF BOSTON
Length: 30min

Type: Public Service Program
Time: 6:30- 7:00 am

Need: An interview-style discussion of the top issues and challenges facing our region.

Action: The production of a half-hour program, which discusses issues and events of interest to our listeners.

Breast Cancer Awareness Month fundraiser

DATE: 10/2/22

Time: 6:30 a.m.

Description: Host Rob Hogan kicked off Breast Cancer Awareness Month with details of Easy 99.1's upcoming First Annual "Pink Pumpkin Mini Golf Tournament" to benefit the Breast Care Center at the Dana Farber Brigham Cancer Center in clinical affiliation with South Shore Hospital in Weymouth. Listeners were encouraged to join Easy 99.1 and in event sponsors for the event at Prisco's Pinegrove Park in Bridgewater, MA on Saturday, October 29th where 100% of the entry fee proceeds raised would be donated to South Shore Hospital.

Host: Rob Hogan

Rotary and their role in the local community

DATE: 10/9/22

Time: 6:30 a.m.

Description: Judi McCabe, President of the Rotary Club of Abington, MA joined to talk about this local chapter of Rotary, their role in the community, upcoming projects and events and how people could participate in Rotary. Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. Judi also highlighted an upcoming fundraiser that Rotary Club of Abington was hosting called "History at Play: A Revolution of Her Own, Deborah Sampson". Deborah Sampson was the first woman to fight in and be honorably discharged from the American Military as a member in the 4th Massachusetts Regiment of the Continental Army.

Host: Rob Hogan

Breast Cancer Awareness Month (Part 1)

DATE: 10/16/22

Time: 6:30 a.m.

Description: Program dedicated to highlighting October as Breast Cancer Awareness Month. Lorna Brunelle from Brockton, MA and author of “The Buoy Projects” explained the story behind her book which chronicled her mother, Wanda Stairs Howard and her diagnosis of terminal breast cancer. Lorna told the story of how her mother received her diagnosis and decided to make the most of the time that she had left with bucket-lists, life lessons, and making the most of her time with family, friends and even strangers that she corresponded with on Facebook.

Host: Rob Hogan

Breast Cancer Awareness Month (Part 2)

DATE: 10/23/22

Time: 6:30 a.m.

Description: As part of a focus on October as Breast Cancer Awareness Month, show featured a continuation of discussion with local author Lorna Brunelle who chronicled her mother’s final months of her life in her battle with breast cancer in her book, “The Buoy Projects”. Lorna spoke about her mother’s diagnosis and the importance of regular screenings for all women as well as her own personal fight with thyroid cancer.

Host: Rob Hogan

Mastering management skills in life and the workplace

DATE: 10/30/22

Time: 6:30 a.m.

Description: John DiCicco, Ph.D. who has taught in the Business Department at Curry College in Milton, MA, been an affiliate faculty member at Wentworth Institute of Technology, specializing in communication, leadership and strategic management courses spoke about his book, “The Authentic Leader”. John explained how leadership skills as planned, and unplanned everyday circumstances challenge us and can teach us to develop a mindset to achieve a fulfilling and successful lifestyle.

Host: Rob Hogan

Housing for severely injured post 9/11 Veterans

DATE: 11/6/22

Time: 6:30 a.m.

Description: Leading up to Veteran's Day, we spoke with Bill Ivey, Executive Director of Homes For Our Troops. Homes For Our Troops is a publicly funded 501 (c) (3) nonprofit organization based in Taunton, MA that builds and donates specially adapted custom homes nationwide for severely injured post-9/11 Veterans to enable them to rebuild their lives. Since 2004, Homes For Our Troops has built over 330 specially adapted homes nationwide. Bill highlighted how Homes For Our Troops began, who qualifies and updated the progress of a local home being built for an area Veteran.

Host: Rob Hogan

Fighting hunger in our community

DATE: 11/13/22

Time: 6:30 a.m.

Description: For the second November in a row in 2022, Easy 99.1 partnered with the South Shore Community Action Council for a "Team Up To Fight Hunger" campaign where we conducted three (3) area appearances to collect non-perishable food items for local families in need. We spoke with Marie Roque from the South Shore Community Action Council about the need for donations and how collected food items were distributed. SSCAC distributes food, free of charge to over 70 emergency food assistance providers throughout Plymouth County who come to their center each week to pick up food to bring back to their home communities for distribution to food insecure residents. SSCAC helps disburse food donations to: food pantries, soup kitchens, Councils on Aging, Head Start Programs, low-income housing, senior housing developments, Boys & Girls Clubs, public schools and homeless shelters. Marie explained how listeners could assist and donate to the program or how families in need could benefit from it.

Host: Rob Hogan

Individuals with disabilities (repeat)

DATE: 11/20/22

Time: 6:30 a.m.

Description: Chris White, the President and CEO of Road To Responsibility was featured. Road To Responsibility is an organization based on the South Shore in Marshfield, MA which provides programs and support to individuals with intellectual and developmental disabilities. Chris outlined how the organization began, who they serve and how people listening who may have family members with intellectual disabilities could become involved and benefit from services provided by Road To Responsibility.

Host: Rob Hogan

Winter coat drive for local families

DATE: 11/27/22

Time: 6:30 a.m.

Description: As the weather turns cooler, more local families find themselves in need of warm coats. Show highlighted a local coat drive in partnership with the South Shore Community Action Council and Sunrise Rotary of Plymouth. Plymouth Public Schools conducted a coat drive from November 10th – December 15th at Plymouth North High School, Plymouth South High School, Plymouth Community Intermediate School, Plymouth South Middle School, Plymouth Police Department and Plymouth Fire Department. Nikki Galibois, Planning and Development Director for South Shore Community Action Council explained how listeners could donate and also how people in need could receive donations for their family.

Host: Rob Hogan

Salvation Army Kettle Bell Campaign

DATE: 12/4/22

Time: 6:30 a.m.

Description: As the holiday season begins, we highlighted the Salvation Army's Annual Kettle Bell holiday campaign. Lynnann Rivers from the Salvation Army, Massachusetts Division provided information on how local listeners could support the campaign either as bell ringers or through donating. The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. 82 cents of every dollar spent is used to support those services in 5,000 communities nationwide.

Host: Rob Hogan

Suicide Prevention (repeat)

DATE: 12/11/22

Time: 6:30 a.m.

Description: This week's program featured Laura Rosenthal, Co-Chair of the Plymouth County Suicide Prevention Coalition. Laura spoke about resources available for people in crisis to receive help and treatment, the stigma associated with suicide and her experience as a survivor of a suicide attempt 5 years ago. She shared her personal story with the audience of how she received assistance and outlined available resources for people that may be in crisis.

Host: Rob Hogan

Heating assistance for those in need

DATE: 12/18/22

Time: 6:30 a.m.

Description: As the winter months approach and costs for heating your home soar, Eversource spokesperson Chris McKinnon was featured and spoke about the Good Neighbor Energy Fund. The Good Neighbor Energy Fund has been operating for 38 years, having been established in 1985 and to date has provided \$23,500,000 in financial assistance to Massachusetts residents in temporary financial crisis who cannot pay their energy bills and do not qualify for federal or state funds. Chris outlined who may be eligible for the assistance and how to apply.

Host: Rob Hogan

Urgent appeal for blood donations during the holidays

DATE: 12/25/22

Time: 6:30 a.m.

Description: Featured guest was Barbara Cotton, Executive Director of the Southeastern MA Chapter of the American Red Cross. Barbara spoke about the holiday season being one of the most critical times of year when blood donations are in need and the urgent national shortage the country has been facing. She also described the current process for donating, who was eligible, how donations were utilized and where listeners could find blood drive dates and locations nearest to them.

Host: Rob Hogan

SUNDAY P.A. BLOCK PROGRAMS
FOURTH QUARTER 2022

Title: MAYFLOWER CONGREGATIONAL CHURCH

Type: Religious

Length: 30 min Time: 7:00 – 7:30 am

Need: A program that brings a full church service to listeners

October: 2, 9, 16, 23, 30

November: 6, 13, 20, 27

December: 4, 11, 18, 25

**SUNDAY P.A. BLOCK PROGRAMS
FOURTH QUARTER 2022**

PUBLIC SERVICE ANNOUNCEMENTS:

Breast Cancer Awareness Month

Dates: 10/11/22 – 10/29/22

Frequency: (50) :30 recorded spots
(30) :20 live spots

Description: Easy 99.1 partnered with Prisco's Pinegrove Park in Bridgewater, MA to host our first annual "Pink Pumpkin Mini Golf Tournament" on Saturday, October 29th to benefit the Breast Care Center at the Dana Farber Brigham Cancer Center in clinical affiliation with South Shore Hospital. \$4,125 was raised during this one day event and 100% of the proceeds were donated to South Shore Hospital.

Laughing Out Loud comedy show

Dates: 10/5/22 – 10/6/22

Frequency: (16) :30 recorded spots

Description: Evening of comedy to benefit Behavioral Health Services at Beth Israel Deaconess / Plymouth on Thursday, October 6, 2022 from 7pm – 9pm.

Plymouth North and South High School

Dates: 10/17/22 – 11/5/22 Frequency: (75) :30 pre-recorded spots

Description: Annual concert event at Plymouth Memorial Hall on November 5, 2022 featuring Southern Rock tribute band "High Noon". Proceeds to benefit school programs at Plymouth North and South High Schools.

Team Up Against Hunger

Dates: 10/28/22 – 11/20/22

Frequency: (82) :60 recorded spots
(60) :20 live liners

Description: For the second consecutive year, Easy 99.1 partnered with the South Shore Community Action Council to conduct three (3) Team Up Against Hunger food collection events on Saturday, November 5, Saturday, November 12 and Sunday, November 20. Events were held at local sponsor locations from 10am – 2pm and non-perishable food donations were accepted to support the South Shore Community Action Council's Food Resources Program and Food Distribution Center. This organization provides non-perishable food items, free of charge to over 60 local food pantries, soup kitchens, emergency food providers, elementary schools, Head Start programs and Boys & Girls Clubs. During these drives, over 2,000 pounds of food was collected, enough to provide 1,042 meals to those in need in our community.

**SUNDAY P.A. BLOCK PROGRAMS
FOURTH QUARTER 2022**

PUBLIC SERVICE ANNOUNCEMENTS (Page 2)

Homes For Our Troops

Dates: 11/14/22 – 12/31/22

Frequency: (55) :30 recorded spots

Description: Homes For Our Troops is a publicly funded 501(c) (3) nonprofit organization that builds and donates specially adapted homes nationwide for severely injured post-9/11 Veterans to enable them to rebuild their lives. Most of these Veterans has sustained injuries including multiple limb amputations, partial or full paralysis, and/or severe traumatic brain injury. These homes restore some of the freedom and independence they sacrificed while defending our country, and enable them to focus on their family, recovery and rebuilding their lives.