

WPLM PUBLIC FILES

SECOND QUARTER

2023

Prepared by Robert Hogan

Public Service Director

DETERMINATION OF ISSUES 2023

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: fighting hunger in the community, living with breast cancer, eliminating poverty on the South Shore, supporting those with special needs, skin cancer prevention and detection, doing our part to fight climate change, helping people with Parkinson's Disease live better lives, affordable housing options and protecting elders from abuse.

We address these issues through recorded public service announcements and our one-hour Sunday morning public service program block.

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- 2023

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 SECOND QUARTER 2023

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.

Walk For Hunger

DATE: 4/2/23

Time: 6:30 a.m.

Description: Erin Macleer, CEO of Project Bread was our show guest. Since 1969, Project Bread has hosted the annual “Walk For Hunger” in Boston on the 1st Sunday in May to bring attention to the state of hunger in MA and raise necessary funds to assist those affected by food insecurity in our local communities. Erin informed listeners how they could join the 55th Annual “Walk For Hunger”, gave a history of the walk and explained how monies raised are able to assist those in need.

Host: Rob Hogan

Living with Breast Cancer (repeat)

DATE: 4/9/23

Time: 6:30 a.m.

Description: 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

Walk to fight Cancer

DATE: 4/16/23

Time: 6:30 a.m.

Description: The 34th Annual Boston Marathon Jimmy Fund Walk will be held on Sunday, October 1st. Zach Blackburn, Director of The Boston Marathon Jimmy Fund Walk explained the history of the walk as well various walk options available to those who want to participate and the lifesaving mission of The Jimmy Fund. The Boston Marathon Jimmy Fund Walk is an annual fundraiser along the historic route of the Boston Marathon that raises funds for adult and pediatric patient care and patient research at the Dana Farber Cancer Institute in Boston.

Host: Rob Hogan

Eliminating Poverty on the South Shore

DATE: 4/23/23

Time: 6:30 a.m.

Description: Steven Bailey from the South Shore Community Action Council was featured to highlight the organization's annual Local Heroes Awards Night's online auction. The 28th annual Local Heroes Awards Nights features an online auction supporting their Food Resources Program. The program provides food for almost 9,000 children, seniors, and families every month who are struggling with food insecurity. The annual online auction began on June 1st.

Host: Rob Hogan

Pink Pages Virtual Benefit for Breast Cancer

DATE: 4/30/23

Time: 6:30 a.m.

Description: Again in 2023, award-winning author and breast cancer survivor Alice Hoffman visited to explain the upcoming "Pink Pages" event that she is hosting to benefit Mt. Auburn Hospital on June 12th. After 3 years of virtual events, "Pink Pages" returned to an in-person event at the American Repertory Theatre in Cambridge, MA.

It was also available virtually. The evening featured anecdotes and stories from Hoffman as well as popular best-selling authors Anita Diamant, Lisa Genova, Ann Leary, Elinor Lipman, Elinor Lipman, and Laura Zigman. Mt. Auburn Hospital was founded in 1886. A teaching hospital of Harvard Medical School, its mission is to provide clinically excellent care with compassion and to teach students of medicine and the health professions. The Pink Pages event was a benefit to support the Hoffman Breast Center at Mt. Auburn Hospital in Cambridge, MA.

Host: Rob Hogan

Celebrating Prom for Special Needs Community

DATE: 5/7/23

Time: 6:30 a.m.

Description: Easy 99.1 launched a “Hometown Heroes” initiative in May of 2023 to solicit our listeners to tell us about local people making a difference in the community. This program featured our first “Hometown Hero”, Kevin McCarthy, the founder of “Prom Angels”, an organization that he founded 20 years ago in Hanson, MA. Kevin is the father of 3 children with special needs. After his daughter was shunned at a school dance many years ago, Kevin started “Prom Angels”, which holds an annual Prom event for those with special needs to experience an inclusive dance and celebrate their place in the community. Kevin spoke about how “Prom Angels” began and the numerous activities they host for those with special needs including an annual Prom event, Halloween dance and more.

Host: Rob Hogan

Skin Cancer Detection

DATE: 5/14/23

Time: 6:30 a.m.

Description: With Memorial Day and the unofficial start to the Summer season just weeks away, we welcomed back Dr. Leonard Santoro and Leslie Martins of the American Cancer Society Southeastern Massachusetts office in Brockton, MA to speak about the importance of preventing skin cancer, early detection, different types of skin cancer and upcoming local skin check screening sights available to the public in our area.

Host: Rob Hogan

Celebrating Prom for Special Needs Community (repeat)

DATE: 5/21/23

Time: 6:30 a.m.

Description: Easy 99.1 launched a “Hometown Heroes” initiative in May of 2023 to solicit our listeners to tell us about local people making a difference in the community. This program featured our first “Hometown Hero”, Kevin McCarthy, the founder of “Prom Angels”, an organization that he founded 20 years ago in Hanson, MA. Kevin is the father of 3 children with special needs. After his daughter was shunned at a school dance many years ago, Kevin started “Prom Angels”, which holds an annual Prom event for those with special needs to experience an inclusive dance and celebrate their place in the community. Kevin spoke about how “Prom Angels” began and the numerous activities they host for those with special needs including an annual Prom event, Halloween dance and more.

Host: Rob Hogan

Climate Change in our Community

DATE: 5/28/23

Time: 6:30 a.m.

Description: Show featured Dr. Rob Moir, President and Executive Director of the Ocean River Institute based in Cambridge, MA. Ocean River Institute is an environmental non-profit working with communities to tackle climate change with nature based solutions that feature slowing water down and building more soil with grasses and plants. Rob spoke about immediate climate threats and how each of us can do our part within our community to affect climate change.

Host: Rob Hogan

Helping Those with Parkinson's Disease Live Better Lives

DATE: 6/4/23

Time: 6:30 a.m.

Description: Easy 99.1 launched a "Hometown Heroes" initiative in May of 2023 to solicit our listeners to tell us about local people making a difference in the community. This program featured our second "Hometown Hero", Brett Miller who is the founder and owner of 110 Fitness in Rockland, MA. 110 Fitness is an all-inclusive wellness center as well as the largest wellness center in the world for individuals with Parkinson's Disease. Brett shared his story and his vision for 110 Fitness and how it assisted those afflicted with Parkinson's Disease to fight back to live their best life.

Host: Rob Hogan

World Elder Abuse Awareness Day

DATE: 6/11/23

Time: 6:30 a.m.

Description: Terri Koutz, Protective Services Director from Old Colony Elder Services spoke about World Elder Abuse Awareness Day on June 15th. Old Colony Elder Services assists local seniors and their caregivers on the south shore in issues affecting our aging population to ensure their continued safety and wellness.

Host: Rob Hogan

Habitat for Humanity Affordable Housing

DATE: 6/18/23

Time: 6:30 a.m.

Description: In the face of skyrocketing housing costs, program featured Habitat For Humanity of Cape Cod. Director of Resource Development, Tara Cronin talked about the organization's mission of providing affordable housing options for those in need. She highlighted past successes, current projects and informed listeners of how they might benefit from Habitat for Humanity. Locally owned appliance retailer Kam Appliances donates appliances for each Habitat home and Partner Relations Manager for Kam Appliances, Erin Cox also spoke about their commitment to the work being done on Cape Cod by Habitat for Humanity.

Host: Rob Hogan

Helping Those with Parkinson's Disease Live Better Lives (repeat)

DATE: 6/25/23

Time: 6:30 a.m.

Description: Easy 99.1 launched a "Hometown Heroes" initiative in May of 2023 to solicit our listeners to tell us about local people making a difference in the community. This program featured our second "Hometown Hero", Brett Miller who is the founder and owner of 110 Fitness in Rockland, MA. 110 Fitness is an all-inclusive wellness center as well as the largest wellness center in the world for individuals with Parkinson's Disease. Brett shared his story and his vision for 110 Fitness and how it assisted those afflicted with Parkinson's Disease to fight back to live their best life.

Host: Rob Hogan

**SUNDAY P.A. BLOCK PROGRAMS
SECOND QUARTER 2023**

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

April: 2, 9, 16, 23, 30

May: 7, 14, 21, 28

June: 4, 11, 18, 25

**SUNDAY P.A. BLOCK PROGRAMS
SECOND QUARTER 2023**

PUBLIC SERVICE ANNOUNCEMENTS:

Project Bread / Walk For Hunger

Dates: 3/27/23 – 4/30/23

Frequency: (20) :30 live liners

Description: Annual Walk For Hunger sponsored by Project Bread to assist those affected by food insecurity in local communities. Announcements promoted ways to register a walk team or donate.

Easy 99.1 Hometown Heroes

Dates: 4/1/23 – 6/30/23

Frequency: (300) :60 recorded promos
(265) :30 live liners

Description: Easy 99.1 Hometown Heroes program encourages listeners to nominate local “Heroes” within their community doing great things. Each month, we choose a Hometown Hero and highlight their contributions to the community during a segment on our “South of Boston” weekly program on Sundays as well as a featured profile on our website at Easy991.com

Easy 99.1 Summer Golf Classic

Dates: 4/10/23 – 6/11/23

Frequency: (295) :60 recorded promos
(185) :30 live liners

Description: First Annual Easy 99.1 Summer Golf Classic held on June 27th at Waverly Oaks Country Club in Plymouth, MA to benefit cardiac heart health programs at South Shore Health.

South Shore Community Action Council Local Heroes Awards Night

Dates: 4/24/23 – 5/28/23

Frequency: (30) :30 recorded spots
(25) :30 live liners

Description: Support for South Shore Community Action Council’s 28th Annual Local Heroes Awards Night online auction, supporting their Food Resources Program. Announcement promoted the start of their online auction on June 1.

**SUNDAY P.A. BLOCK PROGRAMS
SECOND QUARTER 2023**

PUBLIC SERVICE ANNOUNCEMENTS (Page 2)

Jimmy Fund Scooper Bowl

Dates: 5/15/23 – 6/1/23

Frequency: (20) :30 live liners

Description: Return of annual Jimmy Fund fundraiser for Dana Farber Cancer Institute offering all-you-can-eat ice cream for one donation price at Patriot Place in Foxboro, MA on June 1st and 2nd.

Dangers of Fentanyl

Dates: 6/1/23 – 6/25/23

Frequency: (64) :30 recorded spots

Description: Partnership with the Ad Council to raise awareness in the community to the dangers of Fentanyl use.

Arc of the South Shore Summer Soiree

Dates: 6/1/23 – 6/18/23

Frequency: (84) :30 recorded spots

Description: Support for Arc of South Shore's 10th Annual Summer Soiree event on June 22nd to raise funds for programs that support empowering people with disabilities to reach their fullest potential.