

WPLM PUBLIC FILES

FIRST 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: heating assistance for those in need, community contributions of the Cape Cod Museum of Natural History, housing for Veterans, suicide awareness and prevention, contributions and opportunities within the local arts community, supporting local Girl Scouts cookie sale campaign, programs supported by annual Rotary Club of Plymouth auction, healthy weight loss, the urgent need for blood donations, climate change and preservation and spring fundraising to support the arts.

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 FIRST 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.

Year-end recap

DATE: 1/1/23

Time: 6:30 a.m.

Description: Program host Rob Hogan provided a year-end review and summary of topics covered during 2022. He also touched on the holidays, holiday traditions, hopes for 2023 and spoke about coping with the death of his mother who passed away over the holidays.

Host: Rob Hogan

Heating assistance for those in need (Repeat)

DATE: 1/8/23

Time: 6:30 a.m.

Description: With the winter months in full swing 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

Cape Cod Museum of Natural History

DATE: 1/15/23

Time: 6:30 a.m.

Description: The Cape Cod Museum of Natural History in Brewster, Massachusetts, on Cape Cod, was founded in 1954. Their mission is to encourage and advance understanding of our natural environment through discovery and learning. The museum is housed in a 17,000 square foot building on its own 80-acre site and abutted by 320 acres of town- and Conservation-owned land.

The Cape Cod Museum of Natural History integrates the three strands of its organizational identity - as museum of natural history, nature education center, and steward of conservation land.

Theresa Izzo, a Trustee with the Museum spoke about the varied programs offered by the museum, community support, exhibits and their 2023 Calendar of Giving fundraising drive and how listeners could get involved and support the work being done at the museum.

Host: Rob Hogan

Housing for severely injured post 9/11 Veterans (Repeat)

DATE: 1/22/23

Time: 6:30 a.m.

Description: Show spotlighting the work being done locally by 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

Suicide Awareness

DATE: 1/29/23

Time: 6:30 a.m.

Description: Following numerous high profile episodes of suicide and murder/suicide in the region, we spoke with Laura Rosenthal, Co-Chair of the Plymouth County Suicide Prevention Coalition. Laura, who attempted suicide in the past, explained resources available to those in crisis and her own emotional struggle and the on-going need for support program and resources. She provided contact points for local and national Suicide Prevention outreach and support programs.

Host: Rob Hogan

Girl Scouts annual cookie sale

DATE: 2/5/23

Time: 6:30 a.m.

Description: Barb Fortier, CEO of Girl Scouts of Eastern Massachusetts provided an update about the current state of Girl Scouts of Eastern Massachusetts which serves nearly 20,000 girls and 10,000 volunteers throughout 178 communities in eastern Massachusetts. They are the largest girl serving organization in Massachusetts and the 10th largest council in the country. Barb also promoted the Girl Scouts annual cookie drive, including new flavor additions and venues to purchase cookies and support Girl Scouts. She also spoke about the important programs funded by annual cookie sales.

Host: Rob Hogan

Academy Award winner Ernest Thompson at Mass Arts Center (Part 1)

DATE: 2/12/23

Time: 6:30 a.m.

Description: Show featured an interview with Academy Award winning screenwriter, Ernest Thompson who won the Oscar for Best Adapted Screenplay for “On Golden Pond” in 1981. Ernest was the featured speaker at a fundraiser held at the Mass Arts Center in Mansfield, MA on Sunday, February 19, 2023. In Part One of this interview, Ernest spoke about how he began as an actor and screenwriter, what it was like to win an Academy Award, the pressures of Hollywood and advice he would give to people trying to break into the entertainment business.

The Mass Arts Center (formerly MMAS) provides a cultural home for artists, audiences, and aspiring performers of all ages. At their core is a rich schedule of theater productions, performing arts education, art exhibits, and live entertainment. The synergy of these offerings honors individual artistic interests through diverse creative opportunities.

The Mass Arts Center operates at 888 South Main Street in Mansfield, MA with three branches of the organization: The Reservoir Stage, the Morini Art Gallery, and The Academy at Mass Arts. The organization seeks to provide a wide array of education, programs, performances, and opportunities for both aspiring and experienced performers, artists, and patrons from across the region.

Host: Rob Hogan

Academy Award Winner Ernest Thompson at Mass Arts Center (Part 2)

DATE: 2/19/23

Time: 6:30 a.m.

Description: Talk with Academy Award winning screenwriter, Ernest Thompson continued with Ernest talking about his most recent projects, creative writing during the Covid pandemic, a sequel to “On Golden Pond” and his debut novel; “The Book of Maps”. Ernest also promoted the upcoming fundraiser held at the Mass Center for The Arts in Mansfield, MA on Sunday, February 19, 2023.

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Host: Rob Hogan

Rotary Club of Plymouth Annual Auction

DATE: 2/26/23

Time: 6:30 a.m.

Description: Doug McLeod, Auction Founder and Jeff Cohen, Auction Chair for the Rotary Club of Plymouth joined the show to promote the upcoming 28th Annual Rotary Club of Plymouth Annual Auction. They outlined how on-line bidding would work and highlighted some of the donated items available in the auction. They also explained the origins of the Rotary Club of Plymouth and gave an overview of the charitable works that the club contributes to the local community. Proceeds from the auction help the Rotary Club of Plymouth support over 60 grants including Plymouth Public Library, YMCA Camperships, Plymouth Area Coalition For The Homeless, Plymouth Center For the Arts and more!

Host: Rob Hogan

Healthy Weight Loss

DATE: 3/5/23

Time: 6:30 a.m.

Description: Show featuring the importance of general health and healthy weight-loss. Debbie Harrison of Somerset, MA was featured guest and spoke of her lifelong struggle with her weight and eventual success from her involvement with TOPS Club, Inc. TOPS (Take Off Pounds Sensibly) is a nationwide weight-loss support and wellness education organization, the only non-profit, non-commercial weight loss organization of its kind. Debbie recounted her weight loss journey, a series of yo-yo diets and her eventual success utilizing the TOPS program to get to her current point where she has lost a total of 260 pounds. She gave an outline of what people could expect from the program, how to find a local chapter, and the benefits of weight loss and a healthy lifestyle.

Host: Rob Hogan

Red Cross Blood Drive and need for donors

DATE: 3/12/23

Time: 6:30 a.m.

Description: Barbara Cotton, Executive Director of the South Shore region for the American Red Cross spoke about the current, urgent need for blood donors in the face of multiple weather disasters around the nation in the south and mid-west. She provided information on how to donate blood and how donating has changed because of the recent covid pandemic. She also gave details on our upcoming Annual Red Cross Blood Drive on March 22nd at Plymouth Memorial Hall, including how long it takes and new procedures in place.

Host: Rob Hogan

Climate Change and Ocean preservation

DATE: 3/19/23

Time: 6:30 a.m.

Description: A climate change continues to affect everyone around the globe, we highlighted the work being done by a local non-profit out of Cambridge, MA. Ocean River Institute President and CEO, Rob Mohr spoke about the growing urgency to act within our own local communities to tackle climate change with nature-based solutions that feature slowing water down and building more soil with grasses and plants.

The Ocean River Institute connects donors and advocates with specific community-based opportunities to practice stewardship, save wildlife and protect ecosystems with environmental education, science, and conservation.

Host: Rob Hogan

Performing Arts Center fundraiser

DATE: 3/26/23

Time: 6:30 a.m.

Description: Show highlighted the upcoming Middleboro Sip N' Stroll on Middleboro Town Hall Lawn. Organizer Lorna Brunelle explained the history of the event, a community fundraiser to benefit the non-profit Burt Wood School of Performing Arts in Middleboro, MA. Lorna provided a summary of local artisans, chefs and retailers participating in the stroll and gave a brief history of the Burt Wood School of Performing Arts, it's programs available to the community and upcoming performances scheduled for the spring.

Host: Rob Hogan

SUNDAY P.A. BLOCK PROGRAMS
FIRST 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

January: 1, 8, 15, 22, 29

February: 5, 12, 19, 26

March: 5, 12, 19, 26

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

PUBLIC SERVICE ANNOUNCEMENTS:

Never Stop Learning PSA

Dates: 1/23/23 – 3/29/23

Frequency: (84) :30 spots

Description: Public Service Announcement supporting learning and creativity in conjunction with Massachusetts Broadcasters Association to support the Massachusetts Department of Elementary and Secondary Education.

Department of Correction Recruitment

Dates: 2/23/23 – 3/12/23

Frequency: (84) :30 spots

Description: Recruitment initiative Public Service Announcement in conjunction with Massachusetts Broadcaster's Association to assist Massachusetts Department of Corrections with recruiting efforts.

Rotary Club of Plymouth Annual Rotary Auction

Dates: 2/27/22 – 3/17/23

Frequency: (35) :30 live spots

Description: 28th Annual Rotary Virtual Auction which raises contributions and helps Rotary Club of Plymouth support over 60 grants within the local South Shore communities including: Greater Plymouth Food Warehouse, Plymouth Area Coalition For The Homeless, Plymouth Public Library, Kingston Public Library, The Plymouth YMCA camperships, The Fragment Society, Cranberry Hospice, Hydræ for Heroes, BID Plymouth Hospital, Brain Aneurysm Foundation, Shelter Box USA, Pilgrim Hall Children's Programming and Plymouth Center For The Arts.

Raising Harts Gala

Dates: 3/1/23 – 3/19/23 Frequency: (54) :30 recorded PSA's and (10) :20 live PSA's

Description: Annual Harts For Autism Gala at Blackrock Country Club in Hingham, MA on Saturday, April 1, 2023. Raising Harts Gala is a fundraiser for "Raising Harts", an organization started by a mom named Candice Howard who has twins with Autism. Raising Harts provides inclusive events for kids on the spectrum and who are neuro-diverse and their families. They also provide support through a caregiver to caregiver mentorship program that connects people who have children that have been diagnosed with Autism with a parent that has walked the path before them

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

PUBLIC SERVICE ANNOUNCEMENTS (Page 2)

Red Cross Blood Drive

Dates: 3/1/23 – 3/22/23

Frequency: (75) :60 spots / (60) live liners

Description: Easy 99.1 partnered with the Southeastern Massachusetts Chapter of The American Red Cross and The Plymouth County Sheriff's Office to host our Second Annual Blood Drive at Plymouth Memorial Hall on March 22 2022 from 2pm – 7pm. Easy 99.1 also supported the blood drive with a “thank you” gift for each donor and a 4 hour live broadcast from the drive with afternoon host Kevin Cronin from 2pm – 6pm.

Teen Adoption:

Dates: 3/10/23 – 3/31/23

Frequency: (30) :30 spots

Description: Partnership with the Ad Council to promote the importance, benefits and lasting impact of teen adoption.