

WPLM PUBLIC FILES

FOURTH 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, Breast Cancer Awareness Month, support and awareness for Alzheimer's and Dementia, Surf Therapy and it's benefits for those with Autism, the importance of Wills and Trusts in financial planning, food insecurity in the community, a young Eagle scout's community contributions, assistance for foster families, heating help for those in need, year-end tax preparation and toy collection for needy families.

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 FOURTH 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.**

### **South Shore Walk to End Alzheimer's**

**DATE:** 10/1/23

**Time:** 6:30 a.m.

**Description:** Once again in 2023, Easy 99.1 is the local media sponsor of the South Shore Walk to End Alzheimer's on Saturday, October 14<sup>th</sup> at Nelson Memorial Park in Plymouth. Pam Schwabe, Senior Development Officer for the Alzheimer's Association South Shore and Cape and Islands Chapter joined the program along with Joe Montminy, an Alzheimer's Association volunteer to talk about the upcoming walk, inform listeners how they could get involved and how the funds raised are put to use. Joe, who has also been living with Alzheimer's for the past seven years spoke about the newest advancements in Alzheimer's treatments as well as expected treatments coming in 2024.

**Host:** Rob Hogan

### **Breast Cancer Awareness**

**DATE:** 10/8/23

**Time:** 6:30 a.m.

**Description:** As October is Breast Cancer Awareness Month, we welcomed Jen Crews, Executive Director of Dana Farber Boston Cancer Center at South Shore Hospital and Dr. Park, an oncologist at South Shore Hospital. Jen spoke about our recent "Pink Pumpkin Mini Golf Challenge", the donations raised as part of the event and how they are appropriated within the local community to benefit those undergoing cancer treatments at South Shore Hospital. Dr. Park informed listeners of the newest advancements being made in treating breast cancer, outlined screening guidelines and talked about those considered most "at risk".

**Host:** Rob Hogan

## **Surf Therapy and its benefits for those with Autism**

DATE: 10/15/23

Time: 6:30 a.m.

Description: As part of Mental Health Awareness Month, this show highlighted Gnome Surf, an inclusive surf therapy 501-C3 organization providing surf therapy, art therapy, eco therapy and yoga therapy to children and families of all abilities on the autism spectrum, down syndrome and LGBTQ youth. Chris Antao, the founder of Gnome Surf reviewed programs offered by the organization, the benefits to be achieved and informed listeners how they and their family could become involved. Gnome Surf is the number one surf therapy program globally with over 5,000 sessions for children of all abilities.

Host: Rob Hogan

## **The importance of Wills and Trusts**

DATE: 10/22/23

Time: 6:30 a.m.

Description: Carol Simmons, the Vice President of Wealth Management was our guest and reviewed the importance of having a Will and setting up a Trust. Carol explained the definitions of each, why we should have them, when you should set them up and reasons why they are beneficial at any age.

Host: Rob Hogan

## **Upcoming community food drives**

DATE: 10/29/23

Time: 6:30 a.m.

Description: Food insecurity is a growing problem within many communities. Marie Costa-Roque, the Director of the Food Resources Program with the South Shore Community Action Council came on the show to outline a list of upcoming community food drives around the holidays and explain how donations benefit those within the community. The Food Resources program provides meals to local YMCA's, schools, Boys and Girls Clubs and church outreach programs.

Host: Rob Hogan

## **First local female to achieve Eagle Scout status**

DATE: 11/5/23

Time: 6:30 a.m.

Description: As part of our ongoing “Hometown Heroes” initiative on Easy 99.1, we accept nominations from our listeners of people making a difference in the local community. Today’s show featured one of our most recent Hometown Heroes, Alyssa Budd and her mom, Tammy. Alyssa joined the Scouts BSA troop in her hometown of Marshfield, MA and within four years completed the requirements to ascend to the coveted rank of “Eagle Scout”, the FIRST female to achieve the rank. Alyssa spoke about her community Eagle Scout project. She designed, oversaw, raised funds and created a pergola structure with a fire pit and swings at the Boys and Girls Clubs of Marshfield. Tammy Budd, Alyssa’s mom is also involved in scouting as the Marshfield Troop Leader. She talked about the benefits of participating and gave information on how listeners could find active troops within their community.

Host: Rob Hogan

## **Running of the Pilgrims to benefit local community programs**

DATE: 11/12/23

Time: 6:30 a.m.

Description: Today’s show featured the upcoming 7<sup>th</sup> Annual Running of the Pilgrims on Thanksgiving morning in downtown Plymouth. Nikki Galibois, the Director of Planning and Development for the South Shore Community Action Council was our guest. Nikki gave an overview of the 5K run/walk, a history of the event, registration information and explained how funds raised would benefit the food resources program which is a community food bank to assist those in need as part of the South Shore Community Action Council. Additional funds benefit the Wonder Fund, to assist children in the custody of the state Department of Children and Families.

Host: Rob Hogan

### **Assistance for those with Autism**

DATE: 11/19/23

Time: 6:30 a.m.

Description: The Arc of the South Shore has been in existence since 1951 and to date, has assisted over 100,000 individuals with intellectual and developmental disabilities. Their mission is to empower families and individuals of all ages to reach their fullest potential and live their best lives with high quality outcomes. Abby Parilla, the Chief Executive Officer of the Arc was our featured guest and spoke about the history of The Arc of the South Shore, how they assist people in our community and upcoming fundraiser and ways that listeners can support the ongoing programs initiated by the Arc.

Host: Rob Hogan

### **Help for foster families**

DATE: 11/26/23

Time: 6:30 a.m.

Description: As part of our ongoing “Hometown Heroes” initiative on Easy 99.1, we accept nominations from our listeners of people making a difference in the local community. Today we introduced our listeners to another of our newest “Hometown Heroes”, Sharon Collins. Sharon is the co-founder of The South Shore Foster Closet, a 501c incorporated charity which provides clothing and other needed items to Plymouth area foster children. Sharon explained how the all-volunteer program began, how it has grown, who it benefits and how listeners could participate or donate to their community effort.

Host: Rob Hogan

### **Heating Assistance for those in need**

DATE: 12/3/23

Time: 6:30 a.m.

Description: Priscilla Ress, a spokesperson from Eversource Energy was our guest to give details about the Good Neighbor Energy Fund, a program established to help those in need with energy bills during the coming cold weather months. The Good Neighbor Energy Fund was established in 1985 and to date has raised \$24,500,000 and assisted approximately 94,850 families in need of assistance to pay energy bills. Priscilla outlined requirements for the program and gave information on how listeners could find out if they were eligible to benefit from the program.

Host: Rob Hogan

## **Year-end tax preparation and saving in the coming year**

DATE: 12/17/23

Time: 6:30 a.m.

Description: Lou Sousa, Senior Investment Partner for Plymouth Investment Advisors, came on the program to discuss important end of the year tips for listeners as they prepare for the upcoming tax season. New tax laws and the ending of some Covid assistance programs are important details that many aren't aware of. He also outlined easy ways to save, invest and make the most of your money in the coming new year.

Host: Rob Hogan

## **Marine Corp Toys for Tots**

DATE: 12/20/23

Time: 6:30 a.m.

Description: As the holidays draw near, Staff Sergeant Ricardo Balderama was our guest to promote the annual Toys for Tots program hosted by the United States Marine Corp. SSgt Balderama gave a history of the program and talked about how listeners could volunteer or donate to help them ensure that enough toys were collected to fulfill the needs this holiday season.

Host: Rob Hogan

## **Surf Therapy and its benefits for those with Autism (repeat)**

DATE: 12/24/23

Time: 6:30 a.m.

Description: As part of Mental Health Awareness Month, this show highlighted Gnome Surf, an inclusive surf therapy 501-C3 organization providing surf therapy, art therapy, eco therapy and yoga therapy to children and families of all abilities on the autism spectrum, down syndrome and LGBTQ youth. Chris Antao, the founder of Gnome Surf reviewed programs offered by the organization, the benefits to be achieved and informed listeners how they and their family could become involved. Gnome Surf is the number one surf therapy program globally with over 5,000 sessions for children of all abilities.

Host: Rob Hogan



## **Heating Assistance for those in need (repeat)**

DATE: 12/31/23

Time: 6:30 a.m.

Description: Priscilla Ress, a spokesperson from Eversource Energy was our guest to give details about the Good Neighbor Energy Fund, a program established to help those in need with energy bills during the coming cold weather months. The Good Neighbor Energy Fund was established in 1985 and to date has raised \$24,500,000 and assisted approximately 94,850 families in need of assistance to pay energy bills. Priscilla outlined requirements for the program and gave information on how listeners could find out if they were eligible to benefit from the program.

Host: Rob Hogan

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

**Oct: 1, 8, 15, 22, 29**

**Nov: 5, 12, 19, 26**

**Dec: 3, 10, 17, 24, 31**

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

**PUBLIC SERVICE ANNOUNCEMENTS:**

**Easy 99.1 Hometown Heroes**

Dates: 10/1/23 – 12/31/23

Frequency: (275) :60 recorded promos  
(250) :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

**Breast Cancer Awareness Month**

Dates: 10/1/23 – 10/21/23

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 second annual “Pink Pumpkin Mini Golf Tournament” on Saturday, October 21st to benefit the Breast Care Center at the Dana Farber Brigham Cancer Center in clinical affiliation with South Shore Hospital. \$4,050 was raised during this one day event and 100% of the proceeds were donated to South Shore Hospital.

**Fall Back into Business Cranberry County Chamber of Commerce**

Dates: 10/1/23 – 10/2/23

Frequency: (12) :30 recorded spots

Description: Annual Cranberry County Chamber of Commerce marketing expo on October 3rd to bring local business owners together to collaborate and expand their presence in the local community through shared partnerships, projects and events.

**South Coast Business Alliance Oktoberfest**

Dates: 10/1/23 – 10/6/23

Frequency: (38) :30 recorded spots

Description: Return of annual South Coast Business Alliance Oktoberfest fundraiser on October 7<sup>th</sup>. Proceeds from the event benefit at-risk-youth in local community including programs run by local Boys and Girls Clubs, The United Way and others.

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

**PUBLIC SERVICE ANNOUNCEMENTS** (Page 2)

**South Shore Walk to End Alzheimer's**

Dates: 10/1/23 – 10/14/23

Frequency: (42) :30 recorded spots

(25) :30 live liners

Description: Easy 99.1 is once again the media sponsor of the annual South Shore Walk to End Alzheimer's taking place on Saturday, October 14<sup>th</sup> at Nelson Memorial Park in Plymouth.

**Open Space Committee PSA**

Dates: 10/1/23 – 11/30/23

Frequency: (65) :30 recorded spots

Description: Airing of Public Service Announcements to promote the State of Massachusetts Chapter 61 Current Use Tax Programs and tax breaks available to residents who maintain property as undeveloped land to help provide clean water, important wildlife habitats and many other climate and environmental benefits to the community.

**Team Up Against Hunger**

Dates: 10/27/23 – 11/18/23

Frequency: (105) :60 recorded spots

(70) :20 live liners

Description: For the third 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 4, Saturday, November 11 and Saturday, November 18. Events were held at local sponsor locations from 10am – 12pm 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 1600 pounds of food was collected.

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

**PUBLIC SERVICE ANNOUNCEMENTS (Page 3)**

**Holiday Help**

Dates: 11/24/23 – 12/17/23

Frequency: (95) :60 recorded spots  
(65) :20 live liners

Description: Easy 99.1 and Colony Place shopping center in Plymouth worked together to offer some assistance to someone in need in the local community during the holiday season. We asked listeners to nominate someone they knew that could use some additional help during the holiday season. We chose one entry from all nominations and awarded them with \$500 in gift cards from merchants at Colony Place to make their holidays brighter.