

WPLM PUBLIC FILES

THIRD 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: support for Veterans and their families, supporting the fight against breast cancer, assisting with programs to fight food insecurity in local communities, neighbor to neighbor outreach and assistance, community and family safety as kids head back to school, opportunities for kids and families in Scouting, supporting our first responders, investing and saving for retirement and awareness and assistance in the fight against Alzheimer's and Dementia.

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 THIRD 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.

Support for Veterans and their Families

DATE: 7/2/23

Time: 6:30 a.m.

Description: Emily McNally from The Red Sox Foundation was our guest. Emily discussed the annual “Run To Home Base” coming up at Fenway Park in Boston on July 22nd. The annual 9K / 5K Run –Walk ends with participants crossing home plate at Boston’s historic Fenway Park. The Run to Home Base provides vital funds for the clinical care and support of Veterans and their Families who are impacted by the invisible wounds of war. With a 20% increase in Veteran suicides during the COVID pandemic, the event’s critical support is more important than ever. 100% of the proceeds goes directly toward the life-saving care provided by Home Base.

Host: Rob Hogan

Against the Tide Breast Cancer fundraiser

DATE: 7/9/23

Time: 6:30 a.m.

Description: Against the Tide is a family-friendly, multi-sport event to benefit the Massachusetts Breast Cancer Coalition. The event consists of multiple run/walk and swim options for participants. MBCC is the only non-profit in the state dedicated to the prevention of breast cancer from environmental causes. The funds raised at the event on August 12th help to support and expand their community education programs. Cheryl Osimo, event organizer explained the mission of Massachusetts Breast Cancer Coalition, their history and how they are helping raise funds to support those fighting breast cancer. Event details and fundraising options were also discussed.

Host: Rob Hogan

Barnstable County Fair and Barnstable Fairgrounds

DATE: 7/16/23

Time: 6:30 a.m.

Description: The 155th Barnstable County Fair took place at the Barnstable County Fairgrounds from July 17 – 23. Wendy Brown, Executive Director of the Barnstable County Fairgrounds detailed new exhibits and features at this year's Fair, the struggle to bring the Fair back after missing 2 years during the pandemic and the local contributions the Barnstable County Fairgrounds makes to the local communities and businesses it serves as a designated non-profit organization on the South Shore.

Host: Rob Hogan

Mayflower Brewing Company

DATE: 7/23/23

Time: 6:30 a.m.

Description: Sara Audette, Events Manager of Mayflower Brewing Company and Nikki Galabois, Director of Planning and Development for South Shore Community Action Council. Fundraiser on July 29th. 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

Helping Hands in the Community

DATE: 7/30/23

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 our most recent Hometown Hero, Jen Walker and the neighbor that nominated her, Libbie Cieri. Jen was the founder of a group, "Helping Hands" at her over 55 community, Halifax Estates in Halifax, MA made up of 430 units. Helping Hands is a neighborhood support group that encourages the idea of neighbor helping neighbor. Helping Hands assists those in the community with transportation to medical appointments, financial assistance for those in need, home repairs and companionship. Jen outlined how the group was formed and gave tips and instruction on how those in similar communities could formulate their own support group of neighbors helping neighbors in a time of need.

Host: Rob Hogan

Walk To Fight Breast Cancer

DATE: 8/6/23

Time: 6:30 a.m.

Description: Program featured Cynthia Spittler from the American Cancer Society and featured details on the upcoming Making Strides Against Breast Cancer Walk on October 1st at the DCR Hatch Shell in Boston. Cynthia explained how local listeners and businesses could get involved in fundraising for the Walk and also participate in activities leading up to Walk day. She also detailed the importance of this fundraising event and how the funds raised helped in research, advocacy and support programs for those fighting breast cancer.

Host: Rob Hogan

Community Safety Day

DATE: 8/13/23

Time: 6:30 a.m.

Description: Ryan's Amusements at Hanover Crossing in Hanover, MA conducted Community Safety Day in conjunction with the Hanover Police Department on Saturday, September 14th. Zach McCaul, Director of Operations at Ryan's joined the show to outline the program for the event including Meet and Greets with local first responders for children and parents, safety kits including fingerprinting for kids and tips for a safe return back to the classroom in the fall. The event also featured appearances by local sports team mascots from the Boston Red Sox and Boston Celtics.

Host: Rob Hogan

Walk to Fight Cancer (repeat)

DATE: 8/20/23

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

Scouts BSA Join Scouting Day

DATE: 8/27/23

Time: 6:30 a.m.

Description: Rob Defazio, Membership and Unit Service Team Leader of the Mayflower Council of Scouts BSA, visited to promote their annual “Join Scouting Day” on September 9th. The Mayflower Council serves 63 cities and towns in Eastern Massachusetts and extends from Stow, MA in the north and Plymouth, MA in the South. In addition to “Join Scouting Day”, additional guests David Laucirica and Michelle Mott talked about their experience as Scout leaders and the experiences of their sons and daughters in the Scouts BSA program. Program also covered volunteer opportunities, various levels of Scouting and Scouting as a family.

Host: Rob Hogan

Cape Cod Childrens’ Museum 5K Family Fun Run and Walk

DATE: 9/3/23

Time: 6:30 a.m.

Description: Lisa Bates, Executive Director of the Cape Cod Children’s Museum spoke about their 4th Annual Mace Race, 5K Family Fund Run and Walk taking place on Sunday, September 10th. The Race also featured the Grand Opening of the Museum’s new “Cape Cod Heroes” Exhibit featuring Cape Cod Heroes from Fire, Police and Paramedic units. The Exhibit is sponsored by the Nicholas G. Xiarhos Memorial Fund. Nicholas was an active-duty Marine and Cape Cod native killed in the line of duty in Afghanistan. Lisa also outlined the exhibits and services that are available to local families at the Cape Cod Children’s Museum.

Host: Rob Hogan

Investing and Saving for Retirement

DATE: 9/10/23

Time: 6:30 a.m.

Description: Lou Sousa, Senior Investment Partner for Plymouth Investment Advisors, came on the program to provide investment and retirement saving advice for listeners. During the Covid pandemic, many local residents were out of work or dipping into their savings to support themselves while they searched for new jobs or careers. Lou clarified many basic investment terms for listeners and offered advice on how they could catch up with saving for retirement after the uncertain days of the pandemic.

Host: Rob Hogan

Plymouth Sunrise Rotary Food Drive

DATE: 9/17/23

Time: 6:30 a.m.

Description: We welcomed Howard Kendall of the Plymouth Sunrise Rotary who promoted their annual “Stuff a Cruiser” Food Drive at Walmart at Colony Place in Plymouth on Saturday, September 23rd in conjunction with Plymouth Police and the South Shore Community Action Council. Howard spoke of how the drive was first created during the Covid pandemic to assist the South Show Community Action Council’s food bank which services food pantries in 13 communities on the south shore.

Host: Rob Hogan

South Shore Walk to End Alzheimer’s

DATE: 9/24/23

Time: 6:30 a.m.

Description: Easy 99.1 is continuing our partnership with the South Shore Walk to End Alzheimer’s taking place on Saturday, October 14th at Nelson Memorial Park in Plymouth. Program welcomed Pam Schwabe, Senior Development Officer for the Alzheimer’s Association South Shore and Cape and Islands Chapter. Pam gave Walk details including how to sign up and help raise funds as well as detailing how funds raised at the Walk are used within the community for Alzheimer’s and Dementia support programs. Alzheimer’s Association volunteer Joe Montminy also spoke about his diagnosis of early onset Alzheimer’s, living with the disease and various programs available to patients and their caregivers.

Host: Rob Hogan

**SUNDAY P.A. BLOCK PROGRAMS
THIRD 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

July: 2, 9, 16, 23, 30

Aug: 6, 13, 20, 27

Sep: 3, 10, 17, 24

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

PUBLIC SERVICE ANNOUNCEMENTS:

Easy 99.1 Hometown Heroes

Dates: 7/1/23 – 9/30/23

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

Plymouth Rotary

Dates: 7/24/23 – 8/3/23

Frequency: (60) :30 recorded spots

Description: Public Service Announcements in support of Plymouth Rotary Club’s First Annual Johnny Hackett Memorial Whiffleball Tournament at Plymouth North High School on August 5th. The Johnny Hackett Memorial Fund nonprofit was established after the unexpected death of three year old Johnny Hackett due to an undetected brain aneurysm.

South Shore Walk to End Alzheimer’s

Dates: 8/10/23 – 9/30/23

Frequency: (75) :30 recorded spots
(50) :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 14th at Nelson Memorial Park in Plymouth.

Thirsty Pilgrim Beer Festival

Dates: 8/29/23 – 9/8/23

Frequency: (50) :30 recorded spots

Description: Support for the Plymouth Lions Club annual beer festival which raises funds to support food insecurity in the local community and fund local soup kitchens, food pantries and school meal programs.

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

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South Coast Business Alliance Oktoberfest

Dates: 9/18/23 – 10/6/23 Frequency: (88) :30 recorded spots

Description: Return of annual South Coast Business Alliance Oktoberfest fundraiser on October 7th. 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.

Open Space Committee PSA

Dates: 9/18/23 – 9/30/23 Frequency: (15) :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.

Fall Back into Business Cranberry County Chamber of Commerce

Dates: 9/27/23 – 10/2/23 Frequency: (25) :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.