

WPLM PUBLIC FILES

FIRST QUARTER

2024

Prepared by Robert Hogan

Public Service Director

DETERMINATION OF ISSUES 2024

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: food insecurity on the South Shore, assistance and available programs for those with Autism, American Heart Month and the importance of heart health, programs available through Girl Scouts and their annual Cookie Drive, available assistance for older adults with disabilities, public service events with Cape and Islands United Way, support for expectant mothers and families on the south shore, local scholarships through the Lions Club, Plymouth Rotary community support and annual Rotary Auction, the need for blood donations, fun and educational free activities for children and families, enrichment programs available for underprivileged youth and resources available for those with Leukemia and blood cancers.

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- 2024

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 2024

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.

Upcoming community food drives

DATE: 1/7/24

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 2024 community food drives after 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.

Assistance for those with Autism

DATE: 1/14//24

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

American Heart Month and National Wear Red Day

DATE: 1/21/24

Time: 6:30 a.m.

Description: To highlight February as American Heart Month and National Wear Red Day, National Wear Red Day, Dr. Megan Wasfy, a cardiologist at Massachusetts General Hospital spoke to shed light on a concerning statistic: nearly 45% of women aged 20 and older are living with some form of cardiovascular disease. This revelation underscores the urgent need to increase awareness of heart disease among women and take proactive steps towards prevention and treatment. She also spoke about the importance of people to join the “National of Lifesavers” and learn CPR.

Host: Rob Hogan

Annual Girl Scout Cookie Drive

DATE: 1/28/24

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

Available Assistance for older adults with disabilities

DATE: 2/4/24

Time: 6:30 a.m.

Description: OCES, Old Colony Elder Services is an organization that supports the independence and dignity of older adults and individuals with disabilities by providing essential information and services that promote healthy, safe and independent living to empower individuals and communities to thrive. OCES Chief Executive Officer, Nicole Levy was our guest and she talked about their 50th Anniversary celebration taking place in 2024 in addition to highlighting the many services they provide within the community including Adult Family Care, Behavioral Health, Caregiver Support, Community Housing Options, Adult Protective Services, Health Insurance and Budget Guidance. She also outlined who was eligible to participate in the services offered by OCES and how interested people could get themselves or a family member involved.

Host: Rob Hogan

Cape and Island United Way

DATE: 2/11/24

Time: 6:30 a.m.

Description: The Cape and Islands United Way is an agent of change for our local community. They unite people and organizations to identify the greatest challenges of our communities and develop collaborative solutions to bring lasting change. With a base of thousands of year-round and seasonal individual donors, business and corporate partners that are local and regional, and a nationally-known brand, they are uniquely positioned to bring passion, people, and resources to bear to strengthen our communities. We spoke with Mandy Blair from the United Way about their role in the local community and their upcoming fundraiser, the 26th annual “Best Night” fundraiser which helps raise critical funds for the 30 local non-profits the United Way supports.

Host: Rob Hogan

South Shore Health Birthing Unit

DATE: 2/18/24

Time: 6:30 a.m.

Description: Today’s show featured the Melissa DiNunno, a nurse / mid-wife and Carrie Maye, a nurse from South Shore Health’s Women’s Birthing Unit. The ladies spoke about advancements made in the new birthing center for women at South Shore Health and the variety of women’s support programs available now in the local area for recent or soon to be mothers. Services available include birthing classes, family counseling, post-partum workshops and a variety of support groups.

Host: Rob Hogan

Plymouth Lions Club scholarships for High School Seniors

DATE: 2/25/24

Time: 6:30 a.m.

Description: Each year in March, the Plymouth Lions Club hosts their annual “MarchVegas” casino fundraiser. This year’s event is being held on March 23rd from 7pm – 11pm. The event is a fundraiser to fund the Lion’s scholarship program for Plymouth High School Graduating seniors. Lions Club member and event coordinator, Tara Calabrese joined the show to give a background of the event and explain how those in the community could get involved. She also spoke about the history of the Plymouth Lions Club and Lions Club International, an association of global volunteers on a mission to improve health and well-being, strengthen communities, and support those in need, one act of kindness at a time.

Host: Rob Hogan

29th Annual Plymouth Rotary Auction

DATE: 3/3/24

Time: 6:30 a.m.

Description: Doug McLeod, Auction Founder and Kathy Baldwin, Auction Chair for the Rotary Club of Plymouth joined the show to promote the upcoming 29th 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

Annual Easy 99.1 Blood Drive with American Red Cross

DATE: 3/10/24

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, where local donations are allocated and who was eligible to donate. Barbara also gave details on our upcoming Third Annual Easy 99.1 Red Cross Blood Drive on March 20th at Plymouth Memorial Hall, including how long it takes to donate and new procedures in place.

Host: Rob Hogan

Fun, educational activities for kids and families

DATE: 3/17/24

Time: 6:30 a.m.

Description: With April school vacation quickly approaching, Donna Curtin, the Director of Pilgrim Society & Pilgrim Hall Museum was our guest to give a summary of featured family activities. Pilgrim Hall Museum is a historic landmark in downtown Plymouth, MA, celebrating its bicentennial year programming with fun, free entertainment and family-friendly activities with free museum admission for everyone from April 16 – 19. Highlights include daily Treasure Hunts for kids, sing-a-longs, story time and special programs for young learners.

Host: Rob Hogan

Enrichment activities for underprivileged youth

DATE: 3/24/24

Time: 6:30 a.m.

Description: Program highlighted ConfiKids, a nonprofit organization founded in 2017 that funds enrichment activities to help children with limited financial resources pursue their interests, develop new skills, establish friendships and ultimately, build confidence. ConfiKids supports more than 400 children annually for town sports, karate, gymnastics, dance, music and art lessons. ConfiKids ensures that all children, regardless of financial means, will enjoy the same opportunities. ConfiKids founder, Rachel Calabrese gave a summary of the organization's goals, outlined how families could get involved and spoke about their upcoming "Inspiration Gala" taking place at Patriot Place in Foxboro, MA on April 12th.

Host: Rob Hogan

Leukemia & Lymphoma Society "Big Climb" Event

DATE: 3/31/24

Time: 6:30 a.m.

Description: Kaitlynn Torres, Campaign Development Manager from The Leukemia & Lymphoma Society / New England Region joined the show to inform listeners about their upcoming "Big Climb" event happening at One Financial Center in Boston on April 27th. "The Big Climb" encourages people to "step up to take cancer down". Funds raised assist The Leukemia & Lymphoma Society in the fight to cure blood cancers by supporting research and patient support programs. Kaitlynn discussed who was eligible to participate, how to register and also provided an outline of the day-of events.

Host: Rob Hogan

**SUNDAY P.A. BLOCK PROGRAMS
FIRST QUARTER 2024**

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

Jan: 7, 14, 21, 28

Feb: 4, 11, 18, 25

Mar: 3, 10, 17, 24, 31

**SUNDAY P.A. BLOCK PROGRAMS
FIRST QUARTER 2024**

PUBLIC SERVICE ANNOUNCEMENTS:

Easy 99.1 Hometown Heroes

Dates: 1/1/24 – 3/31/23

Frequency: (175) :60 recorded promos
(100) :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

Arc of the South Shore

Dates: 1/1/24 – 2/23/24

Frequency: (12) :30 recorded spots

Description: On-going support and awareness of the programs offered by Arc of the South Shore to help enrich the lives of those living with intellectual disabilities and create an independent life of high quality outcomes.

Massachusetts Broadcasters Scholarship Fund

Dates: 1/29/24 – 3/31/24

Frequency: (126) :30 recorded spots

Description: Easy 99.1 partnered with the Massachusetts Broadcasters Association to promote their annual Broadcast Scholarship program open to high school seniors who plan on attending an accredited college to pursue studies in the broadcasting industry.

South Shore Health

Dates: 1/1/24 – 3/31/24

Frequency: (260) :30 recorded spots

Description: On-going awareness of the newest support programs offered to the local south shore community at South Shore Health including cancer support, parenting classes, birthing classes, post-partum workshops and family counseling.

**SUNDAY P.A. BLOCK PROGRAMS
FIRST QUARTER 2024**

PUBLIC SERVICE ANNOUNCEMENTS (Page 2)

Plymouth Rotary 29th Annual On-Line Auction

Dates: 3/1/24 – 3/17/24

Frequency: (42) :30 recorded spots
(25) :30 live liners

Description: 29th 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, Hydrae for Heroes, BID Plymouth Hospital, Brain Aneurysm Foundation, Shelter Box USA, Pilgrim Hall Children's Programming and Plymouth Center For The Arts.

3rd Annual Easy 99.1 / American Red Cross Blood Drive

Dates: 4/15/24 – 5/20/24

Frequency: (100) :30 recorded spots
(75) :30 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 Third Annual Blood Drive at Plymouth Memorial Hall on March 20 2024 from Noon – 5pm. Easy 99.1 also supported the blood drive with a "thank you" gift for each donor and on-air personality appearances during the drive.