

WHYN-FM provides its listeners with programming and public service announcements that address issues of concern to our local community.

>> Advice and information on Public Safety issues including personal protection and summer house protection.

>> Casino coverage including whether the State Supreme Court allows question on ballot

>> Easthampton fire coverage & relief efforts

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Reducing the dropout rate in the city of Springfield.	THE ENGINE / WEEKLY PSA SHOW FM'S	The Y-AIM program, which is having a HUGE impact on the city's dropout rate. Currently, kids in the program are experiencing a 92% graduation rate; far higher than the 57% rate for the city overall. They're not alone in the initiative. Big Y, MassMutual, First Niagara, the United Way, and others are offering a tremendous amount of support.	Kirk Smith and Kristine Allard	04/06/2014 06:00 AM	028:11
Workforce development	THE ENGINE / WEEKLY PSA SHOW FM'S	Mary Kay Brown from the Springfield High School of Science and Technology joins us to discuss what's going on to prepare students for employment in WesternMA.	Mary Kay Brown	04/13/2014 06:02 AM	028:21
Economic development	THE ENGINE / WEEKLY PSA SHOW FM'S	A sustainable economy requires a lot of moving parts. In Western Massachusetts we have businesses and entrepreneurs which are the lifeblood to growth, as well as organizations such as the Economic Development Council, Chambers of Commerce, and Young Professional Society which add mobility to our momentum. We flourish when these parts move in unison; however, that doesn't always happen. Debra Boronski knows all about the challenges that go into maintaining a vibrant economic infrastructure.	Debra Boronski	04/20/2014 06:00 AM	028:10
Economic development	THE ENGINE / WEEKLY PSA SHOW FM'S	Eric Lesser (candidate for State Senate) discusses the importance of education, encouraging entrepreneurship, and making investments in Western Massachusetts.	Eric Lesser	04/27/2014 06:03 AM	027:58
Community focus	THE ENGINE / WEEKLY PSA SHOW FM'S	Our guests are usually community leaders and entrepreneurs shaping the Western Massachusetts economy. This episode we thought we would change things up and invited a working professional on the program. On the program we discuss financial literacy, philanthropy, MGM, Springfield, and the local economy. Mike's insights are intelligent and thought-provoking, and you won't want to miss what he has to say.	Mike Briggs	05/04/2014 06:02 AM	028:34
Financial Literacy	THE ENGINE / WEEKLY PSA SHOW FM'S	We discuss the importance of building a retirement plan as you're growing your business or career.	Joshua Guzman	05/11/2014 06:00 AM	028:55
Communicating with children	THE ENGINE / WEEKLY PSA SHOW FM'S	Entrepreneur Bill Corbett stopped in to talk about his television show Creating Cooperative Kids. Bill is an author, keynote speaker, and parenting expert who has traveled the globe spreading his message of youth communication.	Bill Corbett	05/18/2014 06:03 AM	027:59
Gaining financial confidence	THE ENGINE / WEEKLY PSA SHOW FM'S	Under Steve Lowell's leadership, Monson Savings has made tremendous investments and financial literacy education around Western Massachusetts. Aside from his responsibilities at the bank, Steve donates his time to the United Way's Financial Stability Board, and has embraced the Massachusetts Financial Education Collaborative's vision of helping everyone in the Commonwealth gain financial confidence.	Steve Lowell	05/25/2014 06:00 AM	028:01
Reverse mortgages	THE ENGINE / WEEKLY PSA SHOW FM'S	For millions of Americans a reverse mortgage can make all the difference in retirement. A reverse mortgage is a loan available to homeowners who are 62 years older which enables them to convert part of the equity in their home into cash. Is this a good option for you? We were recently joined by Bob Savery of iReverse Home Loans who explained the ins and outs of these innovative financial products.	Bob Savery	06/01/2014 05:45 AM	027:58
Local community	THE ENGINE / WEEKLY PSA SHOW FM'S	Senate candidate Chip Harrington is a local business owner and selectman who has a vision for WesternMA. He shares his insights and passion for economic growth.	Chip Harrington	06/08/2014 06:02 AM	028:11
Local community	THE ENGINE / WEEKLY PSA SHOW FM'S	The YMCA of Springfield helps thousands of kids and adults through a variety of services. Their community outreach director joins us to discuss their annual meeting.	Kristine Allard	06/15/2014 06:02 AM	027:52
Tech Foundry	THE ENGINE / WEEKLY PSA SHOW FM'S	Entrepreneur Delcie Bean has gained a lot of attention on his innovative approach to bring youth into the world of IT. His Tech Foundry has been hailed by Governor Patrick, and others, as a successful approach for industries to address the issue of a prepared workforce.	Natalie Sacco	06/22/2014 06:00 AM	027:36
Growing your business through philanthropy	THE ENGINE / WEEKLY PSA SHOW FM'S	Teddy Bear Pools is a regional household name. It grew its brand through supporting a variety of causes throughout WesternMA. Founder Teddy Hebert shares his passion for helping others and how it's helped grow Teddy Bear Pools.	Teddy Hebert	06/29/2014 06:01 AM	029:00

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
war, veterans, child abuse, mental health, alcoholism, therapy, family issues	Program # 14-14 Segment 1	SEGMENT #1 – PTSD: What it is and how families can help sufferers SYNOPSIS: Millions of Americans suffer with post-traumatic stress disorder, or PTSD, but often we think it's only combat veterans who live with the issue. We talk to a physician who specializes in PTSD about just what it is, its symptoms, and how it can affect the families of sufferers. Host: Gary Price. Guests: Dr. Matthew J. Friedman, MD, PhD, former Exec. Dir. and currently a senior advisor for the National Center for PTSD, and Professor of Psychiatry, Pharmacology and Toxicology at the Geisel School of Medicine at Dartmouth Laurie Halse Anderson, author of "The Impossible Knife of Memory,"	4/6/14 6a	10:49
crime, media, law enforcement, public safety, Good Samaritans	Program # 14-14 Segment 2	SEGMENT #2- Kitty Genovese: The real story 50 years later SYNOPSIS: In 1964, a young bar manager was brutally assaulted and stabbed to death in New York, supposedly while 38 bystanders watched and did nothing to help her. Host: Marty Peterson. Guests: Kevin Cook, author of "Kitty Genovese: The murder, the bystanders, the crime that changed America," professor and psychologist at Temple University, and former president of the American Psychological Association Paul McKenna, author of "Quit Smoking Today- Without Gaining Weight,"	4/6/14 6a	10:44
education, labor force, immigrants, business, academic testing	Program # 14-15 Segment 1	SEGMENT #1 – Post-High School Ed: Are we doing all we can? SYNOPSIS: There are many students and adults who don't go to a four-year college, but are out in the workforce looking for a job or seeking to get a better one. But how do they get the education they need to find a job or move up in the work world? Host: Gary Price. Guests: Mike Rose, professor at the UCLA Graduate School of Education and Information Studies, author of the book, "Why School? Reclaiming education for all of us,"	4/13/14	12:27
technology, commerce, law, privacy, Internet security, government	Program # 14-15 Segment 2	SEGMENT #2- Internet Privacy: How you can fight snooping online SYNOPSIS: It seems you can't get away from email spam, Internet scams and companies using your online purchases and web browsing to badger you with shopping	4/13/14	10:55

		opportunities. Host: Marty Peterson. Guests: Julia Angwin, award-winning journalist, author of "Dragnet Nation: A quest for privacy, security and freedom in a world of relentless surveillance," William Kling, adjunct professor of law, IIT Chicago-Kent College of Law, clinical assistant professor at the University of Illinois at Chicago School of Public Health,		
science & technology, media, the arts, education, creativity	Program # 14-16 Segment 1	SEGMENT #1 – Hands-on Tinkering: How it can help kids get ahead SYNOPSIS: Many U.S. school children have trouble with math and science and sometimes it's because these subjects are not taught in a way that engages students. We talk to two "hands-on" educators about how involving young people – and adults – in science, technology and engineering in creative and sometimes explosive ways helps them learn about the principles of science and math in ways that sitting in a lecture never could. Host: Gary Price. Guests: Tim Shaw, inventor, engineer, host of "None of the Above" on the National Geographic Channel; Karen Wilkinson, Tinkering Studio Director, the Exploratorium, San Francisco, co-author of "The Art of Tinkering,"	4/20/14	10:55
recreation, health, safety, senior issues	Program # 14-16 Segment 2	SEGMENT #2- Adult Swimming: It's important for safety and health SYNOPSIS: Summer is a time for fun in the sun, and swimming is a favorite pastime when the temperature rises. With that in mind, it's amazing that millions of adults never learned to swim! Host: Marty Peterson. Guests: Rob Butcher, Executive Director, United States Master Swimming (USMS), (www.usms.org).	4/20/14	10:47
banking & finance, technology, government, the Internet, crime	Program # 14-17 Segment 1	SEGMENT #1 – Bitcoin: What it is and why we need to take it seriously SYNOPSIS: The virtual currency, "bitcoin," has been in the news lately for its fantastic rise in value, then it's dramatic fall after the world's largest bitcoin exchange filed for bankruptcy. We talk to two financial specialists about what it is, how it's used, the pros and cons of dealing in bitcoin, and what the future might bring for this novel currency. Host: Gary Price. Guests: Peter Leeds, owner and CEO of Peter Leeds Penny Stocks, author of "Penny Stocks for Dummies," Joe Deaux, Economic Analyst at The Street	4/27/14	11:12
women's issues, science, war, education, health	Program # 14-17 Segment 2	SEGMENT #2- Women of the Atomic Age SYNOPSIS: The Atomic Age is credited mostly to men like Einstein, Oppenheimer and Fermi. Although there's no question that these eminent scientists were leaders in the development and understanding of nuclear power, there were also many women who contributed knowledge and sometimes their health and lives, but who are overshadowed by the men. We talk to two authors whose books give these women the recognition they deserve. Host: Marty Peterson. Guests: Craig Nelson, author of "The Age of Radiance: The epic rise and dramatic fall of the Atomic Era," Denise Kiernan, author of the best-selling book, "The Girls of Atomic City," now in paperback.	4/27/14	11:26
firearms, history of the Old West, military, law enforcement, industry	Program # 14-18 Segment 1	SEGMENT #1 – The Gun that Changed History: The Colt Revolver SYNOPSIS: The six-gun is an iconic emblem of the Old West as much as the face-off between the sheriff and the bad guy on a dusty street at high noon. What many people don't realize, though, is that the gun that was used back in those old show-downs was a relatively new invention that changed the history of the west and of our country from then on. We talk to an author who used the creation of the Colt revolver as the centerpiece of his novel, about Samuel Colt, how he fought for years to get his gun into the marketplace, and how it revolutionized firearms and the gun industry for decades to come. Host: Gary Price. Guests: Robert Lautner, author of the novel, "Road to Reckoning,"	5/4/14	12:20
bereavement, mental health, children's & family issues	Program # 14-18 Segment 2	SEGMENT #2- Twin Loss and Bereavement SYNOPSIS: The loss of a loved one is always difficult, but when an individual loses a twin sister or brother, it's even more so. The bond between these siblings is different than with or between other siblings, and the grief often lasts a lifetime. We talk to two twin specialists, one who lost a twin brother herself, about the special relationship between twins, why the sorrow is often more intense and long-lived, and how family and friends can help a grieving twin through their loss. Host: Marty Peterson. Guests: Mary Rockefeller Morgan, Dr. Nancy Segal,	5/4/14	10:17
agriculture & gardening; hunger issues; employment; transportation; energy; economy	Program # 14-19 Segment 1	SEGMENT #1: The Foodshed & Urban Gardening SYNOPSIS: It's spring, and backyard gardeners are gearing up to plant the tomatoes, zucchini, lettuce and carrots. Wouldn't it be great if everyone could have a garden that would produce enough so they'd have fresh produce most or all of the year? Host: Gary Price. Guests: Philip Ackerman-Leist, Dir. of the Green Mountain College Farm & Food Project, and of their Masters in Sustainable Food Systems Program, and author of "Rebuilding the Foodshed: How to create local, sustainable and secure food systems," Eric Toensmeier, urban gardener author of "Paradise Lot: Two plant geeks, one-tenth of an acre and the making of an edible garden oasis in the city,"	5/11/14	11:46
agriculture, recreation & leisure, manufacturing, science	Program # 14-19 Segment 2	SEGMENT #2- The Drunken Botanist: The plants behind popular spirits SYNOPSIS: Cocktails are making a comeback, and the distilled spirits that go in them have very interesting and complex histories. We talk with an author who researched how many popular liquors are created, the myths that surround some of them and what fruits, vegetables and shrubs are used in the creation of some of your favorite drinks. Host: Marty Peterson. Guests: Amy Stewart, author of "The Drunken Botanist: The plants that create the world's great drinks,"	5/11/14	10:47
poverty, philanthropy, education, activism	Program # 14-20 Segment 1	SEGMENT #1 – The Promise of a Pencil: Small actions make big changes SYNOPSIS: There are many activists such as Bono, Bill Clinton and Oprah who stir large numbers of people to contribute to a cause or spend time helping others less fortunate than themselves. But there are also some non-famous people who start small but are making a big change in the world. We talk to one young man who started by giving a poor Indian boy a pencil – just a pencil – and turned that one small act into a program to build schools for poor children in many countries around the world. Host: Gary Price. Guests: Adam Braun, Founder & CEO of Pencils of Promise, author of "The Promise of a Pencil,"	5/18/14	9:32
government, history, the Presidency, laws & the Constitution	Program # 14-20 Segment 2	SEGMENT #2- Sustainable Fishing: Is farming the answer? SYNOPSIS: Doctors and nutritionists tell us to eat less red meat, and more fish. As a result, salmon, tuna, and various white fish have caught on in many households, with salmon being a favorite. Host: Marty Peterson. Guests: Meriel Brooks, Prof. of Biology, Program Director, Masters of Science Program in Environmental Studies, Green Mountain College, VT Rick Moonen, Chef, Rick Moonen's RM Seafood restaurant, Mandalay Bay Casino and Resort, Las Vegas, NV	5/18/14	11:47
poverty, race, education, politics, teachers, immigrants, labor unions & pensions	Program # 14-21 Segment 1	SEGMENT #1 – Making Education in Poor Areas Better and More Fair SYNOPSIS: When schools are sub-par, who is to blame? Is it the teachers? Superintendent? The parents? The funding authorities? There's a lot of blame to share, but there are also good public schools out there and models for making troubled schools better, if we want to learn from them. Host: Gary Price. Guests: Greg Duncan, Dist. Prof. in the School of Ed., Univ. of California-Irvine, co-author of "Restoring Opportunity: The crisis of inequality and the challenge for American education," John Kuhn,	5/25/14	10:59
war, veterans, military	Program # 14-21 Segment 2	SEGMENT #2- A Higher Call: An amazing story of heroism – by the enemy! SYNOPSIS: On Memorial Day this year, millions will gather to remember our heroic fallen soldiers, sailors and marines at events around the country. Host: Marty Peterson. Guests: Adam Makos, journalist, author of the book, "A Higher Call: An incredible true story of combat and chivalry in the war-torn skies of World War II," (facebook: Adam Makos).	5/25/14	10:29

freedom of religion; presidency, war, government, U.S. Constitution	Program # 14-22 Segment 1	Madison: A Life Reconsidered SYNOPSIS: James Madison was one of our busiest and most prolific Founding Fathers, yet he often doesn't get his due in discussions of the framers of the Constitution, the Bill of Rights or freedom of conscience. We'll talk to a biographer, and a historian about Madison, his presidency, personal life and how his contributions to our founding are still being discussed today. Host: Gary Price. Guests: Lynne Cheney, former "Second Lady," scholar, and author of "James Madison: A life reconsidered; Kenneth C. Davis, historian, author of "Don't Know Much About the American Presidents,"	6/1/14	11:30
children and family issues, marketing and branding, social media	Program # 14-22 Segment 2	SEGMENT #2- History of Physics: Why it's important and fun to learn SYNOPSIS: The history of physics is a long and extremely interesting one, littered with the names of some of the most famous scientists in the world, like Galileo, Newton, Copernicus, Einstein, Curie, and others. It is also the story of great discoveries that changed cultures, religious beliefs and politics over the centuries. We talk to a science historian about a few of the highlights throughout the long history of physics and astronomy. Host: Marty Peterson. Guest: Tom Jackson, author of "Physics: An illustrated history of the foundations of science" – a Ponderables book.	6/1/14	9:57
family issues, media, the arts, alcoholism	Program # 14-23 Segment 1	SEGMENT #1 – A Son Remembers His Father, Jack Lemmon Synopsis: Oscar-winning actor Jack Lemmon entertained audiences for more than 50 years in films such as "Some Like It Hot," "The Days of Wine and Roses," "The Odd Couple," "The Apartment," and many, many more. We knew Jack Lemmon as the "everyman" in his films, but we didn't know much about his life outside of Hollywood. His son, Chris, offers us a look behind the scenes at the life of his dad and the relationship they shared until his death in 2001. Host: Gary Price. Guest: Chris Lemmon, actor, author of "A Twist of Lemmon: A tribute to my father."	6/8/14	10:35
pets, pet & human health, recreation, travel	Program # 14-23 Segment 2	SEGMENT#2: Cat Care During the Dog Days of Summer SYNOPSIS: It's summer, and families are heading out to beaches, resorts and on camping trips and taking the family dog with them. But what about the family cat? Is it a good idea to take your feline family member with you? And how do cats fare, overall, during the summer at home or away? We talk to two cat experts about caring for your cat during the dog days of summer. Host: Marty Peterson. Guests: Dr. Marty Becker, veterinarian, member of the "The Dr. Oz Show" medical advisory panel, and author of "Your Cat: The owner's manual," Jackson Galaxy, cat behaviorist, host of Animal Planet's "My Cat From Hell," author of "Cat Daddy,"	6/8/14	10:55
religion, gay issues, child abuse, divorce & family issues	Program # 14-24 Segment 1	SEGMENT #1 – Pope Francis: What changes can we expect in the Church? SYNOPSIS: The Catholic Church has been embroiled in problems during the past few decades, and the new pope, Francis, is being looked to for guidance and significant changes during his tenure. But is he really a breath of fresh air? How much will the Church change? Which of the "hot button" issues will the pope address head-on? What will remain the same? We talk to two Vatican observers about what <i>they</i> think is in store with the Church under Pope Francis.	6/15/14	11:45
employment, business, government	Program # 14-24 Segment 2	SEGMENT #2- The High Cost of Cheap Fashion SYNOPSIS: The summer home clean-out is here, and old clothes and shoes are often the items that end up in the charity bin. Why is it that Americans have so much clothing to throw away? What happens to the clothing and other items that go off to the resale store? And how does the consumerism of Americans affect emerging economies and Third World countries? Host: Marty Peterson. Guests: Elizabeth L. Cline, journalist, author of "Overdressed: The shockingly high cost of cheap fashion," Management, MIT, author of "Flawed System, Flawed Self,"	6/15/14	9:46
sports, family issues, media, business	Program # 14-25 Segment 1	SEGMENT #1 – Michael Jordan: The Life SYNOPSIS: Michael Jordan is without question one of the premiere athletes of the 20 th century. But what made him so good? How did he take a mediocre basketball team with rag-tag players and help make it into a sports dynasty? We talk to a man who has followed and written about professional basketball and the Chicago Bulls for decades, about Jordan, the team and his contribution. Host: Gary Price. Guests: Roland Lazenby, sports journalist, author of "Michael Jordan: The life."	6/22/14	10:55
class culture, education, activism, economics	Program # 14-25 Segment 2	SEGMENT #2- Creating a Consensus: Bringing diverse groups together SYNOPSIS: Activists working to make something happen in a community often have problems getting people to come to meetings or take part in other gatherings for a common cause. Why is that? Host: Marty Peterson. Guests: Betsy Leonard-Wright, Program Dir. of the national non-profit organization Class Action (www.classism.org), and author of the book, "Missing Class: Strengthening social movement groups by seeing class cultures."	6/22/14	10:34
discrimination; minorities; women's and gender issues; laws and legislation; equality; economics	Program # 14-26 Segment 1	SEGMENT #1 – The Tolerance Trap SYNOPSIS: Despite having a black president and laws designed to ensure equalities for minorities, unequal treatment is still widely present in American life. Our guests discuss how laws can go only so far in addressing inequality as long as society merely tolerates minorities, regarding them as "the other" and requiring them to be labeled. Host: Gary Price. Guests: F. Michael Higginbotham, Wilson H. Elkins Prof. of Law, Univ. of Baltimore School of Law and author, <u>Ghosts of Jim Crow: Ending Racism in Post-Racial America</u> ; Suzanna Walters, Prof. of Sociology and Director, Women's, Gender and Sexuality Studies, Northeastern Univ. and author, <u>The Tolerance Trap: How God, Genes and Good Intentions are Sabotaging Gay Equality</u> ; Ellen Bravo, Director, Family Values at Work and author, <u>Taking On the Big Boys</u> .	6/29/14	10:33
discrimination; minorities; women's and gender issues; laws and legislation; equality; economics; employment and the workplace	Program # 14-26 Segment 2	SEGMENT #1 – The Tolerance Trap SYNOPSIS: Despite having a black president and laws designed to ensure equalities for minorities, unequal treatment is still widely present in American life. Our guests discuss how laws can go only so far in addressing inequality as long as society merely tolerates minorities, regarding them as "the other" and requiring them to be labeled. Host: Gary Price. Guests: F. Michael Higginbotham, Wilson H. Elkins Prof. of Law, Univ. of Baltimore School of Law and author, <u>Ghosts of Jim Crow: Ending Racism in Post-Racial America</u> ; Suzanna Walters, Prof. of Sociology and Director, Women's, Gender and Sexuality Studies, Northeastern Univ. and author, <u>The Tolerance Trap: How God, Genes and Good Intentions are Sabotaging Gay Equality</u> ; Ellen Bravo, Director, Family Values at Work and author, <u>Taking On the Big Boys</u> .	6/29/14	14:26

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH AND FITNESS	American Heart Assn PSA	000:31	023
HEALTH AND FITNESS	American Heart Assn PSA	000:32	002

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH AND FITNESS	SHRINER'S HOSPITAL PSA	000:31	182
MILITARY AND VETERANS	Wounded Warrior Project	000:30	084
COMMUNITY INVOLVEMENT	POLICE WEEK	000:33	007
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:29	034
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	008
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:27	004
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:28	007
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:26	027
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:27	181
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	045
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	211