

WHYN-FM
Springfield, MA
Quarterly Issues/Programs List
Second Quarter, 2018
07/02/2018

WHYN-FM
Quarterly Issues/Programs List

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

- 1- Promotion and Hosting of USO Events to raise awareness and funds for military families.
- 2- Opioid Crisis—solutions proposed and money sources identified.
- 3- Taxes. Federal tax cuts are good but lead to shock of homeowners when local taxes are raised.
- 4- Crime figures in western mass and what can be done to stop the spike in numbers.

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.

COMPLIANCY ISSUES	PROGRAM / TITLE	DESCRIPTION SYNOPSIS	DATE/TIME SUNDAYS	DURATION
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<p>Job development, Job transition. The economy</p>	<p>THOM FOX THE ENGINE</p>	<p>Steve Rosenkrantz of Entrepreneur's Source joined me to discuss his work helping people transition to entrepreneurship. Rather than launching a startup, however, his clients are investing in a franchise of an established business. We talk about franchising, what it means, and how to find a great opportunity. We also touch on how you can turn your existing business into a franchise opportunity for others. If you have an entrepreneurial mind you won't want to miss this episode.</p>	<p>4/7/2018 6A</p>	<p>30M</p>
<p>Local economy. Nutrition.</p>	<p>THOM FOX THE ENGINE</p>	<p>John Grossman is the co-owner of Holyoke Hummus Company. Founded in 2014, Holyoke Hummus Company is a cafe and food truck and catering company serving falafel, hummus and other middle eastern treats (you're getting hungry reading this, aren't you?). John shares his journey, and how things are going with the café in Holyoke.</p>	<p>4/14/2018 6A</p>	<p>30M</p>
<p>Developing Small Business. The Economy</p>	<p>THOM FOX THE ENGINE</p>	<p>Allen Kronick is a Senior Business Advisor with the Massachusetts Small Business Development Center (MSBDC). The MSBDC provides expert advice to businesses in the areas of business plan development, financing, cash flow analysis, personnel issues, and marketing. Allen shares how he and his colleagues are helping to shape the region's economy. We also discuss how business owners and entrepreneurially-minded people can connect with the MSBDC's services.</p>	<p>4/21/2018 6A</p>	<p>30M</p>

<p>Mental Health...Public Health. Public Safety</p>	<p>THOM FOX THE ENGINE</p>	<p>Lisa Brecker, Director of Public Relations and Development at Gándara Center, shares how the non-profit supports people struggling with mental health and substance abuse, and their work on the forefront of the opioid crisis. Through over 40 locations throughout the Commonwealth, the Gándara Center works to support people on their most venerable of times. They also offer preventive services for children, adults and families across the Pioneer Valley and eastern parts of Massachusetts. Learn more about the Gándara Center, and the opportunities to help support their work.</p>	<p>4/28/2018 6A</p>	<p>30M</p>
<p>Local Banking. The Economy. Small Business development effort.</p>	<p>THOM FOX THE ENGINE</p>	<p>Tara Brewster, the Vice President of Business Development for Greenfield Savings Bank, recently joined me to discuss her work. We chat about some of the challenges facing businessowners in the current economic environment. We also discuss Greenfield Savings Bank's commitment to the community and helping company's grow.</p>	<p>5/5/2018 6A</p>	<p>30M</p>
<p>Marketing. The Regional Economy.</p>	<p>THOM FOX THE ENGINE</p>	<p>Chris Russell, Executive Director of The Springfield Business Improvement District (BID), chats about all the wonderful things happening Downtown Springfield. Whether it's the Downtown Springfield Farmers' Market, Cruise Night at Court Square, or White Lion Wednesday, Chris and his team are working hard to make the city a destination. We talk about the impact these events have on the community, and the downtown economy. To learn about upcoming events, please visit - https://springfielddowntown.com</p>	<p>5/12/2018 6A</p>	<p>30M</p>

<p>Women's Issues. Creating another generation of philanthropy,</p>	<p>THOM FOX THE ENGINE</p>	<p>Christine Monska, Officer for Community and Youth Investments for the Woman's Fund joined me to discuss the Young Women's Initiative (YWI), a local pilot of a national initiative right here in Springfield to benefit girls and young women 12-24. We chat about the Initiative and the upcoming graduation of the first cohort where graduates present their final philanthropy projects and recommendations for increasing prosperity for youth in Springfield and Western Massachusetts.</p>	<p>5/19/2018 6A</p>	<p>30M</p>
<p>Parenting. Life Issues. Educational Reform.</p>	<p>THOM FOX THE ENGINE</p>	<p>Dan Blanchard is an award-winning author, speaker, and educator, as well as a parenting expert, certified life coach, columnist, veteran of two different U.S. Military Branches, and father of five. He teaches Special Education in Connecticut's largest inner-city high school where he was chosen by the AFT-CT as the face and voice of educational reform. As an educator, author, speaker, and parent Dan feels that it is his duty to positively influence our youth every chance that he gets!</p> <p>We discuss the books he's authored, and the lives he's changed by helping teens view themselves as leaders. Learn more about Dan and his work at http://granddaddyssecrets.com/.</p>	<p>5/26/2018 6A</p>	<p>30M</p>

<p>Self Help Technigques. Self Improvement. Issues related to working for yourself.</p>	<p>THOM FOX THE ENGINE</p>	<p>Jeanne Yocum, is the author of The Self-Employment Survival Guide: Proven Strategies to Succeed as Your Own Boss. She joined me to discuss her latest book. In it, Jeanne shares key behaviors that impede success and provides solutions for the obstacles that might cross your path, including unreasonable clients, slow payers, time management, health and financial planning, and the feelings of isolation that can sometimes accompany working on your own. If you're self-employed, or considering self-employment, this is a must-read. Learn more about Jeanne at her website, www.succeedinginsmallbusiness.com.</p>	<p>6/2/2018 6A</p>	<p>30M</p>
<p>Local Economy. Start Up Business issues. Finding the right product and the right business,.</p>	<p>THOM FOX THE ENGINE</p>	<p>Seth Frappier established his start-up business, Chronic Trips, in 2016. He hosts wellness walks during the new and full moon of every month as well as some educational classes. Seth's ultimate goal for Chronic Trips is to open a social consumption lounge that blends cannabis with adventure and wellness. We discuss the stigma associated with 'weed', the industry's potential, and the health benefits associated with cannabis.</p>	<p>6/9/2018 6A</p>	<p>30M</p>

<p>The economy. Funding for Non Profits and Startups. How to create and how to produce.</p>	<p>THOM FOX THE ENGINE</p>	<p>Ward Caswell, president of the Beveridge Family Foundation, discusses the recently-released Alternative Funding Survey which focuses on the future of nonprofit funding. In WesternMA, we are fortunate to have many worthwhile causes, and they compete for an ever-changing pool of resources. Ward shares what leaders should consider when planning for tomorrow. The Beveridge Family Foundation was found in 1947 and works to create opportunity and a more vibrant economy and quality of life in Hampden and Hampshire counties by funding many nonprofits. Learn more about the findings of their February 2018 release Alternative Funding Survey.</p>	<p>6/16/2018 6A</p>	<p>30M</p>
<p>Technology Development. Social Media...Education,</p>	<p>THOM FOX THE ENGINE</p>	<p>Google is coming to town, and boy are they bringing the heat. On July 9th from 9AM to 6PM at the MassMutual Center, Grow with Google will be holding a day of free training, demos, and coaching. Stephen Brokaw, from Grow with Google, and one of their local partners, Jonathan Edwards, Director of Strategic Partnerships at Tech Foundry, joined The Engine to discuss the event. There will programming for teachers to better understand Google's free teaching resources, workshops for entrepreneurs on how to improve business and marketing skills, and a focus on job seekers and leveraging enhanced 'Search' to find employment. Learn about his, and more, in our interview.</p>	<p>6/23/2018 6A</p>	<p>30M</p>

<p align="center">Education.</p>	<p align="center">THOM FOX THE ENGINE</p>	<p>Mary-Beth A. Cooper, PhD, DM, is the president of Springfield College. The College was founded in 1885 as a training school for YMCA CEOs, and the school has come a long way. Times have changed, but the school's mission of spirit, mind, and body, and leadership and service to others remains unwavering. Under Dr. Cooper's leadership, Springfield College has experienced a rededication to the community service and civic engagement. Her vision for Springfield College is to build an inclusive campus that encourages engaged and diverse populations.</p>	<p align="center">6/30/2018 6A</p>	<p align="center">30M</p>
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**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.

NONE

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

**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
COMMUNITY INVOLVEMENT	FARMERS INSURANCE	000:30	026
COMMUNITY INVOLVEMENT	GLOBAL CITIZEN FESTIVAL	000:30	013

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
COMMUNITY INVOLVEMENT	NO KID HUNGY CAMPAIGN	000:30	012
COMMUNITY INVOLVEMENT	PEACE IN THE STREETS	000:31	002
COMMUNITY INVOLVEMENT	PROSTATE CANCER FOUNDATION	000:30	014
HABITAT FOR HUMANITY	HABITAT FOR HUMANITY	000:31	013
TAKE OUR SONS & DAUGHTERS TO	TAKE YOUR KID TO WORK	000:30	011